



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 : Head of Commercial

Key Responsibilities:

- Drive company growth according to aggressive target while balancing budget with efficiency
- Lead, manage, set up, and mentor a team of commercial, Business intelligence.
- Design a high performing organization to deliver on our investor growth goals and strategic category and business plan
- **Category management:** Drive the growth of all categories (Audio gadget, Gaming, Computer, Mobile Accessories, Camera and etc.) in line with the platform strategy and company's mission and vision
- **Business Growth:** Enable the aggressive growth plans of the category by driving brand partnerships, improving seller engagement and initiating key product developments
- **Brand Partnerships:** Grow existing brand relationships by organizing regular performance reviews and planning regular marketing initiatives. Onboard new brands which are critical to the growth of the category and hand-hold them till they build a sustainable E-Commerce business
- **Brand Acquisition/Business Development:** Develop strategy for new brand acquisition for accessories, be able to execute the onboarding and incubation on the Mercular platform. Enable the growth of the top brands with new tools, campaign management and ensuring adoption of seller tools
- **Campaign management:** Support teams on campaign management – flash sales, monthly campaigns and mega campaigns
- Maintain profitability included gross profit margin, collecting other income fees, and platform monetization Desired Knowledge
- **Knowledge about SEA Hobbies, Electronics, and Gadget Industry:** You should have experience working in any of the accessories industries of Audio, Gaming, Storage, Wearables, Computer or mobile or camera accessories
- **Experienced in E-Commerce business:** You should appreciate the dynamics of online business and the challenges associated with building a business online
- **Experienced in E-Commerce Platform:** You should understand the concept of seller centre and the key tools necessary for building an online business



Job Requirements:

- To succeed in the role, you should ideally have/be:
- Entrepreneur mindset
- Bachelor's degree in top university in commercial finance/ Marketing/Economics or related fields
- 5 years' experience in E-commerce, and Hobbies, Electronics and Gadget industry preferable
- Strong knowledge on the digital campaign planning and execution
- Strong data analysis skills and mathematics
- Entrepreneurial and creative mindset with well-developed interpersonal and leadership skills
- Demonstrated ability to handle multiple tasks, to prioritize them and meet deadlines
- Excellent written and verbal communication skills; fluent in English

Mercular Co.,Ltd

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