

**Job Description**  
**RESALE ECOMMERCE SPECIALIST**  
**NATIONAL COUNCIL OF JEWISH WOMEN – ST. LOUIS SECTION**

- I. **Job Title:** Resale Ecommerce Specialist
- II. **Reports To:** Resale Shop Marketing Manager
- III. **Position Summary:**  
This position will assist with the creative and processing functions of our online resale business by identifying, evaluating and posting merchandise for sale on our Shop ecommerce site, social media platforms, eBay and other auction-oriented sites. This position supports the mission by telling the story of how shopping and donating support women, children, and families in our community.
- IV. **Position Description:** Maintain adequate levels of inventory for our Shop ecommerce site. Photograph, post and process all items sold for shipping, while maintaining accurate records of inventory both sold and on hand. Manage our online inventory. Drive, sustain and increase ecommerce sales by developing copy and promotions for all items. Manage and optimize paid advertising campaigns to increase digital sales while monitoring changes in website traffic and sales.
- V. **Specific responsibilities include:**
- a. Set up and manage posts across the site including: producing and uploading product images, written descriptions on Shop ecommerce site;
  - b. As a member of The Resale Shop team, contribute to the digital and integrated campaign planning and promotions across all ecommerce systems and social media platforms daily including assisting with or spearheading virtual selling tactics such as Facebook Live, Instagram and EBay;
  - c. Prepares merchandise for ecommerce sales by creating displays, photos and product descriptions;
  - d. Assists in the organization of the ecommerce space;
  - e. Understanding of SEO and ecommerce copywriting best practices;
  - f. Prepare sold merchandise for shipping or pickup, measure and weigh items accurately, deliver packages to USPS and manage Shop curbside pickups;
  - g. Keep accurate records of items posted, sold, picked up and shipped meeting all established deadlines;
  - h. Respond to phone and email inquiries from customers in a timely manner;
  - i. Utilizes strong communication skills to create compelling content, highlighting strong attention to detail and exceptional grammar;

- j. Experience with content creation software, such as a content management system (CMS), Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, and Adobe After Effects;
- k. Other duties as assigned.

**VI. Qualifications:**

- a. Minimum one year experience in ecommerce marketing, including web page development, data entry, managing product inventory and the customer experience, and use of social media channels (e.g. Facebook and Instagram);
- b. Two years' experience in fashion/apparel/retail business with customer service mindset;
- c. Accomplished digital photographer with excellent written skills;
- d. Computer and digital media proficiency: Microsoft Office, Publisher, InDesign, Adobe, Front Page, Google Analytics, Google AdWords, Instagram, Facebook, Pinterest, Twitter and digital marketing software (e.g. Buffer, Hootsuite, Sprout Social);
- e. Experience with marketing automation software a plus, including but not limited to HubSpot, Marketo and Active Campaign;
- f. Must be detail oriented, organized and able to conduct product research;
- g. Ability to multi-task and remain flexible in an ever-changing landscape with passion for the mission;
- h. Reliable transportation

**VII. Education:**

- a. Bachelor's degree in marketing (preferred), Communications, or related field, minimum Associate's Degree

**VIII. Physical Demands:**

- a. Ability to maneuver stairs
- b. Ability to lift 30 pounds or more

*This is a **full-time non-exempt position**. Salary range \$14-\$16 hourly.*

*Benefits include health, dental and vision insurance, life insurance, PTO.*

*Evening and weekend hours are required.*

*Work hours will be 9-5 most days and include Saturdays.*

**NCJW St. Louis is an equal opportunity employer.**