



Amazon Marketing Specialist (AMS)

COMMON
THREAD
COLLECTIVE

About Us:

The heartbeat of the Common Thread Collective (CTC) is far from your traditional marketing agency because we aren't a marketing agency. The traditional model is broken and we think differently. We are a digital sales agency passionate about helping entrepreneurs achieve their dreams.

In service of our clients, our focus on digital strategy, creative arsenal, and relationships uniquely aligns client dreams to our skill set driving revenue, growing brand awareness, and executing mission statements. We don't just sell stuff online, we invest in and help make our clients' dreams into reality. Pretty cool, huh?

In caring for our people, dream chasing and dream catching pulse through our office walls. A core value of CTC is that we are all entrepreneurs of our own life and as such we encourage play, promote curiosity, and help build each other up. To be better at our craft of digital sales, we strongly believe that investing in YOU will make CTC better overall.

A job, is a job, is a job. At CTC we don't hire for jobs, we build careers as a catalyst for your future self. We believe in who we hire so much that we offer all of our full-time employees:

- Full health, dental, and vision benefits that fit your lifestyle and goals.
- 401k program with a 3% company match (post 90 days employment) to bring out the investor inside you.
- 4 weeks of paid time off on top of Holidays, your Birthday and the week of Christmas paid. Go get your R&R on so when you're at CTC you're firing on all cylinders.
- A wellness reimbursement program that inspires 360 degrees of health: mentally, physically, and spiritually.
- Two monthly sessions to tell a licensed MFT therapist your dreams as an entrepreneur in our Tell Me Your Dreams (TMYD) program. To top it off, we provide you with resources to realize your dreams through our Dream Fund.

About the Position:

You don't need to think Jeff Bezos is the Henry Ford of our time, but there *is* something to be said for how Amazon has changed the shopping and ecommerce experience. And while Amazon's platform may resemble more of a Microsoft Windows '99 feel rather than what our creative brains are accustomed to, we expect this candidate to be fluid in knowing everything about their service offerings. From Seller Central, FBA, Sponsored Brands Ads, Headline Search Ads, Product Display Ads, and Product Listings, you need to know differences and benefits of what each of these are and how to create and manage them.

Are you still with me? Great, because while the this ecommerce giant may be the easiest way to sell products online, your job will be to scale client's sales and revenue on Amazon. While this may sound like a challenge to some, we hope seeing great results for clients makes you want to get up out of your chair and dance! *We will actually encourage this and one of your colleagues will more than likely pull out a guitar and strum you a few chords as well.

Build | An AMS' ability to know every facet of how to effectively build a Vendor and Seller Central PPC campaign is imperative, from Sponsored Brands Ads, Headline Search Ads, and Product Display Ads, these are all necessities in this position.

Scale | The AMS will also be responsible for growing the client's business and ad spend in Amazon Marketplace. Their ability to scale accounts and navigate opportunity is crucial.

Sell | As the go-to Amazon guru, you will be in charge of managing all product listings in addition to Vendor and Seller Central PPC campaigns. In managing and or creating product listings, you will also be tasked with writing compelling copy for product titles and descriptions as well as enhanced brand content.

Optimize | From PPC campaigns to product listings, the AMS must be able to drive the most efficient return by updating products, store fronts, campaign structure, keyword's and bidding.

About You:

We hire for effort and interest at CTC and have found our successful AMSes encompass:

- 2+ years experience with Amazon Seller Central and or Vendor Central.
- 2+ years experience managing Amazon Marketplace Accounts.
- 1+ years experience building and running SEM or other PPC campaigns.
- Professional writing background or experience writing for Marketplace required
- Bachelor's Degree in Communications, Business, Marketing, or related field is preferred.
- Ability to utilize Excel/Numbers/Google Sheets to find trends and solve discrepancies.
- Be able to switch back & forth between different tasks quickly & efficiently.
- Blend creativity, a detail oriented mindset, & analytical problem solving into daily tasks.
- Background in brand marketing and an understanding of customer purchase behaviors.

