

POSITION

E-Commerce Marketing Manager

NOA Labs is seeking an experienced eCommerce Marketing Manager to develop and execute marketing initiatives to help transform smart-prototyping.com, our existing direct-to-consumer business, into the best online destination to serve makers' needs.

Responsibilities

The main responsibilities are but not limited to:

- Drive all eCommerce marketing and promotional campaigns to efficiently drive consumer acquisition and retention, from strategy and planning to execution; including but not limited to email / mail communications, SEO / SEM, and promotions
- Develop and manage marketing-related eCommerce analytic KPIs (e.g., traffic, conversion, consumer acquisition costs), to drive eCommerce performance and bring a high ROI
- Create and execute sophisticated targeting and segmentation to improve the cost-effectiveness of consumer acquisition costs and to increase consumer lifetime value
- Create and develop regular content for the eCommerce platform

Duties

Your essential duties are:

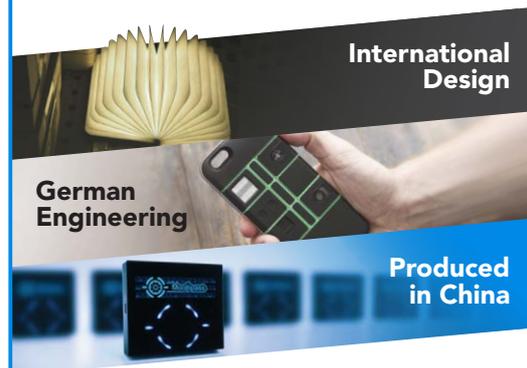
- 1 Create goal-specific plans, drive execution, track and report on program performance, and present in-depth analyses with insights and recommendations to improve and grow the business line.
- 2 Develop, plan and implement online marketing strategies to optimize the customer experience, drive online sales, and improve customer satisfaction.
- 3 Work closely with UX to define and optimize purchasing flows. Use analytics to review performance and develop plans to optimize.
- 4 Coordinate with outside vendors to execute plans, strategies and marketing tactics.
- 5 Obtain, review, monitor and share customer feedback to ensure an optimal shopping, checkout and activation experience with our products.
- 6 Leverage product sales data from other channels of distribution to ensure the most effective merchandising of products on the site. Build and manage upsell and cross-sell programs.
- 7 Stay abreast of emerging eCommerce marketing opportunities and innovative ideas.
- 8 Establish & maintain relationships with industry-related online influencers.
- 9 Demonstrate ability to map out the architecture of the YouTube channel and establish series of videos to cultivate leads and promote education amongst our customers.
- 10 Monitor daily performance of ads and report ROAS for all campaigns and execute bid optimizations across ad groups and keywords
- 11 Research possible new advertisement opportunities and make recommendations on them



We Bring Ideas to Market

NOA Labs is one of the worlds best known turnkey solution for design, development, prototyping, crowdfunding and mass production.

Bringing dreams from idea to market, developing new products, services and technologies, spinning off companies and crafting a better future.



International Design

German Engineering

Produced in China

Since 2012:

617
PROJECTS3041875\$
CROWDFUNDED54
COUNTRIES

The best e-commerce solution for prototyping, modules, components and equipment.

Created and boosted by NOA Labs, Smart Prototyping is the complete solution to all your prototyping, product and development projects, no matter how small or large, low or high budget. From electronic to mechanical to mechatronics, Smart Prototyping has got you covered.

Since 2012, Smart Prototyping has delivered over US\$1,050,000 worth of electronic components and prototyping services to more than 4400 customers in 54 countries.

More information at
www.smart-prototyping.com

- 12 Coordinate SEO operations including market research, keyword analysis, internal linking and optimizations to various tags and content
- 13 Research trends in digital marketing and search engine optimization
- 14 Convert research into meaningful and useful statistics, charts, and proposals
- 15 Reach out to industry magazines and websites to build a strong affiliate network

Qualifications and Experience

In order to play this role, some qualifications and experiences will be necessary.

- 1-2+ years of relevant experience in Digital Marketing and B2C eCommerce
- Experience in building an eCommerce business by executing high ROI and leading edge marketing techniques, and strong cross-channel business acumen
- Exceptional understanding of consumer online behavior, trends and market analysis
- Demonstrated depth of UX experience, communications strategy, eCommerce marketing systems, tools & platforms, and segmentation decisions in an eCommerce environment
- Excellent analytical and quantitative skills, with very strong understanding of web analytics, marketing analytics & ROI.
- Creative problem solver
- Experience working in a fast-paced, entrepreneurial and evolving high-growth business
- Excellent written, verbal and visual communication skills
- Maintains a working knowledge of principles of SEO including keyword research and Google Analytics

Nice to have

In order to play this role, some qualifications and experiences will be necessary.

- Bachelor degree in Marketing, Business Administration or related field
- Values are critical, including entrepreneurial zeal, team effort, ability to work with others, commitment to excellence, personal responsibility, accountability and demonstrated achievement.
- Possesses functional knowledge and/or personal experience with Opencart.
- Highly motivated and creative individual with experience and a passion for technologies, and the world of makers.
- Previous proven experience in design projects.

The NOA Bonus

You will join an international team of 50 young professionals in Shenzhen who LOVE getting things done and not only work hard together but also celebrate hard together.

- Regular Company Activities
- Only 5 Working Days
- Extra Annual Paid Leave
- Free Snacks at the Office
- Free English Class
- Free Insurance & Housing Fund
- Regular Cash Bonus
- and much more

We will offer you an attractive package, the opportunity to work in the heart and CBD of Shenzhen in a really young and fun environment. Chinese skills are not necessary for this position but a good understanding of the Chinese culture would be helpful to fit perfectly into the team.

In order to apply, please send your resume to hr@noa-labs.com alongside any relevant experience (SEO tasks, Social Media posting, influencer marketing with successful improvements, etc.) which might help us to see that you are the best candidate for this position.

Your Salary & Location at NOA



10k-20k RMB

Depending on your experience and performances.



Shenzhen, China

Occasional national or international business trips might be required.



Apply with your CV here:

hr@noa-labs.com
www.noa-labs.com

*“Exceptional companies
are built by exceptional people”*

