

POSITION DESCRIPTION

Online Merchandiser, Perfume.com

Perfume.com is looking for passionate, bright, curious people. If you want to help build a world-class company, with all the energy, passion and resources of a Bay Area-like startup, join us on the ground floor and surround yourself with possibility.

The role:

You have a passion for fragrance and beauty.

You are an incredible writer/editor with a keen eye.

You love to read, connect, and share with others online.

You work well independently but also build effective reporting relationships.

You are detail oriented, highly motivated, and exhibit energy, passion and an action-orientated approach.

Key Performance Measures:

- User conversion and engagement
- Higher Net promoter scores

Key Responsibilities:

- Manage the merchandising and product content for perfume.com including graphics, copyediting, writing, proof reading and data quality assurance.
- Manage homepage content to ensure that the most relevant product is featured everyday including scans, product descriptions, main page graphics and features, navigation, promotions and reporting.
- Build and/or maintain website pages using our in-house software & tools as needed
- Co-ordinate placement of product as determined by:
 - Marketing activity
 - Current events and other newsworthy media and trends
 - Online sales trends & reports
 - Inventory levels/availability
- Developing and maintain boutiques for monthly themes, major holidays, sales, marketing & co-op

Online Merchandiser

- Coordinate the development and placement of all online banners - including briefing creative and maintaining library of assets
- Support the merchandising team in sales reporting and analysis
- Edit and post Reader Reviews
- Provide editorial support to the marketing team - including writing, copyediting & proofreading for email and online/offline related marketing

Key Relationships:

Reports to: President (for now)

Internal:

- Product Team, Merchandising, Marketing, IT, Procurement

External:

- Online outside service providers: agencies, vendors and freelancers.

Key Performance Measures

- Sales, conversion
- Creativity and Organization - innovation and creative approaches to merchandising efforts and projects
- Timeliness and Accuracy - spelling, information data accuracy and consistently meeting deadlines

Skills & Abilities

Education & Work/Life Experience

- Bachelor of Arts Degree or College Degree
- Previous experience with copywriting, editing and proofreading
- A knowledge of and passion for fragrance & beauty
- Strong communication skills - written and oral (samples of writing required for review)
- Technology savvy: MS Office
- Some familiarity with HTML and Photoshop

Desirable Interpersonal Characteristics

- Good communicator
- Entrepreneurial
- Goal oriented

April 30, 2008

Online Merchandiser

- Strong work ethic
- High attention to detail
- Team Player
- Problem Solver
- Thrives in a fast paced environment