

## eCommerce Content Writer

Job Title: eCommerce Content Writer

### Job Overview:

We are looking for a talented content writer to join our team. The ideal candidate will come from a predominantly writing background and must be able to work closely with a diverse team to conceptualize, research, and write expert-level SEO-optimized content tailored to our target market audiences. The right candidate will have a strong portfolio that showcases their proficiency in conversion copywriting and creating compelling SEO-optimized content. Experience creating assets for Amazon listings and familiarity with best practices on Amazon strategy is strongly preferred. They can perform well under deadlines and reprioritize as needed, are open to feedback, deliver well-researched content, and work well with a team.

### Responsibilities:

- Collaborate with the Product Management team to create and maintain listings and eCommerce content for all brands.
- Work closely with Content Designer on A+ content, infographics, and text callouts for items, ensuring that they meet Amazon's requirements.
- Update existing Amazon listing content, ensuring that all elements are compliant, informative, compelling, and optimized for increased conversion rates.
- Update brand stories as needed, ensuring that they accurately reflect the brand's message.
- Support written content needs of other departments as necessary, ensuring that all work meets the company's standards.

### Requirements:

- Bachelor's degree in Marketing, Journalism, English, Communication, or a related field.
- Expertise in Microsoft Office and Excel.
- Proven experience in Amazon SEO or e-commerce SEO.
- Proficient in using Amazon Seller Central and various SEO tools.
- Strong understanding of Amazon's A9/A10 algorithm and ranking factors.
- Capacity to adapt; ability to quickly shift to incorporate new processes and new strategies
- Strong portfolio showcasing previous work that meets high standards of quality and creativity.
- Excellent attention to detail and ability to work in a fast-paced environment.
- Ability to take creative direction and work independently to meet deadlines.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.