



Mercular.com is a specialized E-commerce Hobbyist Shopping Platform. We are the top-tier website strongly providing all the hobbies related products including gaming, gadgets, headphone and speaker and more. We are a startup company with rapid growth (extremely fast), our financial strength is strongly backed up by many well-known investors. If you love challenging yourself to explore skills, experience, passion and ideas to work in a warm and flexible environment, please come to join our team and grow together.

Position: Category Manager (Mobile Accessories)

Responsibilities:

- Develop the category strategy in coordination with the Commercial & Content team and prioritize tactical action plan to execute the strategy with team members for both marketplace and retail business
- Monitor key performance indicators
- Team work with the teams to ensure Onsite, promotions, innovation are delivered properly
- Assortment Planning and Merchandising
- Develop and ensure relevant product assortment for on-going category expansion
- Provide business analysis and insights on sales, pricing and on-going opportunities for incremental volume and margin
- Develop a strong brand base with the support of technology development
- Identify partners to sustain the development of a strong Brand presence as category captains
- Engage with local communities to acquire new customers or sellers on the platform
- Business Development and Vendor Management
- Acquiring, establishing relationships, and driving high-level negotiations with leading industry brands and publishers
- Develop partnerships with large offline retailers, publishers, ...
- Responsible for the growth performance of strategic accounts within category portfolio
- Marketing and Onsite management
- Develop on-line merchandising and promotion proposals and calendar to achieve sales targets
- Cooperating closely with the marketing and operations teams to improving on and delivering a seamless customer experience
- Develop campaign planning and execution, optimizing traffic flow and conversion with the support of the onsite and data science teams
- Project Management and Internal collaboration

Qualifications:

- Preferred experience (2-4 years) in E-commerce or related retail company
- Deep understanding of brands and products strength
- Strong connection & network to main distributors and Brands (Gaming, Audio, Computers, Mobile accessories, and wearable is a plus device)
- The ability to help craft and independently execute selling strategies
- Experience in all aspects of trading
- Exceptional relationship management and negotiation skills
- Excellent time management skills
- Proficient in Microsoft office ex. excel

Mercular Co.,Ltd

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