

TOMY International, Inc.

POSITION DESCRIPTION

JOB TITLE: Digital Merchandising Associate

EFFECTIVE DATE: November 2020

DEPARTMENT: Digital Commerce - 779

OVERALL SUMMARY:

The Digital Merchandising Associate's role is key member of the Digital Commerce team and will work to create a strong online presence for TOMY's growing portfolio and brands and expanding channels of sales.

The ideal candidate for this position has 3+ years of experience working with a consumer products manufacturing company with a focus in e-commerce merchandising, content and sales.

JOB DUTIES AND RESPONSIBILITIES:

- Partner with marketing/brand teams to build strong content and presence online for all key products
- Coordinate and be the main point of contact for all content/copy/images etc.
- Create and optimize digital merchandising process' and guidelines
- Create, maintain, and distribute assets via Salsify
- Coordinate/respond to customer questions and reviews
- Manage product listing and content on Tomy.com
- Create and maintain enhanced content, Amazon A+ Detail pages and Amazon Brand Pages
- Assist in item set up and creation across channels
- Manage retailer/Salsify scorecards to ensure compliance and best practices
- Looks for continuous improvement initiatives, attend webinars to stay up to date on best practices, and share best practices across the organization
- Apply best practices for copy/content that meet specific retailer requirements
- Assist with strategic corporate projects across all online platforms as needed

KNOWLEDGE / EDUCATION

- Bachelor's Degree
- Minimum 3+ years of experience online merchandising/ecommerce in organization supporting a large number of SKUs
- Microsoft Office proficient with ability to manage large excel files
- Quick learner and ability to multi-task and meet deadlines
- Highly organized
- Self-motivated and driven without micro-management
- Experience with Product Content Management Software a plus (Salsify, Syndigo etc.)
- Travel may be required to our different offices (Minimal)

We offer a competitive salary and benefits package
If interested and qualified, submit your resume to hr@tomy.com.

DISCLAIMER: The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as comprehensive inventory of all duties, responsibilities and qualifications of employees assigned to this classification.