

Senior Key Account Executive

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Company: Encube Ethicals

Location: mumbai

Category: other-general

Dear Connections,

Greetings!

We're hiring for the Senior Executive - Key Accounts for our e-commerce organization which is known as "The Pink Foundry". We're looking for someone who has knowledge in handling various platforms.

Key responsibilities :

E-comm Growth :

Plan, align and drive annual growth plan on e-comm platforms (Nykaa, Amazon, Myntra and others)

Collaborate with brand teams at e-comm partners to align marketing plans on the platforms by month – Visibility, Search, PLAs, Awareness etc depending on the feasibility of the platform

Decide promotion strategy on the platform to drive growth across sub-categories ensure new consumers increase and ideate on driving repeats across e-comm platforms with internal marketing teams to create brand assets for respective platforms (Listing content, banners, tiles, search ads etc.)

sales daily and submit sales reports to leadership daily/monthly depending on the criticality.

Sales Operation :

Plan stock levels in sync with sales plan across platforms (B2B-Inventory and B2C-easy-ship/FBA models)

Ensure availability of stock across platforms across regions

POs and Delivery for the stock across platforms.

Brand Financials:

Align marketing & sales budget for the fiscal and ensure the spends are done within the planned range

Lead financial documentations between brand and e-comm teams

Closely work with Brand Finance to ensure all invoicing etc. is done in time

Educational Qualification:

Graduate with Marketing Specialization OR Post Graduation in Marketing

Work Experience:

3 years in a skincare start-up organization worked on e-comm platforms like Nykaa, Amazon and Myntra

Location:

Andheri, Mumbai.

Interested candidates can share their resumes on intern07@encubeethicals.com

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