

PRADCO

OUTDOOR  BRANDS

POSITION DESCRIPTION

Title: E-Commerce Account Executive
Reports to: Vice President of Sales
Location: Birmingham, AL
Level: TBD

General Description:

The overall expectation of this position is to manage all facets of PRADCO Outdoor Brands business with Amazon to include business in the United States, Mexico and Canada. The position is located in the Birmingham office with regular travel to Amazon Headquarters in Seattle, WA

Scope & Responsibilities:

- Portray a positive image of PRADCO during interactions with all departments at Amazon departments to include buyers and department merchandise managers, Division Merchandise Managers and General Merchandise Managers.
- Manage all online product content to include all new products as well as updating current products.
- Manage the AMZ trade spending budget, pricing and contracts.
- Manage online merchandising, advertising and marketing.
- Insure all product hierarchies are correct.

Basic Qualifications:

- B.S. or B.A. from an accredited college/university in Marketing, Business, or related field.
- Three (3) years successful experience in a consumer goods customer marketing and /or major account sales organization.
- Working knowledge of general trade spending, sales planning, forecasting, promotion management, and pricing execution.
- Financial acumen is necessary. Must be very organized.
- History and track record of executional excellence; ideally in multi-brand organizations.
- Familiar with selling to on-line / E-commerce customers
- Ability to manage across the organization

Preferred Requirements:

- A background in the hunting, fishing, sporting goods, big box retailers or on-line retail
- Proficient in utilizing Microsoft Excel and PowerPoint for data analysis and presentations.
- Understanding of Online merchandising, advertising and marketing
- Excellent verbal and written communication skills.
- Travel 25%

Interested candidates should apply by going to the “Careers” section of www.ebscoind.com and searching for Job ID 7009.

About PRADCO Outdoor Brands

PRADCO Outdoor Brands (POB), a division of EBSCO Industries Inc., is the largest company in the world that manufactures and markets major hunting and fishing brands and products under one parent organization. We are a leader in producing game calls, scents, attractants, game feeders, game cameras, tree stands and fishing lures. PRADCO Hunting owns the brands Moultrie, Summit, Knight & Hale and Code Blue. PRADCO Fishing owns more than 20 brands including Rebel, YUM, Booyah, Lindy and Bomber Saltwater Grade. For more information on PRADCO products, please visit our website at www.pradcooutdoorbrands.com.

The PRADCO Outdoor Brands vision is to “Create Exceptional Outdoor Experiences!” Our Six Core Values are:

- Demonstrate Teamwork
- Model Integrity and Honesty
- Value People
- Be Consumer Focused
- Create Satisfied Customers
- Deliver Quality

As a member of the EBSCO family of companies, PRADCO team members participate in outstanding benefits, such as:

- EBSCO Profit Sharing Trust - a profit sharing plan which contributes, on average, over 1 month's salary per year
- Excellent Medical, Dental, Prescription Drug and Vision insurance benefits
- Life, Accidental Death and Dismemberment Insurance
- Vacation and Holidays
- Flexible Spending Accounts
- In-house Credit Union
- Tuition Reimbursement
- On-the-Job Training
- College Scholarships for Employee's Dependents
- Employee Assistance and Mental Health/Substance Abuse Program
- Employee Discounts on EBSCO product

PRADCO

OUTDOOR  BRANDS

SINCE
1894

•

