

[AKA the Who's There Group]

E-Commerce Manager (Remote, Full-Time)

Are you upbeat, smart, proactive, and productive? A self-starter with entrepreneur-like initiative? Do you follow e-commerce trends and get excited about developments in digital marketing? Do you value work-life balance and a team that likes each other?

Then we want YOU.

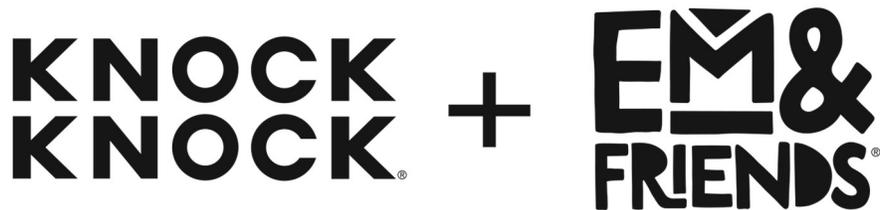
We are the Who's There Group, and our two brands, Knock Knock and Em & Friends, are known for witty, design-driven gifts and stationery. About thirty of us do everything from conceiving, writing, and designing our books, gifts, and greeting cards, to overseeing the all-important logistical dynamics of manufacturing, sales, marketing, and distribution.

Our products are sold globally across multiple e-commerce channels, including wholesale to thousands of retailers via our own platform and external platforms; direct-to-consumer on Amazon; and direct-to-consumer on knockknockstuff.com and emandfriends.com. We are looking for an E-Commerce Manager to join our team!

Some of the qualities we're looking for:

- Experienced with marketing and selling on Amazon
- Enthusiasm for product marketing and passion for e-commerce
- Analytical—easily absorbed by numbers and metrics, and skillful at translating data into actionable insights
- Proactive, competitive drive to exceed goals and objectives
- Positive outlook, easy to laugh and embrace humor
- Independent, self-starter with curious, entrepreneurial spirit
- Passion for our brands, company philosophy and mission

If this sounds like you, then please read all the official stuff below and get in touch. We want to hear specifically why YOU want to work with US, and why WE want to work with YOU. Tell us your story and let us know the salary range you're looking for. We don't look at resumés that come in without cover letters or salary range info.

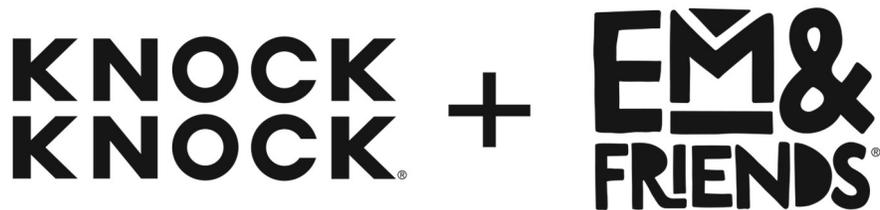


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What You'd Be Doing:

Reporting to the Director of E-Commerce as a member of the Marketing department, the E-Commerce Manager plays a vital role in the health and maintenance of all the Who's There Group's (WTG) websites and their optimization, as well as supports our e-commerce sales via Amazon.com. You will work with multiple teams at WTG, serving as a liaison among the various functions that feed into and support the companies' omni-channel sales, particularly the operations, marketing, sales, and customer service teams.

- Support all e-commerce sales via direct-to-consumer and business-to-business websites—from online merchandising (categorizing, optimizing, etc.) to reporting on and analyzing sales and metrics.
- Support Dir. of E-Commerce in growth and maintenance initiatives for Amazon.com business including (but not limited to) content creation for new product launches, optimization of existing catalog listings, and regular advertising and Brand Store updates
- Ensure the meeting of revenue and marketing goals, measuring performance and working with team to adjust plans accordingly.
- Support wholesale account sales by managing the development of customer-specific B2B digital marketing assets, and ensuring the Sales team is equipped with consistent, cohesive digital marketing tools.
- Maintain both WTG brand catalogs across retail and wholesale websites and Amazon—executing product launches and routine maintenance.
- Manage product catalog and data feeds to various online marketplaces and advertising channels (affiliate network, Google Shopping, Meta catalog, etc.).
- Complete site updates, building basic pages within site content management systems (CMS), currently two Shopify Plus sites, a Wordpress site, two B2B Wave sites, Faire.com (and any future marketplaces).
- Coordinate and oversee front- and back-end website improvements to positively impact conversion, customer experience, sales, and/or functionality.
- With support from internal team(s) and third-party development agency, act as the sites' webmaster, assuring up-time and functionality at any given time.
- Coordinate with customer service and operations team members troubleshooting issues to ensure smooth, five-star customer experience from start to finish.



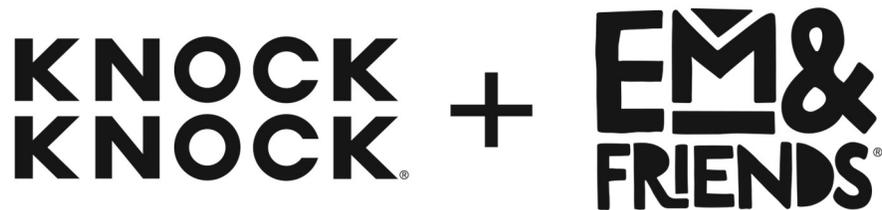
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- Collect, measure and report monthly on website behavioral data—may include heat-mapping, user-interface testing, and analysis on Google Analytics data.
- Coordinate and complete HTML skinning and execution on email blasts using Klaviyo
- Stay on top of e-commerce trends and best practices, and platforms.

Characteristics You'll Embody While Doing It:

- Bachelor's degree.
- 3-plus years of experience in e-commerce, e-commerce sales/operations, website management, or site analytics role.
- 1-plus years of experience in selling/marketing on Amazon.com, bonus points for comfort with Vendor Central, though Seller Central works too!
- Expert fluency in Microsoft Excel and Google Analytics.
- Experience with Shopify preferred
- Trained and comfortable with e-mail marketing platforms (Klaviyo, specifically)
- Basic HTML, CSS, and web development know-how required.
- Strong analytic skills as well as the ability to develop reports and perform metrics-driven decision making. VERY KEEN attention to detail (we cannot overstate this!).
- Experience/understanding of SEO strategy including search-engine optimization and keyword research.
- Strong ability to self-manage in a remote work environment.

If you're interested, please check out our websites at knockknockstuff.com and emandfriends.com, and our Instagram feeds @emandfriends and @knockknock. Send your cover letter (mandatory! why do YOU want to work with US specifically?), desired salary range, and resumé to: jobs@whosthere.com with subject line: **E-COMMERCE MANAGER**. No phone calls, please.



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We offer competitive compensation and benefits. This is a remote position, but if you are located in Los Angeles, CA and wish to work in our office on some days of the week when it reopens, we'd welcome you in person. If you're located outside of Los Angeles, you must be willing to travel occasionally to our Los Angeles HQ for company meetings.

The Who's There Group is an equal-opportunity employer. We value our inclusive work environment and encourage folks of all backgrounds and perspectives to apply. We strive to create a transparent, supportive environment and we believe having a diverse team is a strength that drives our success.