



Position Title: Merchandising Data Specialist

Job Summary:

The Merchandising Data Specialist will organize and prepare e-commerce data for product and category setup. Will manage the workflow of new product adds, data maintenance, and data-driven project management. This role will define the standards for product presentation and proof for accuracy and consistency. Assists in presentation and marketing of products on website.

Supervisory Responsibilities:

- Responsibility for one staff member included in Department

Essential Duties/Responsibilities:

- Organize and prepare e-commerce data set-up, including SKU structure, product page structure, decoration method, extra charges, and facilitate schedule for 3rd party uploads
- Review detailed data file and resolve discrepancies before products are added and address problematic product listings
- Develop standard operating procedures for SKU and product page structure creating a standardized and repeatable process for consistency and excellence
- Write product descriptions based on pre-set templates, coordinate and approve accurate visual presentation
- Manage new product queue, proofing process of new product adds and check accuracy of all products old and new by performing site audits
- Write compelling copy highlighting product features and benefits

Additional Duties/Responsibilities:

- Assist in product ranking updates as directed by category specialists, merchandising manager or director
- Assist in planning and execution of internal events and programs
- Assist in execution of marketing programs/mailings
- Image preparation
- Collaborate with ecommerce for product and category optimization
- Special projects as assigned

Required Skills/Abilities:

- Excellent verbal and written communication skills
- Knowledge of copy writing best practices



- Ability to manage a large amount of data and set priorities accordingly
- Proficient with Excel
- Basic knowledge of HTML
- Basic skills in Adobe photoshop

Education and Experience:

- BA or BS required
- Promotional products experience preferred

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 20 pounds at times.

This job description is not an exhaustive list of all functions that you may be required to perform. Other tasks and responsibilities may be assigned, based on business needs and the department heads request. Additionally, iPromo reserves the right to revise the job description at any time. Your employment at all times will be "at will," which means that either you or the company may terminate employment at any time and for any reason or for no reason with or without notice. You must be able to perform the essential functions of the position satisfactorily and that, if requested, reasonable accommodations may be made to enable employees with disabilities to perform the essential functions of their job, absent undue hardship

Please forward resumes to:
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