

Bless International is seeking e-Commerce Account Managers, Digital Marketer SEO Manager and Graphic Designer. These exciting roles, with responsibility for the development and execution of the Global eCommerce activities on business to customer (B2C) and Business to Business marketplace accounts such as Amazon, Walmart, Target, Alibaba and other similar platforms.

Who We Are Looking For:

- Is a detail-oriented, self-starter who doesn't need a lot of supervision, and holds self and others accountable for deliverables
- Is organized, with the ability to manage multiple projects by prioritizing, communicating with team members and using time management skills

Ecommerce Manager (B2C)

Key Responsibilities:

- Lead and manage the e-Commerce and Marketing Activities for the portfolio of products on Amazon and for other key marketplace accounts (Walmart, Target, etc.)
- Define and implement a collaborative planning process to develop sales forecast, plans and strategies
- Enhanced Content, SEO and Merchandising of products descriptions and data
- Reviews Reporting & Analytics for Amazon
- Generate and deliver weekly and monthly reporting, including sales, promotions, conversion, etc.
- Analyse and interpret data to uncover successes and opportunities that will assist in delivering objectives
- Communicate findings, solutions and best practices to drive growth
- Evaluate additional eCommerce channels, and determine market potential for new distribution channels
- Oversees and verifies reporting of eCommerce activities and other relevant data to provide appropriate insight and understanding of the marketplace

Experience and Skills:

- University/College Bachelor's degree or equivalent.
- Must be proficient in MS Office and various social media tools
- Understanding of digital and mobile Marketing, and the utilization of social media
- Google Analytics, Google AdWords, Facebook Business or similar digital marketing experience a plus
- -Strong communications skills, with the ability to communicate across the entire team
- -Creative, with an eye to develop new and innovative solutions

Optional but nice to have: (Also preference criteria)

- Grasp of social media and website metrics and best practices
- Ads management

Ecommerce Manager (B2B)

Key Responsibilities:

- Listing of new products, manage listings dealing with the day-to-day operations of managing the product pages, content, images, pricing and marketing campaigns, Update and maintain product pricing and promotions.

- Understand the needs of your customers and be able to respond effectively with a plan of how to meet these
- Finding and convincing potential customers among leads
- Build strong relationships with customers.
- Update customers about new products.
- Manage inquiries and provide quotations.
- Identify and implement strategies to improve sales and profitability.
- Proper Correspondence/Communication with customers.
- Liaise with the accounts, warehousing and logistics departments as appropriate
- Negotiating product price with customers.
- Manage titles, descriptions and product attributes.
- Write compelling descriptions for products, including features & benefits.
- Analyse and report about the performance of the market.

Experience and Skills

- University/College Bachelor's degree or equivalent.
- Tenacity and drive to seek new business and meet or exceed targets
- an excellent email manner for making initial contact and for ongoing communication with leads, customers and business associates
- Interpersonal skills for building and developing relationships with clients
- Written and verbal communication skills - needed for communicating with a range of people, both internally and externally, as well as presentation skills
- Basic IT skills, including the use of spreadsheets
- team working skills and a collaborative approach to work
- the ability to multitask and prioritise your workload
- negotiating skills
- the ability to analyse sales figures and write reports

Digital Marketing Manager

Key Responsibilities:

- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Designs, builds, and maintains our social media presence.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Identifies trends and insights and optimizes spend and performance based on the insights.
- Brainstorms new and creative growth strategies through digital marketing.
- Plans, executes, and measures experiments and conversion tests.
- Collaborates with internal teams to create landing pages and optimize user experience.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Evaluates emerging technologies.

Experience and Skills

- University/College Bachelor's degree or equivalent.
- In-depth knowledge of current digital trends

- Experience in digital marketing, or a related field
- Proficiency in photo and video editing software such as
- Experience with SEO and SEM strategy and keyword research
- Understanding of website analytics tools, such as Google Analytics

SEO Manager

Key Responsibilities:

- Developing and executing comprehensive search engine optimisation strategies to achieve business objectives.
- Monitoring and analysing website performance using SEO tools and analytics platforms, providing regular reports and recommendations for optimisation.
- Collaborating with content creators and digital marketing teams to develop and optimise high-quality, keyword-rich content for improved organic visibility.
- Executing link-building activities to ensure quality links from reputable sources

Experience and Skills

- University/College Bachelor's degree or equivalent.
- Relevant SEO certifications (such from Google, HubSpot and/or Semrush).
- Experience with content management systems (CMS) and website optimisation platforms, like Shopify, WordPress.
- Strong analytical skills and the ability to interpret data and make data-driven decisions.
- Excellent communication and interpersonal skills to collaborate effectively with cross functional teams.

Graphic Designer

Key Responsibilities:

- Create and design various materials for digital and print
- Create visualizations that convey accurate messaging for the task, event or product.
- Establish creative direction for the company within brand guidelines
- Manage multiple projects within design specifications and budget restrictions
- Ensure projects are completed in a timely manner with a quality product
- Advise best practices and optimizations throughout design projects.
- Collaborate with fellow designers to develop new approaches for creating more-expressive graphics for the company

Experience and Skills

- University/College Bachelor's degree or equivalent.
- Proficiency in graphic designing and editing software such as Photoshop, Corel Draw.
- Listening and Analysing skills to precisely identify the needs of user

About Bless International:

Bless International, a leading exporter supplying a complete home décor range of tapestries, quilts,rugs, and cushion covers for over 12 years. Renowned for our commitment to craftsmanship, creativity, and customer satisfaction, we stand as a trusted name in the industry. We deal in both retail and wholesale business and have clientele in USA, UK, Germany, Canada, Japan and Australia