



Thermacell Repellents, Inc.

Job Description

Position Title: Retail and Digital Marketing Associate

Reports To: Sr. Manager; eCommerce, Merchandising, and Business Planning

Position Status: Full Time

Location: Bedford, MA

Summary

This is a very important position for Thermacell Repellents, Inc. (TRI) as our brand continues to grow at an accelerated rate. This person will play a key role in supporting the Thermacell marketing, sales and merchandising strategy both online and in-store.

This associate will provide key insights across the eCom channel to fuel growth, while helping to convey a clear and consistent brand message across retail websites. In addition and uniquely, this position also plays a critical leadership role in brick and mortar retail merchandising and display planning and execution, which will continue to comprise a significant portion of Thermacell revenue growth.

The successful candidate has strong organization skills, attention to detail, digital and ecommerce skills, people skills, has a can-do attitude, and enjoys working in a cross functional team. This is a great role for onboarding to Thermacell, and with performance will come significant growth opportunity for the right candidate.

About Thermacell

Thermacell Repellents Inc (TRI) is a leader in mosquito repellents globally – in fact, TRI sells the most effective zone mosquito repellents in the world. Thermacell products create a 15 ft zone of protection, liberating people from annoying mosquitoes so that they can enjoy the outdoors. Tested by the US. Department of Defense and registered by the EPA, Thermacell products have won many awards including *Field & Stream's* Best of the Best, *Popular Science's* "Best of What's New" and *Good Housekeeping's* award for best table top lantern. For more information about Thermacell, please visit our website at www.thermacell.com.

Key Responsibilities

Amazon.com and other eCommerce Retailers

- Work with sales to analyze sales data to identify trends, draw conclusions and translate findings into actionable insights.
- Review and respond to consumer reviews and questions.
- Track and analyze PPC campaign campaigns on Amazon Marketing Services (AMS) and other eCommerce retailer marketing platforms.
- Monitor budget and performance KPI's for promotions, coupons and other digital merchandising programs.
- Assist with item set-up, catalog management, and text and image content management/development.

- Oversee product listings using knowledge of keyword research, Amazon algorithms and product search rankings.

Digital Marketing

- Track and analyze PPC campaigns on Google AdWords platform.
- Assist with site maintenance, content updates, product additions, blog posts, quality checks and technical upgrades on Thermacell.com with third party vendor.
- Use Google Analytics to analyze and report on Thermacell.com KPIs.
- Develop content, including: email marketing messages, product copy, blog posts, and social media posts.

Merchandising and Business Planning

- Develop physical product displays with third party vendor from ideation to completion, including: pricing, structure, version changes, artwork timelines, item set-up in ERP system, and testing.
- Provide budgeting and forecasting support, process management, summarization of incoming custom display requests from sales, lead meetings.
- Analyze Point of Sale and other marketing and sales data, and plow findings/learnings into following year plans.

Required Skills & Attributes

- Bachelor's Degree and minimum of 1-year of experience in a sales or marketing role.
- Excellent organizational skills, great attention to detail and focus on quality of results.
- Experience with Google Analytics and hands-on experience with performance marketing (PPC, SEM, Social Advertising, email marketing, etc.).
- Front end website execution. Ability to instruct third party vendors to execute website changes. Experience with Shopify is a plus.
- Extensive knowledge of Microsoft Excel (V-lookups, pivots, macros, etc) and PowerPoint.
- Intellectually curious, analytical, persistent, and not shy about sharing their opinions and recommendations.
- High fluency in Amazon / eCommerce tools including Amazon Vendor Central and AMS. Knowledge of AMG/AAP is considered a plus.
- Strong sense of discipline, follow-through, and precision.

Compensation

Status: Non-exempt

Salary Range: Appropriate for skills and experience; compensation includes an attractive benefits package including health/dental insurance, group life, 401K plan, etc.

Bonus Eligible: Yes

Contact: Please send a resume and why this job is of interest to Human Resources at careers@thermacell.net with the position title in the subject line.