AMAZON
LISTING MANAGER

Job Ref. No: #JDMPR1669

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Amazon Listing Manager
- **Job Type** : Full Time
- **Industry** : Software Development
- **Department** : Sales & Marketing Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for an **Amazon Listing Manager** to join our team in Pakistan. This exciting role may require you to travel.

As the **Amazon Listing Manager**, you will be the driving force behind the successful launch and expansion of our new brand, moCal, in the online marketplace. You will spearhead the development and implementation of comprehensive e-commerce strategies that establish moCal as a prominent player on Amazon and other relevant platforms. Your expertise will be crucial in optimizing product listings, analyzing sales performance, and crafting impactful marketing campaigns to enhance brand visibility and drive revenue growth. Collaboration will be key as you partner with various teams to ensure seamless inventory management, efficient order fulfillment, and exceptional customer experiences. This position demands a profound understanding of Amazon's unique ecosystem, including its advertising tools, algorithms, and evolving best practices. You will be a trendsetter, constantly monitoring industry developments and competitor strategies to ensure moCal remains at the forefront of the digital marketplace. If you are a results-oriented individual with a passion for e-commerce, a proven track record of success, and a keen eye for data analysis, this is your opportunity to make a significant impact on a growing brand.

Primary Responsibilities

- **Product Listing Creation & Optimization:** Develop and optimize product listings on Amazon and other platforms, ensuring accurate and compelling content (titles, descriptions, images, keywords).
- **Keyword Research & Implementation:** Conduct thorough keyword research to identify high-traffic search terms and incorporate them strategically into listings.
- **A+ Content Creation:** Design and implement engaging A+ Content (Enhanced Brand Content) to enhance product pages and improve conversion rates.
- **Listing Compliance:** Ensure all product listings adhere to Amazon's guidelines and policies to maintain account health.
- **Inventory Management:** Collaborate with supply chain teams to monitor inventory levels and prevent stockouts or overstocks.
- **Performance Tracking:** Monitor sales performance, track key metrics (sessions, conversion rates, etc.), and identify areas for improvement.
- **Competitor Analysis:** Analyze competitor listings to identify strengths and weaknesses, and develop strategies to differentiate moCal products.
- **Amazon Advertising:** Assist in the creation and management of Sponsored Products campaigns to increase product visibility.
- **Promotions & Deals:** Implement promotional strategies, such as Lightning Deals or coupons, to boost sales and attract new customers.
- **Customer Feedback Management:** Monitor and respond to customer reviews and questions promptly to maintain a positive brand image.
- **Search Engine Optimization (SEO):** Optimize listings for organic search rankings on Amazon and other

platforms using relevant keywords and strategies.

- **Product Category Optimization:** Ensure products are listed in the most relevant categories and subcategories to maximize visibility.
- **Brand Consistency:** Maintain a consistent brand voice and messaging across all product listings and marketing materials.
- **Staying Updated:** Continuously research and stay informed about Amazon's evolving policies, algorithms, and best practices for listing optimization.
- **Reporting:** Provide regular reports on listing performance, sales trends, and optimization efforts to the management team.

Required Skills

- **E-commerce Expertise:** 2-5 years of demonstrated experience managing e-commerce product listings and optimizing content for maximum visibility and sales.
- **Amazon Marketplace Knowledge:** Deep understanding of Amazon's seller platform, listing guidelines, and best practices for product page optimization.
- **Keyword Research:** Proficiency in conducting thorough keyword research to identify relevant search terms and optimize listing content accordingly.
- **Listing Optimization:** Expertise in creating compelling product titles, descriptions, and bullet points that highlight product features and benefits.
- **A+ Content Creation:** Experience in designing and implementing visually appealing A+ Content to enhance product pages and improve customer engagement.
- **Data Analysis:** Strong analytical skills to interpret sales data, identify trends, and measure the impact of listing optimizations.
- **SEO Knowledge:** Familiarity with search engine optimization (SEO) principles to improve organic search rankings on Amazon and other platforms.
- **Competitor Analysis:** Ability to analyze competitor listings and identify opportunities for differentiation and improvement.
- **Communication & Collaboration:** Excellent verbal and written communication skills to collaborate effectively with various teams and stakeholders.
- **Adaptability:** Ability to stay current with evolving Amazon policies and best practices for listing optimization.

Personality Type:

- **Creative:** A creative mindset to develop innovative listing strategies, eye-catching product descriptions, and engaging A+ Content.
- **Communicator:** Excellent verbal and written communication skills to articulate product details clearly and persuasively.
- **Detail-Oriented:** Meticulous attention to detail to ensure accuracy and completeness of product listings.
- **Organized:** Ability to manage multiple product listings and tasks efficiently, meeting deadlines and prioritizing effectively.

- **Travel Willingness:** Openness to travel occasionally for training, conferences, or other business-related activities.

Qualifications & Experience

- Bachelor's degree in Business, Marketing, E-commerce, or a related field.
- 2-5 years of demonstrated experience in e-commerce, with a focus on product listing optimization and content creation.
- Proven track record of successfully managing and optimizing product listings on Amazon or other major e-commerce platforms.
- Strong understanding of SEO principles and keyword research techniques.
- Proficiency in using e-commerce tools and software for listing management, inventory tracking, and performance analysis.
- Excellent written and verbal communication skills.
- Strong attention to detail and ability to manage multiple tasks simultaneously.

Technical Specifications:

- High-performance **Laptop or Desktop** with adequate processing power and memory.
- High-speed broadband internet connection for seamless workflow.
- Virtual Workstation (physical or virtual) for focused work.

Salary:

We offer a competitive salary and benefits package commensurate with experience and qualifications. We are open to discussing salary expectations during the interview process.

If you possess the required skills and experience and are passionate about e-commerce, we invite you to apply and join our dynamic team at Moris Media.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

Career Opportunities Across Borders

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