

E-Commerce Manager

We are looking for an experienced E-Commerce Manager in our Oak Brook IL Headquarters to drive the success of our direct to consumer online sales initiatives. This is a role that emphasizes your entrepreneurial spirit by combining the strategic skills to set a direction and tactical skills to ensure you get there.

We believe in fostering the entrepreneurial spirit by creating ownership of your position and providing organization tools and support to ensure we can all meet our mission to “Make the World Smile.”

You will:

- Assist in creating goals and objectives that maximize our direct to consumer sales – and measure progress against those.
- Create and manage operating budgets for our direct to consumer initiatives.
- Develop and implement multi-channel marketing plans to drive traffic and sales.
- Work with all our product teams to identify key products in our catalog for direct to focus on for direct to consumer sales.
- Create, deploy and monitor promotions throughout the year.
- Work with our web development and web design teams to grow web sales
- Manage organizational alignment between our direct to consumer initiatives and other teams within TOMY – including distribution and consumer care.

The ideal candidate will have the following required experience and skills:

- 5+ years of experience in managing all aspects e-commerce initiatives for consumer package goods products.
- Online product catalog maintenance
- Search Engine Optimization (SEO) experience
- Pay Per click (PPC) campaign management experience
- Onsite metric reporting tools such as Google Analytics, Omniture, etc.
- Excellent written communication skills.
- Excellent interpersonal and customer relations skills
- Ability to manage multiple projects, set priorities and meet deadlines
- BA/BS degree or equivalent

Contact:

We offer a highly competitive salary and benefits package. If interested and qualified; mail, fax or email your resume, salary requirements and cover letter to: TOMY International, Inc., Attn: Human Resources, 2021 9th Street SE, Dyersville, IA 52040-2316. Fax: 563-875-5658. Email: hr@tomy.com.

About TOMY International

TOMY International (www.tomy.com) is a leading global designer, producer and marketer of a broad range of innovative, high-quality toys sold to preschoolers, youths and adults under the TOMY® and Ertl® brands as well as products for parents, infants and toddlers marketed under the The First Years®, JJ Cole® Collections and Boon® brands. TOMY International also markets its products under popular licensed properties such as John Deere, Pokémon, Sonic the Hedgehog, Lamaze, Zootopia, Miles from Tomorrowland, The Good Dinosaur, Winnie the Pooh, Princesses, Cars, Fairies and Toy Story, and other well-known properties. TOMY International's mission is to make the world smile. TOMY International reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North and South America, Europe and Australia. TOMY International is a wholly owned subsidiary of Japan-based TOMY Company, Ltd. (Tokyo Stock Exchange Code No. 7867). © TOMY