

E-commerce Specialist- Ridge Household

Ridge Household is a Sales, Marketing and Logistic company, covering multinational brands

Major: degree in Marketing, Business Administration, or any related field

Experience: 2-4 years of experience in e-commerce operations, preferably in a trading or retail

Major Responsibilities:

- Oversee end-to-end online product management across all e-commerce platforms (Amazon, Noon, Carrefour, company website).
- Develop and execute plans to improve online product visibility, conversion rates, and overall sales.
- Analyze platform algorithms, traffic, and consumer behavior to optimize listings and campaigns.
- Supervise the creation and enhancement of product content, ensuring high-quality images, SEO-friendly descriptions, and accurate attributes.
- Plan and manage online merchandising layouts and category arrangements to improve user experience and product discoverability.
- Ensure product content aligns with brand standards and marketing guidelines.
- Collaborate with the marketing team to design, implement, and monitor digital promotions and campaigns.
- Plan seasonal offers, bundle deals, and pricing strategies to boost sales performance.
- Track and analyze campaign results, providing insights and recommendations to the Team Leader.
- Prepare detailed performance reports including sales, conversion rates, ROI, and stock movement.
- Identify underperforming SKUs and develop action plans to improve sales and profitability.
- Guide and support E-commerce Assistants in executing daily tasks and maintaining platform accuracy.
- Liaise with warehouse, logistics, and finance teams to ensure smooth order processing and timely dispatch.
- Communicate key updates, performance insights, and operational challenges to the Team Leader.

Additional Requirements:

- Strong knowledge of major online marketplaces (Amazon, Noon, Carrefour, etc.) and e-commerce CMS platforms
- Advanced Excel and data analysis skills; familiarity with analytics dashboards and BI tools is a plus
- Proven ability to plan and execute promotional campaigns and sales strategies

How to Apply:

Kindly send your CV or contact the Career Services Center, E-mail: career.services@balamand.edu.lb,
Ext. 7801; 7802