



## **E-commerce Specialist**

Do you prefer working for a small, non-bureaucratic entrepreneurial company? Do you thrive in an environment that cultivates critical thinking, open dialogue and independence?

Our dynamic and visionary gardening products company has an immediate opening for an E-commerce Specialist. You will be responsible for creating an e-commerce sales strategy, designing an online platform, and selling our products directly to consumers online.

### **About Dalen**

Dalen has always had a single principle at its core: innovation. At Dalen Products, we provide for the unfulfilled needs of home gardeners across the country. We have developed countless products and delivered them to the market, and in 2017 we are seeking to develop innovative new product lines and to initiate a relevant online presence.

### **Responsibilities**

- Establishing and maintaining a new e-commerce business for Dalen, selling directly to the consumer.
- Measuring and reporting marketing performance and profitability; keeping abreast of online marketing trends.
- Administering our social media channels, and leading development of initiatives including advertising, promotions and more.
- Collaborating with team members to execute online sales and marketing strategies; generating site traffic.
- Responding to consumer posts and product reviews and, where appropriate, redirecting them to the customer support team. Establishing online customer service policies.
- Monitoring competitive products and finding ways to improve our product line.
- Setting and adjusting pricing based on changing market realities, price elasticity testing, etc.
- Forecasting product demand, accounting for seasonal factors, and working with purchasing to insure adequate inventory stocks.

### **Essential Qualities**

- Understanding of e-commerce infrastructure, system integrations, and web analytic software
- Excellent writer and verbal communicator

- Creative and resourceful
- Visionary
- Intellectual integrity
- Self-starter
- Adaptable
- Personal management and responsibility
- Assertiveness, ambition, and determination
- Boldness. Willingness to open up boundaries and overcome obstacles.
- Excellent analytical skills
- Strong work ethic

## **Why you'll love it here**

This is not a typical corporate cubicle job. We are a small organization, and you'll quickly find that everyone knows everyone. There is no invisible hierarchy: what you see is what you get at Dalen.

We are ideally located in the Knoxville metropolitan area. It's not rural Tennessee. There is plenty to do, plenty to eat, and plenty of places to go. 15 minutes from the campus of the University of Tennessee, the area is culturally sophisticated and has a large millennial population. On top of it all, we are only a 45-minute drive from the Great Smoky Mountains National Park and a plethora of spectacular TVA lakes, rivers and mountain streams.

## **Our promise to support you**

Our goal is to provide you with all that you may need to stay happy and healthy as an employee. All salaried employees receive the following benefits.

- 4 day work week with flexible work hours.
- Unlimited Vacation
- Mentoring opportunities
- Tuition assistance
- 10 Paid Holidays
- Basic Life Insurance, and optional additional life insurance
- Medical, dental, and vision insurance for individuals and families.
- Health Savings Account matched by Dalen up to \$1,000 per year.
- 401k plan
- Short & Long-Term Disability Insurance

## **How to reach us**

To apply for this position, please submit your application, including resume and letter of interest, via this link: <https://www.optimizehire.org/apply-job?i=MTE4OA%3D%3D> and select the E-commerce Specialist (Knoxville, Tennessee) position from the Job Opening drop-down menu.

When you submit your letter of interest, please keep the following in mind: we want you to show us who you are, how you think, and how you express yourself. As long as it's not a "canned, form letter," please feel free to write your letter any way you please. Just be sure that it gives us a credible idea of who you are and your interest in the position.

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.