



Revised: 10/21/22

**Title:** E-Commerce and Digital Marketing Associate

**Reports To:** Director of Reuse

### **Background**

Homeboy Electronics Recycling is building a world in which our human and natural resources are valued, not wasted. Our mission is to provide our customers with the highest quality electronics reuse and recycling solutions while employing people who face systemic barriers to work. We are an R2 certified (Responsible Recycling), award-winning social enterprise that is part of the Homeboy Industries family.

### **Summary**

This position is responsible for building and maintaining online business systems to promote the reuse of electronics and apparel. This includes identifying valuable items, pricing and managing inventory, listing products for sale across multiple marketplaces and physical stores, expanding the company's presence on those marketplaces, and developing relationships with large buyers/sellers. The position will streamline sales, marketing, and customer processes while collaborating with leadership to reach company goals.

### **Responsibilities**

#### **Product Sales**

- Manage product listings across multiple direct to consumer and third party marketplaces as well as physical stores.
  - Maintain online product catalogs, creating new product listings and taking down out-of-stock product listings.
  - Compile consistent, accurate, and well-written (proper spelling and grammar) descriptions based on product specifications and/or functionality testing data.
  - Take and post clear and professional product photos and/or videos.
  - Perform quality assurance to ensure templates and links are functioning properly.
  - Ensure that brand aesthetics are maintained across all sales and marketing channels.
- Ensure items being sold have been tested to company standards and sanitized of any data or customer-identifying features (electronics).
- Make recommendations for changes to product listings based on market trends, opportunities, promotions, and competitor listings.
- Provide fast, responsive, and professional customer service via multiple channels, including email, chat, text, and phone.
- Maintain adequate supply of shipping materials, ensuring that products are securely packaged for shipment and that they ship on time (typically within 24 hours of sale).
- Process returns and warranty claims, working to minimize these and other defects.
- Maintain Top Rated Plus Status on all online platforms.

#### **Sales Platform/Marketplace/Store Development**

- Oversee, maintain and expand the company's presence on marketplaces (eBay, Shopify,



Tradeloop, Craigslist, Offer Up, Depop etc.) as well on our own website and social media.

- Understand marketplace pricing and audience, tailoring product listings to those factors.
- Assist in developing templates and workflow integrations to increase efficiency.
- Build and maintain e-commerce infrastructure and integration with other business systems.
- Assist in developing the company's physical store presence, including design, inventory, and customer service considerations.

### **Buyer/Seller Management**

- Generate wholesale lists and shop them around to current and new customers.
- Build and maintain relationships with current and past buyers/sellers for specific product categories (electronics and potentially apparel).

### **Pricing and Inventory Management**

- Help optimally price items based on a variety of factors.
- Prepare and execute promotions across channels.
- Advise on and purchase inventory for resale.
- Improve methods of identifying potentially valuable items in the receiving/sorting process.

### **Documentation and Reporting**

- Stay up-to-date with reuse certification standards and follow all QEHS (quality, environment, health and safety) requirements
- Document and communicate best practices to managers and other colleagues.
- Provide accurate and timely sales reports to leadership and refine sales reporting systems.
- Monitor personal and team KPI's (key performance indicators).

### **Testing and functionality assessment**

- Occasionally test and document device functionality
- Review technician test forms and verify their results prior to posting
- Have an understanding of how electronics work and therefore how to best describe them when posting
- Any and all other projects, duties, and activities as assigned.

### **Basic Qualifications/Requirements**

- Must be fully vaccinated against COVID-19. Requests for reasonable accommodation will be considered on a case-by-case basis if the applicant cannot be vaccinated based on a protected characteristic, a disability or due to sincerely held religious beliefs or practices.
- 1-3 years of experience with product listing management within e-Commerce marketplaces (eBay, Shopify, Amazon, Offer Up, Let Go, Walmart, etc.)
- Must be tech savvy with computer hardware/software, internet, and mobile applications
- Strong oral and written communication skills, with a natural customer service orientation
- Comfortable with Google (Docs, Sheets) and Microsoft (Word, Excel) suites of applications
- Attentive to detail with solid analytical and quantitative skills,
- Ability to work both independently, with initiative, and as an effective member of a team



- Ability to problem solve, multitask, and wear multiple hats in a fast-paced startup environment
- Ability to manage multiple priorities and meet goals within budget

#### **Additional Desired Qualifications/Experience**

- SellerCloud, Inkfrog, multi-channel sales knowledge
- A+ certification, Microsoft certified, AppleCare Technician training, Cisco certified
- Web development experience
- 1-3 years experience using: Google Analytics, Google Ad Campaigns, and ERP/CRM Software
- Working knowledge and comfort with HTML

#### **Additional Position Information**

- **Classification:** Non-Exempt (Hourly), according to FLSA guidelines.
- **Work Conditions and Physical Requirements:** Office environment including regular standing and sitting at a desk, use of computer, occasional lifting of approximately 25 pounds. Some exposure to the adjacent warehouse environment, with occasional loud noises from machinery, tools, and equipment.
- **Other:** This position may include occasional travel within the greater Los Angeles area and elsewhere in California or other states. Occasional evening or weekend availability may be necessary.

*This job description may not cover or contain a comprehensive listing of activities or responsibilities that are required of the employee for this job. Activities and responsibilities may change at any time.*