



JOB DESCRIPTION

Position Title: E-Commerce/Amazon Specialist with Powersports Carburetor Expertise

FLSA Status:

Exempt

Department: Chicago, Aftermarket Sales

Location: Schaumburg, IL

General Position Summary

We are seeking an experienced and knowledgeable E-Commerce Specialist with a strong background in powersports carburetors and proven experience managing Amazon sales. This role will be responsible for optimizing our e-commerce platforms, including Amazon, to drive sales, enhance user experience, and provide technical expertise related to powersports carburetors. The ideal candidate will possess both e-commerce and industry-specific experience, with a deep understanding of carburetor systems used in motorcycles, ATVs, and other powersports vehicles.

Essential Job Functions

E-Commerce Platform Management:

Manage, maintain, and optimize the company's e-commerce website and Amazon store, ensuring accurate product listings, availability, and pricing.

- Implement strategies to improve user experience and increase conversion rates across all e-commerce platforms.
- Regularly update product content, images, descriptions, and specifications, ensuring technical accuracy for carburetor-related products on both the website and Amazon.

Amazon Sales Management:

Develop and execute strategies to grow sales on Amazon, including optimizing product listings, titles, descriptions, and images for Amazon SEO (A9).

- Manage Amazon inventory levels, ensuring proper stock levels to avoid stockouts and delays.
- Monitor and analyze Amazon sales performance, reviews, and customer feedback to make data-driven decisions for improvement.
- Handle Amazon account management tasks, including responding to customer inquiries, managing returns, and ensuring compliance with Amazon's seller policies.

Customer Service & Technical Support:

Provide expert advice and technical support to customers regarding carburetor selection, troubleshooting, and maintenance for various powersports vehicles.

- Respond to customer inquiries, reviews, and feedback through the e-commerce platform and Amazon, offering solutions that enhance customer satisfaction

Sales & Marketing Collaboration:

Work closely with the marketing team to develop and implement promotions, discounts, and campaigns targeting carburetor-related products.

- Analyze e-commerce and Amazon performance data to identify trends and optimize product placement, pricing strategies, and promotional activities.
- Contribute to content marketing efforts by writing blog posts, product guides, and other materials focusing on carburetor maintenance and selection for powersports vehicles.

SEO & Digital Advertising:

Optimize product listings for search engines and Amazon's internal search algorithm (A9), ensuring relevant keywords related to carburetors and powersports vehicles are integrated into product descriptions and titles.

- Create targeted advertising campaigns that promote carburetor products and related services on both the website and Amazon.

Essential Job Dimensions (skills, knowledge & abilities)

- Strong knowledge of Powersports, carburetors and fuel system components
- Proven ability to take clean marketable photographs
- Comfortable learning new software and systems. Adaptable to changes with projects, processes, and channels. Ability to set and accomplish individual, team, and department goals. Strong attention to detail. Analytical and problem-solving skills.

Qualifications

Education & Work Experience

- MUST HAVE In-depth technical knowledge of carburetors and their applications in powersports vehicles (motorcycles, ATVs, snowmobiles, etc.).
- Proven experience as an e-commerce specialist or similar role, ideally within the automotive or powersports industry.
- Strong understanding of e-commerce platforms (Shopify, WooCommerce, Magento, etc.) and online sales strategies.
- Hands-on experience managing Amazon Seller Central, including product listings, inventory management, advertising campaigns, and performance analysis.
- Familiarity with SEO, Amazon SEO (A9), digital marketing, and analytics tools (Google Analytics, SEMrush, Amazon Seller Central reports, etc.).
- Excellent communication and customer service skills, with the ability to explain technical information in a customer-friendly manner.
- Highly organized and detail-oriented with strong problem-solving skills.

Preferred Qualifications:

- Certification or formal training in powersports mechanics or automotive technology.
- Experience with content management systems, digital advertising platforms (Google Ads, Facebook Ads, Amazon Advertising), and email marketing tools.