Job Description
Ecommerce Coordinator

LOCATION:
Eugene, Oregon (Hybrid)

HOW TO APPLY:
Candidates interested in this position must provide a resume AND a cover letter that details their interest, intent, and applicable experience for this role. Application materials should be emailed to HR@Burley.com – Resume and Cover letter submitted via PDF.
Finalists for this position are subject to a criminal background check.

ABOUT BURLEY:
From everyday errands to extraordinary expeditions, Burley has helped folks do more by bike since 1978. Based in Eugene, Oregon, Burley designs trusted, versatile bike equipment for carrying everything you need and love. Our family-owned company is committed to building a more bikeable world and making it easier for generations of riders, adventures, and explorers to ride their way.

At Burley, we like to say the joy and possibility in every ride moves us to make more rides possible. From the worry-free gear we design to the bike causes we support; we make it easier for you to get out there and do more by bike.
Burley. Ride Your Way.

ABOUT THE POSITION:
The Ecommerce Coordinator will help grow our direct Burley.com and Amazon ecommerce businesses. A strong understanding of digital advertising, Google Analytics, Shopify, and Amazon platforms are necessary to the success of this position. You will work toward growing the Burley.com direct website and Amazon businesses by analyzing traffic, conversion, and other metrics continuously to identify and react to market opportunities.

Burley.com and Amazon Performance

- Responsible for end-to-end management of Amazon and direct to consumer sales channels including product page creation, order processing, and inventory management.
- Work with Director of Sales & Marketing to ensure that all site updates align with campaigns, promotions, and revenue goals
- Use Amazon Vendor Central to monitor account health: sales, negative feedback, chargeback claims, policy compliance, and shipping performance
- Provide overall expertise for Shopify and Vendor Central performance so that the direct business can run efficiently and smoothly
- Lead integration and implementation of platforms for Shopify like Bazaar Voice, Klarna, Yotpo, Klaviyo, etc.

- Troubleshoot any back-end problems and implement solutions to optimize site performance
- Report on trends, sales, tests, and optimizations to the broader team

Digital Advertising

- Work alongside external digital advertising partners to craft digital advertising plan
- Guide SEO best practices implementation across Burley.com and Amazon.com
- Implement, test, review, and report on AMS and Burley.com advertising performance

Inventory Setup and Management

- Input and monitor SKUs, ensuring that all product listings are displayed properly
- Ensure that forecasts match inventory levels and managing OOS messaging by SKU and storefront

EXPERIENCE/SKILLS REQUIREMENTS:
- Bachelor's degree in Business, Marketing or a related field or the equivalent amount of training experience.
- At least 2 years of experience with direct business and ecommerce platforms, specifically Shopify, Google Analytics, and Amazon
- Understanding of methods to optimize consumer purchasing funnel (PPC, email & offline marketing, SEO, affiliate programs)
- Knowledge of consumer expectations and UX optimizations
- Experience communicating needs/solutions to developers and 3rd parties to assist with troubleshooting
- Excellent organizational skills and attention to detail.
- Demonstrated strong skills in cooperation, decision-making and problem solving.
- Ability to effectively present information and respond to questions from groups of managers and customers.
- Ability to help define and identify KPIs across marketing funnels
- Understanding of different ecommerce attribution models (nice to have)
- Basic understanding of digital marketing/social media platforms (Google/Microsoft ads, Meta, TikTok, Pinterest)

WORK ENVIRONMENT AND PHYSICAL DEMANDS:
- Work area is indoors in a climate-controlled environment with moderate background noise.
- The ability to use a keyboard, and to communicate orally and in writing is required.
- The ability to work extended hours as business needs dictate.
- Position is based in Eugene, Oregon

FLSA Status: Non-Exempt