

Job Opening for Kiteboarding Internet/Mail Order Manager

Manage the Internet/Mail Order operation for Kitty Hawk Kites Kiteboarding.

Your mission is to increase sales for phone and internet sales by executing sales strategies and daily interaction with customers via the phone and e-mail. You would be working closely with Chris Moore, the kiteboarding department operations manager. You will need to implement efficient time management strategies to prioritize your work load to accomplish all aspects of the job. The position requires daily sales calls, interaction with customers in regards to their orders as well as incoming sales inquiries. Other main duties would be the processing of all shipments, updating of all the e-commerce items on the website, & planning and strategizing in site specials, tile ads, promotions, etc

Your duties would include:

Sales:

Answer sales calls that are directed to Internet Sales. This can be a shared responsibility, but you would be expected to know and learn kiteboarding products of all kinds and to perfect sales skills over the phone.

Internet Product Management:

You would be responsible for content management on the website.

You would list all kiteboarding products on the website via our e-commerce software platform. Creative writing skills is a must for this job as you will be constructing descriptions that are going to distinguish us from all other competitors.

You would also be instrumental in updating the non e-commerce part of the website with content, web design.

Develop community through our websites with informational articles, videos, forums, self help video tutorials, etc.

You would be responsible for taking product photographs for the website.

SEO(Search engine optimizaion)

You would be responsible for optimizing the site for Search Engine Optimization.

This is primarily an organic approach with very little pay per click. You would optimize text in product descriptions to optimize search engine results and monitor the traffic results to the site.

HTML header, key words, and an understanding of this is procedure is required.

Planning:

Working with Chris Moore to design sales campaigns and strategies that will ultimately increase sales.

Design:

Internet design - designing sales graphics internally for our website. You need to be able to use photoshop to make graphics, tile ads, banner ads, and web based graphics to highlight products and promotions.

Internet design - design web banner ads and tile ads for our advertising on external websites

In store signage - design all in-store specialty signage.

e-newsletter:

We send out a monthly e-newsletter and you would be involved in the design layout, graphics, and content of these campaigns. You would be responsible for making sure we delivered consistently on our monthly e-newsletter.

I try to align all this into one sales strategy to simplify, such as our "Product of the Month" campaign.

Promotional Flyers - Design flyers for special events and promotions, bag stuffers, order packets, lesson welcome packets

Shipping/fulfillment:

Packing, Shipping, and management of all packages including the tracking numbers on a daily basis.

Requirements:

Understanding of how SEO works and how to implement SEO. I prefer someone with experience in this area.

Be a kiteboarder currently and understand the sport well enough to guide beginners into the sport and their selection of the equipment.

Strong desire to Sell Kiteboarding Product

Knowledge of sales and the ability to sell over the phone.

Background in design, with knowledge of Photoshop

Ability to layout and design ads

Basic knowledge of e-commerce tools

Be able to work independently and manage their daily work schedule in a way that set priorities to accomplish a variety of tasks