

eCommerce Associate Manager

Position Summary

Gorton's mission is to spread the goodness of the sea by making quality seafood accessible to all. Gorton's has established a strong, category leading position in e-commerce and is seeking an individual who can help us grow by leading and implementing best in class marketing strategy and tactics across our online grocery and delivery partners.

Role Responsibilities

Primary responsibilities include, but are not limited to, the following:

- Lead the continued development of Gorton's eCommerce marketing strategy, developing profitable growth plans for Gorton's eCommerce business
- Manage the development, implementation, and execution of eCommerce marketing campaigns and eCommerce tactics that help drive eCommerce growth
- Partner with our agency, and our Integrated Marketing team, on the development of tailored online and shopper support that aligns with overall brand campaign across key retailers
- Own Gorton's 'Digital Shelf' across online retailers, including assortment, content strategy and potential for Gorton's landing pages on retailer sites – this includes oversight of our digital asset management tools including Salsify, Syndigo, and Broadbank
- Develop and maintain performance trackers showcasing results and key performance indicators for sales performance and online campaigns – using learning to inform our online strategy
- Lead our Amazon Fresh relationship and growth strategy as our main point of contact with buyer
- Research and formulate ways to optimize the online shopping experience across retailers
- Support the building of digital muscle and continuous development of the Digital Shelf across new and existing retailers by identifying and reaching out to potential new partners and technologies
- Be curious, resourceful, and a go-getter. Stay up to date with the latest retail and shopper trends, compelling analytics, and impactful vehicles to influence and drive growth strategies

Qualifications

- A minimum of 3 – 4 years of experience in eCommerce or digital marketing roles with demonstrated understanding of and experience in digital and eCommerce platforms and technology
- Bachelor's Degree level education or higher in related field
- Experience with Salsify, Syndigo, or Broadbank
- Experience with online monitoring and measurement platforms
- Exceptional organizational/project management skills, and strong attention to detail
- Strong intellectual curiosity, analytic skills, and demonstrated ability to translate quantitative and qualitative analysis into strategic plans
- Excellent written and verbal presentation skills, with ability to effectively communicate to internal and external audiences and influence agreement to your recommendations
- Effective in cross-functional team collaboration, self-motivated, and growth focused

Candidates must have permanent U.S. work authorization.

Gorton's is an Equal Opportunity Employer