



## THE YERBA MATE CO.

A SUBSIDIARY OF GUAYAKI SUSTAINABLE RAINFOREST PRODUCTS, INC.

### JOB DESCRIPTION

**Job Title:** eCommerce Manager  
**Department:** Sales  
**Reports To:** Vice President of Sales  
**FLSA Status:** Salary exempt

**SUMMARY:** Responsible for leading the company's ecommerce strategy, execution and sales success, with an initial focus on Amazon, which will expand to additional marketplace platforms over time.

#### **DUTIES AND RESPONSIBILITIES:**

The following reflects management's view of essential functions for this position. Management may assign or reassign duties and responsibilities to this job as required.

- Lead all aspects of eCommerce digital marketing on Amazon to drive awareness, consideration, purchase and repeat purchase/Subscribe n Save business, including managing agency team executing Amazon Search campaigns, Amazon DSP programmatic campaigns and any additional high impact ad strategies, event or merch concepts.
- Develop and execute all promotional campaigns, including managing offer development, cadence, and audience segmentation.
- Develop the ecommerce sales plan, meeting and surpassing sales goals for each account and the total channel.
- Develop and lead a plan for expansion across additional Amazon and marketplace channels, including high potential platforms like Instacart, Walmart.com, Kroger, Whole Foods, Amazon Fresh, PrimeNow and FreshDirect
- Manage KPI reports, ROI analysis and sales forecast for top management, and suggest new business opportunities
- Develop new product configurations (variety packs, etc) as part of an overall strategy to drive the business.
- Coordinate with internal teams to accurately forecast product demand across ecommerce platforms, and ensure that operations are run smoothly and that product is always in stock.

#### **QUALIFICATIONS and REQUIREMENTS:**

- Expertise in managing and growing a business on Amazon (experience with additional high impact grocery eCommerce retailers like Walmart.com, Kroger.com, Target.com, FreshDirect a plus).
- Experience with Amazon Advertising (DSP & Search).
- Experience managing ecommerce for CPG/beverage brand a plus.
- Experience with both 1P (vendor) and 3P (Seller) accounts a plus.

- Bachelor's degree business, marketing, communications, or another related field
- Ecommerce operations experience, including successfully coordinating with operations teams.
- Proven analytical capabilities in an ecommerce environment

*Guayaki and The Yerba Mate Co. are committed to equitable prosperity and dignity for all people. We value a diverse workforce and believe it enhances our culture while fostering better decision making. We recruit, train, compensate and promote regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected status as required by applicable law.*