

**Role:** Marketplace Manager

**Reports to:** Head of Digital

**Direct reports:** Online Customer Service Agents

**Location:** Pembroke Dock / Hybrid (Considered)

**Salary:** £25,000 - £35,000

**Hours:** 42.5 per week

## **Who we are:**

Genpower Ltd, established in 2006 in the exquisite Pembrokeshire Coast are the exclusive distributor of Hyundai Power Products for the UK and Irish marketplaces, alongside our own branded machinery ranges available to fulfil worldwide. Through years of exceptional growth, the digital ecommerce department has grown considerably to ensure we continue this consistent, yet rapid growth, and improve market share in the power equipment, garden machinery and light construction sectors.

As Marketplace Manager you will be responsible for the day-to-day marketplace ecommerce operations, customer service, updates, listings, promotions, merchandising, maintenance and overall channel performance of our channels such as eBay, Manomano, onBuy and more.

This position will work closely with the Head of Digital on strategy for Hyundai Power Products in the UK and Ireland and growing our own branded equipment sales. You will be directly managing the returns and 'front line' customer service agents responsible for sales enquiries within the ecommerce department, giving clear direction, optimisation plans and ensuring the team is structured and provide excellent service to our customers.

Being able to work under pressure, to tight deadlines, manage and lead a team and look for market opportunities are crucial elements within this role. Knowledge of marketplace sales, specifically eBay would be beneficial. You will need to be passionate, motivated by growth and able to conduct research using tools such as Helium 10, Terapeak, Jungle Scout and more.

## **Key Duties:**

- Create and execute a sustainable marketplace growth strategy. This includes short and long term revenue and market share objectives, customer metrics and overall channel performance.
- Manage a team of Online Customer Executives and a case/returns agent responsible for sales delivery and customer service across our marketplace platforms.
- Oversee the day-to-day marketplace ecommerce operations, customer service, updates, listing analysis and optimisation, manage promotions, merchandising, maintenance and marketplace performance including advertising KPIs and the account health on all channels.
- Ensure that daily site maintenance is conducted; correcting product descriptions, product placement, new item posting, out of stock item removal and functionality meets and exceeds company expectations. This is a tactical job of maintenance of the site through Amazon and eBay and other ecommerce platforms.
- Develop time and action calendars with processes and procedures to ensure actions are successfully completed.
- Conduct category and competitor analysis/research to develop strategic planning to drive sales and market share.
- Strategy and execution for product launches and promotional activity.

- Negotiate and monitor promotional deals with external account managers throughout the year, for example Prime day and Black Friday.
- Owning reviews management strategy and implementation.
- Work closely with external and internal marketing and advertising functions to ensure we are working to a common goal.
- Propose new business opportunities or processes to maximise the sales potential for each account
- Perform regular checks and act at speed to resolve any issues to ensure the overall account performance does not drop below key benchmarks.
- Reporting and analytics.
- Review monthly customer service reports and putting into place action items to ensure efficiency of the process.

## About You:

- eBay and/or Amazon marketplace experience essential (ideally with catalogues of technical products).
- Knowledge and experience of advertising and marketing.
- Advanced hands-on knowledge of Amazon Seller Central, Vendor Central and eBay.
- Strong negotiator and experience with Amazon Vendor terms management.
- Good communication, interpersonal and organisational skills.
- Experience of managing a team (essential).
- Good analytical skills and comfortable with working on data sets.
- Ability to create, analyse, and share marketplace data and sales analytics for use in forecasting, production, and internal communications.
- Strong attention to detail and accuracy.
- Excellent written, verbal and image communication skills.
- Strong organisational skills.
- Commercially focused, self-motivated, and able to work in a fast-paced environment while meeting critical deadlines.
- Able to work independently as well as part of a team in a fast-paced environment with changing priorities and show constant entrepreneurial initiative.
- Strong project management skills.
- Strong analytical skills to guide business strategy decisions.

For the right candidate, this role can be extremely rewarding and there is great potential to grow within the company. On top of the competitive basic and great location, following completion of probation we offer Perkbox, Private Healthcare and an increasing holiday allowance with service.

**To apply please send CV and Cover Letter outlining your suitability for this role to [careers@genpower.co.uk](mailto:careers@genpower.co.uk), or call 01646 687880 and speak with Laura Sanderson for an informal conversation. You can also reach us on our Facebook page (Hyundai Power Products UK) if you would like us to call you back.**