

E-Commerce Merchandiser Specialist

Company Description:

Yankee Publishing, an independent media company since 1935, produces print, digital, and television media from beloved brands like The Old Farmer's Almanac, Yankee Magazine, Family Tree Magazine, and New Hampshire Magazine. We also operate e-commerce stores that complement our readers' interests, enhancing the connection between our content and the community we serve. We believe in the power of compelling stories, helpful information, and exceptional products to inspire our customers and improve their lives.

We're looking for an E-Commerce Merchandiser Specialist to join our team and help us manage and optimize our online presence. You'll play a key role in the product journey taking care of everything from sourcing and product selection to writing compelling copy and managing inventory. All to ensure a dynamic and engaging shopping experience for our customers.

Position Summary:

In this role, you will research and evaluate potential new suppliers and products, monitor and reorder inventory in alignment with strategies developed with the E-commerce Director, and support and manage drop ship suppliers. You will create, curate, and manage product listings, imagery, and descriptions for our e-commerce websites, build new products on our website and warehouse inventory system, and coordinate product promotions, ensuring adequate inventory levels and highlighting best sellers and new arrivals.

Responsibilities:

- Write original and engaging product descriptions with an AI edit cycle, focusing on SEO optimization tactics.
- Oversee the production of product photography and video content with freelance photographers, stepping in to take ad-hoc photos as necessary.
- Onboard new suppliers, manage standard paperwork exchanges, and communicate warehouse receiving requirements.
- Place wholesale orders with suppliers.

- Keep track of supplier lead times and monitor stock levels.
- Monitor drop ship suppliers' inventory and timely order fulfillment.
- Collect and verify product details and photography from suppliers for new product listings.
- Manage content uploads to the ecommerce platform, including product descriptions, details, and images.
- Analyze competitor pricing and ensure compliance with supplier pricing policies.
- Monitor and react to product sales trends.
- Identify underperforming products for potential advertising or discount strategies.

Requirements:

- 2-3 years of experience merchandising at a direct-to-consumer e-commerce company.
- Proficient with e-commerce platforms such as BigCommerce, Shopify, or similar.
- Strong writing skills, with the ability to grasp and understand various brand voices and tailor copy to support those brands.
- Committed to meeting deadlines with a high level of organization.
- Professional and conscientious with a keen eye for detail and accuracy.
- Confident and cooperative team player open to feedback and team input.
- Proficiency in Microsoft Office, Google Workspace (Docs, Sheets), and other relevant business software.
- Bachelor's degree or equivalent career experience.
- May require nights and weekend work as well as occasional travel
- Ability to work from our Dublin, NH office three days per week (Tuesday, Wednesday, Thursday) with remote work options available on Mondays and Fridays.

Company and Benefits:

Yankee Publishing is 100% employee-owned and offers a generous benefits package, including health, dental, vision, flexible spending accounts, paid holidays and vacation, life and disability insurance, 401K plan with employer match, and an Employee Stock Ownership Plan (ESOP).

Yankee Publishing provides a collaborative working environment along with a welcoming, inclusive corporate culture, where individuals are recognized for their contributions. We believe in diverse representation and strongly encourage people of color, the LGBTQ+ community, veterans, those with disabilities, and individuals from other underrepresented groups to apply.

Application Process:

The E-Commerce Merchandiser Specialist position is based in our Dublin, New Hampshire office. This post works a hybrid schedule, working 3 days per week in Dublin, New Hampshire. We are not accepting remote applicants at this time.

Interested candidates should submit a resume and cover letter, detailing relevant experience and qualifications by applying on our website, www.ypi.com. Join us and play a crucial role in our e-commerce operations, contributing to our ongoing success and growth.