

# Turkey Jobs Expertini®

## Brand Specialist - AVS, Amazon Vendor Services (AVS) TR

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Company: Amazon Turkey Perakende Hizmetleri Limited Sirketi

Location: İstanbul

Category: other-general

### 2023 Turkey Brand Specialist

At Amazon we're on the lookout for the curious, those who think big and accept challenges, willing to come build the future with us.

Amazon Vendor Services (AVS) is a paid B2B service that aims to help strategic brands partner with Amazon to grow their business. As a Brand Specialist, you will gain 360-degree exposure to all areas of e-commerce at Amazon Turkey, owning the relationship with your brand and structuring with them a short- and long-term strategy oriented at brand's growth and Customer Satisfaction. You will act as consultant driving selection and promotional activities, monitor and work on success metrics on a daily basis, and ensure the brand's experience of the AVS demonstrates our customer obsession. Furthermore, you will be working together with different stakeholders to implement new ideas and processes within Amazon TR & EU, such as (Product) Category Management, Supply chain management, Finance and Marketing; developing your skills and future career. Your role will focus on four crucial business areas:

Key job responsibilities

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**Core Service:** Use your knowledge in deep data analytics to identify TR industry opportunities and provide recommendations to improve overall business performance through the use of Amazon programs (i.e.: Amazon ADs ) to drive long term benefit

**Availability & Operational Excellence:** Drive EU supply-chain operational excellence initiatives by reducing costs, defects, lead times, and by managing stock in our fulfilment centre.

Promotion & Funding: Provide recommendations for the brand's marketing and advertising campaigns to promote new products, increase traffic and improve conversion. Plan, implement and manage promotional activities for Amazon events such as Prime Day where you will help your brands to generate sales. On top of that, you will drive brand weeks with you vendors and work closely with Amazon Advertising to explore further marketing opportunities we have.

Selection & IDQ: Help grow selection by managing the launch of new products and improving discoverability. You will identify product gaps, onboard the new products and be responsible for the ramp up of these products, as well as improve the customer journey on Amazon (i.e.: performing walk the store session, competitor benchmarking , create enhanced content on detail pages).

A day in the life

A day in the life

Interested in how a day in life of Brand Specialist looks like? Check out the following videos to gain more insight into the role and team.

- 1) Brand Specialists at Amazon - Jump Right In – see video
- 2) Brand Specialists at Amazon. What do they do? – see video

About the team

About the team

Could you embrace the challenge of being a Brand Specialist at Amazon? Are you looking for a diverse and international environment? Amazon offers you the chance to build up your own network on a European level by participating in community events such as team activities or by joining some of our affinity groups. Being a Brand Specialist is the starting point to accelerating your professional growth within a global leader in e-commerce. Come build the future with us!

We are open to hiring candidates to work out of one of the following locations:

Istanbul, TUR

### **BASIC QUALIFICATIONS**

- Bachelor's/Master's degree or equivalent experience

- Fluent written and verbal communication in Turkish and English (minimum C1 level)
- Minimum of 2 years 6 months professional experience after graduation in Marketing, Sales, Buying, Project Management, Supply Chain or Consulting.
- Knowledge in MS Office programs (e.g. Excel, PowerPoint)

### **PREFERRED QUALIFICATIONS**

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- Strong business acumen and analytical skills
- Knowledge of another language

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Generated on: 2024-05-03 by Expertini.Com