



JOB TITLE: Sr. Manager E-Commerce
DEPARTMENT: Emerging Channel
REPORTS TO: VP Sales – Emerging Channel
POSITION: Exempt
Location: Walnut Creek, CA

JOB SUMMARY:

The Sr. Manager E-Commerce position will be critical to driving sales in e-commerce with existing and potential E-commerce platforms. Key objectives will include but not limited to: achieving sales volume, driving market share, and profit objectives. Responsible for determining the product assortment, implementing promotional calendars, understanding the competitive landscape, forecasting, and internal data to drive productivity and overall performance improvement.

RESPONSIBILITIES:

- Identify sales opportunities in all existing e-commerce customers
- Develop all current and long-term business planning and forecasts for all existing business
- Manage and develop all process flows and marketing plans to achieve all forecasts and sales goals submitted
- Manage all the key executions from Retail Marketing, Brand Marketing, Product Management, and Business Planning
- Develop all pricing plans for products sold on existing customers
- Maintain key relationships with buyers, replenishment managers and all levels of existing customers
- Manage inventory levels at Amazon distribution centers through analysis of in-stocks, POS data, CPFR, etc. Coordinate with internal and existing customers to achieve this.
- Monitor all key metrics while continually updating sales triggers for securing sales
- Utilize existing customer's internal systems to identify opportunities and category trends; provide actionable business building recommendations at both the company and customer levels for regularly scheduled meetings.
- Maintain weekly/monthly sales reports, sales trend analysis and inventory reports.
- Complete promotional analysis to measure volume and financial benefit; identify incremental promotional opportunities.
- Provide ongoing reporting on actual versus forecast with implications for annual financial performance.

Required:

- A bachelor's degree
- A pattern of initiative and the ability to be a self-starter
- Proven problem solving and decision-making skills
- The ability to work in a team environment on a variety of complex projects
- Well-developed interpersonal, organizational skills and analytical skills
- Strong computer skills including Microsoft Excel and PowerPoint
- Well-developed written and verbal communication skills
- Strong ability to present to and negotiate with internal and external customers

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