



# Employment Opportunity

## eCommerce & Market Analyst Specialist

**Immediate opening in a well-established business in San Leandro California.**

**What You'll Be Doing:** In this role, you'll own and manage digital marketing analytics including daily dashboard management and marketing channel metrics for Alexandre Family Farm. Support the design, implementation, and management of key processes to support eCommerce merchandising, marketing and operations to insure management and optimization of end-to-end performance of AFF's eCommerce platform. You'll also own web analytics and usability reporting, consumer life-cycle reporting and eCommerce operations and business reporting. Additionally, you'll support cross-functional team needs via the development and management of relevant data visualizations and dashboards for growing and expanding Ecommerce business.

**Responsibilities:** You will serve as a key member in setting the Alexandre Family Farm (AFF) strategic direction in expanding into eCommerce territory and analysis market response • Implement business development initiatives that are consistent with the AFF's overall strategy • Manage eCommerce sales channels in a growth environment • Establish the style and approach which will characterize the AFF's dealings with the Ecommerce marketplace • Develop strategies to approach new clients and increase revenue • Meets assigned targets for profitable sales volume and strategic objectives • Leads solution development efforts that best address customer needs, while coordinating the involvement of all necessary AFF personnel • Maintain and expands client relationships • Participate in marketing events such as trade shows, and seminars • Identify and work to resolve client concerns • Keep current with what is happening in the industry and competition's services and activities • Execute accurate, timely online pricing within the web store's pricing and promotional tools. • Set up promotional messaging that clearly and concisely communicates the offer details to the customer • Ensure that online pricing and communications meet vendor map pricing standards and any other terms and conditions • Research, identify and resolve pricing problems before the customer's experience is affected • Develop and maintain key digital marketing and web merchandising reports for AFF • Perform ad hoc analysis that delivers retail intelligence and analytic insights.

**Desired Qualifications:** • Bachelor's Degree • 3+ years of hands-on eCommerce analytics/data experience providing solutions • Excel application expertise with the strong ability to analyze/manipulate data, perform trend analyses and create reporting and other analytical and planning templates • Responsible for and experienced with the strategic use of data and analytics • Prior experience in eCommerce, Consumer Packaged Goods, Sales, Marketing, Demand Planning, Sales & Operations Planning, Supply Chain, or Information Services • Strong interpersonal communication and presentation skills and poise are required, as is the ability to manage multiple projects simultaneously • Working knowledge of HTML, SQL; skilled with MS Word, Outlook, Power Point, and Excel. • Expert with Google Analytics • Data management experience utilizing programming is a strong plus (e.g. SQL) • Experience with managing multiple online data sources • Demonstrated ability to conduct data analysis and use the data to develop strong, persuasive selling stories • Relevant experience in B2C eCommerce Marketing or eCommerce Sales, or Digital Marketing, or Brand Marketing

**Other Position Qualifications:**

- Time Management - Ability to utilize the available time to organize and complete work within given deadlines.
- Be a self-starter with good organizational and communication skills, neat and detail oriented, think on your feet, work well under pressure and have good people skills.
- Communication, Written and Verbal - Ability to communicate in writing clearly and concisely.
- Perform any other duties as assigned by management.

Please submit to this post a resume and a paragraph about yourself, and long-term career goals.

Salary DOE and qualifications