

# E-commerce Manager



Rethreaded is seeking a tech-savvy, analytical and sales-minded E-commerce Manager. The E-commerce Manager will be responsible for supporting the Director of Marketing in the development and execution of the Rethreaded online marketing and sales plan.

At Rethreaded, there are five career tracks that our survivor employees can choose, including marketing. Not only does the E-commerce Manager need to be an expert in e-commerce, this position also requires skills to train and mentor our survivor employees in the marketing track. This position will have a chance to truly see lives be changed by empowering and developing survivor employees. Rethreaded needs an E-Commerce Manager who deeply believes in our mission and will help further carry out the mission of breaking the cycle of human trafficking.

Rethreaded is a 501(c)3 non-profit organization and social enterprise based in Jacksonville, Florida, whose mission is to renew hope, reignite dreams, and release potential for survivors of human trafficking through business on a global and local level. Rethreaded designs, manufactures and sells its own brand of high-quality upcycled consumer products as well as resales like-minded company's products. Rethreaded currently directly employs 12 Survivors locally and is supporting over 4000 Survivors worldwide through our sales efforts.

## ABOUT YOU

- You have AT LEAST one year of experience in e-commerce strategy or management; 2-3 years of experience is ideal.
- You are knowledgeable and capable of SEO marketing implementation sitewide.
- You have experience with e-commerce sales strategy creation and implementation.
- You are an expert in content marketing development and digital marketing.
- You love to stay current on relevant apps, technology is your game.
- You have experience with fashion, product and lifestyle retail.
- You have great writing skills and are comfortable with content development.
- You are comfortable taking direction and working under supervision, but you can work independently the majority of the time.
- You have to be flexible.
- You are able to work in an open, active manufacturing warehouse. You DON'T need privacy, quiet and a distraction-free workspace to flourish.

## RESPONSIBILITIES INCLUDE

- Able to update web pages (event pages, freedom partners, etc)
- New page creation
- Make sure out of stock items stay invisible site-wide
- Managing regular updates to our theme while maintaining current features
- Developing and maintaining a user-friendly , well functioning mobile version of our website.
- Working knowledge of html code.
- Monitoring user experience and traffic on our website.

- Ensuring our our website's Privacy Policy is current, ADA compliant, etc.
- Amping up the presence and usability of the fundraising portion of the website.
- Maintaining interactive website needs and creation.
- Developing and executing all coding needed for site management.
- Review and report on data analysis for online sales performance.
- Understand and operate in platforms such as Google Analytics; ability to collect facts and statistics about your company's marketing performance.
- Provide Retail Sales floor coverage as necessary in the absence of the Retail Sales staff.
- Assist with outside sales events as needed.

## ADDITIONAL INFORMATION

- Part time, 25 hours/ week
- Hourly, non-exempt
- Partial benefits
- Reports to the Director of Marketing
- Preference will be given to applicants that identify as a survivor of human trafficking

## PHYSICAL REQUIREMENTS

- Able to read, hand-write and type in English
- Able to hear and understand, and clearly speak English in person and/or over the phone
- Able to regularly lift up to 30 lbs and occasionally lift up to 50 lbs
- Able to sit or stand for up to 6 hours at a time
- Able to drive and has a driver's license in good standing

Please send resume and cover letter [jobs@rethreaded.com](mailto:jobs@rethreaded.com).

*Rethreaded is a drug-free workplace. Pre-hire and random drug screens upon employment will be required. Refusal to submit to a drug screen will result in termination or retraction of any employment offer. Employees or applicants may contest a positive drug screen result to the medical review officer within 5 days of the notification of the positive drug screen result.*