



eCommerce Coordinator

Factory LLC is seeking a detail-oriented, highly engaged, eCommerce Coordinator who is dedicated to help our brand eCommerce businesses grow and thrive. You will be responsible for supporting all eCommerce initiatives and team productivity across the Factory brand portfolio. The eCommerce Coordinator will develop and manage ongoing reporting, conduct competitive research, and assist with projects across digital marketing, merchandising, site ops, and customer experience. This role will be responsible for trafficking internal requests and offer admin support such as data entry and meeting briefings.

Who You Are:

We are seeking a candidate who can work effectively and independently in a fast-paced, rapidly evolving startup environment. The right candidate is hardworking, organized, proactive, curious, and a solutions-first go-getter. You have the ability to adapt to the varying needs of the brands, to understand the needs associated with a project, and quickly and accurately execute. You have a positive, high energy, and professional approach to partnering with multiple team members and stakeholders.

Who We Are:

Founded in 2018, Factory is a team of experienced operators with \$250M of investable capital who acquire meaningful equity stakes in high potential food and beverage companies and partner with them to rapidly build value. Factory team members have expertise in sales, marketing, product development, food science, manufacturing, logistics, supply chain, package engineering, graphic design, food safety, consumer insights, digital and social media, and finance. Factory is based in a one-of-a-kind 40,000 sq. ft. innovation and scale-up facility in Bethlehem PA, where we provide partner companies with support and resources so invested capital can be used for growth, not SG&A.

What You Will Do:

- Review KPIs and data trends from Google Analytics and Shopify to create reporting for key stakeholders.
- Liaise cross-functionally with multiple internal teams and brand teams on projects including Marketing, Creative, Sales, Customer Experience, Repairs, IT, Operations, etc.
- Manage workflow of campaign creative assets needed for each digital marketing channel.
- Monitor customer reviews, UGC, and questions.
- Administrative tasks such as processing weekly purchase orders in Amazon.

FACTORY

WE MAKE VALUE

- Collaborate with internal Factory and brand partners as well as external stakeholders to ensure markers are being executed.
- Stay up to date on latest industry trends and technologies

Qualifications:

- Bachelor's degree with 2 years professional experience or equivalent work experience
- 3-5 years of eCommerce experience. Preferably in the CPG market but not required.
- Comfortable working independently with little direction under tight deadlines
- Ability to manage multiple projects and brand requests at a time
- Shopify/ Shopify Plus experience preferred
- Amazon Seller Central experience preferred
- Have a good understanding and knowledge of the e-Commerce/digital space.
- Strong attention to detail
- Eager to be a part of all aspects of the eCommerce business.
- Knowledge of Microsoft Office Applications; specifically, Excel

Location: Factory LLC., 315 Columbia St, Bethlehem, PA 18015

Reporting To: eCommerce Manager

**Please note this job description is not designed to contain a comprehensive list of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without prior notice.*

***All candidates must be eligible to work for any U.S. Employer*