



POSITION DESCRIPTION

POSITION TITLE: e-Commerce Content & Digital Shelf Manager

FLSA Status: Exempt

DEPARTMENT: Retail Marketing

REPORTING RELATIONSHIPS

POSITION REPORTS TO: Director of eCommerce

POSITIONS MANAGED: None

POSITION PURPOSE

The e-Commerce Content & Digital Shelf Manager is responsible for driving content excellence, digital shelf performance, and operational execution to deliver best-in-class customer experiences and maximize conversion across key retail channels, including Amazon, Walmart, Target, Lowe's, The Home Depot, and others. Serving as the operational and data-driven backbone of Bona's digital acceleration, this role owns end-to-end digital shelf performance—focusing on customer experience (CX), content completeness, catalog accuracy, and conversion readiness. Acting as the primary liaison between National Account Managers (NAMs) and internal cross-functional partners (Marketing, Creative, Product Management) as well as external agency partners, this individual manages workflows to ensure all PDP updates, new product launches, and promotional activations are executed flawlessly and on time. The e-Commerce Content & Digital Shelf Manager will contribute to a positive team atmosphere and will apply all internal guidelines in a fair and consistent manner.

POSITION QUALIFICATIONS AND JOB DUTIES

QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Bachelor's degree in Business, Marketing, Supply Chain, Information Systems, or a related field and/or equivalent work experience
2. 2+ years of experience in e-commerce operations, digital shelf management, digital project management, digital merchandising, syndication management, or channel enablement for a multi-channel CPG manufacturer or retailer
3. Direct hands-on experience managing PIM/DAM systems, Wayvia, inRiver, content syndication platforms (e.g., Syndigo/1WorldSync, Salsify, Webdam), and ratings and review management systems (e.g., Bazaarvoice)
4. Direct experience working with digital retail account platforms and marketplaces (Amazon Vendor Central, Walmart Luminate/Item360, Target Partner Online, etc.)
5. Highly analytical and data-driven, with a proven track record of using data analytics to identify customer experience friction points, recommend conversion optimizations, and drive cross-functional action
6. Proficiency with e-commerce analytics, reporting dashboards, and digital shelf monitoring tools (e.g., Power BI, retailer analytics portals)
7. Demonstrated experience managing cross-functional project workflows and new product launch timelines across internal and external teams

8. Excellent verbal, written, and presentation skills, with the ability to influence cross-functional partners and present actionable readouts to leadership
9. Exceptional attention to detail, problem-solving abilities, and a process optimization mindset
10. Must be able to work independently, manage multiple retailer workflows simultaneously, and take initiative with minimal supervision
11. Extensive working knowledge of PC functions and Microsoft Office programs, with advanced proficiency in Excel and data presentation tools

JOB DUTIES:

1. Digital Shelf Performance & Conversion Optimization: Monitor, audit, and analyze digital shelf KPIs (content accuracy, attribute completeness, conversion readiness, and ratings and reviews). Translate insights into actionable PDP enhancements, A/B testing recommendations, and CX optimizations that directly drive conversion rate improvements.
2. New Product Launch Execution & Speed-to-Market: Develop and lead cross-functional execution for new product launches across retailer and marketplace channels. Build and operate standardized launch frameworks, readiness dashboards, and launch scorecards to shorten cycle times and eliminate launch friction.
3. Syndication System Management: Populate and manage product data, imagery, and video within syndication tools and execute direct syndication to retailer platforms (e.g., Syndigo, Salsify), while establishing clear data governance. Oversee review management platforms (e.g., Bazaarvoice and retailer/vendor portals) to track and leverage customer feedback. This role is focused on managing content workflows, optimizing digital assets, and influencing content improvements to support e-commerce sales growth and conversion rather than direct content creation.
4. Cross-Functional Workflow Liaison: Serve as the primary liaison connecting National Account Managers (NAMs) with internal partners, including Marketing, Creative, and Product Management, leading alignment sessions and readiness reviews to remove bottlenecks, align on timelines, and ensure complete and timely execution of digital shelf updates and promotional activations.
5. Vendor & Agency Partner Collaboration: Maintain day-to-day operational relationships with syndication vendors, digital agencies, and account management teams to stay current on retailer content guidelines, platform capabilities, and operational requirements.
6. Consumer Review Analysis & CX Improvement: Regularly monitor and analyze online ratings and customer reviews via Bazaarvoice and retailer portals to identify product/content friction points, feeding actionable recommendations back to Quality, Product Management, and Brand teams to enhance customer experience.
7. Sales & Account Team Support: Partner directly with National Account Managers (NAMs) and their partner agencies to support retailer-specific readiness for assortment expansions, promotional campaigns, and custom content variations, including collaborating with Marketing to provide updated advertising images and videos.
8. Reporting & Performance Readouts: Build, maintain, and present weekly, monthly, and quarterly digital shelf performance readouts, ratings and reviews analysis, and executive dashboards to communicate status, highlight wins, and justify prioritization based on conversion metrics.

9. **Process Automation & Capability Scaling:** Document best practices, standardize operational workflows, and scale pilot initiatives into repeatable programs across all digital retail channels.
10. **Competency & Trend Monitoring:** Maintain high competency in key account portals (Amazon Vendor Central, Walmart Item360, etc.) and proactively monitor e-commerce operational trends, syndication tools, and digital shelf innovations.
11. Able and willing to work necessary hours to meet all project deadlines and travel when necessary.
12. **Other Duties:** Please note, this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

CORE COMPETENCIES

1. **Professionalism** – Upholds organizational values, demonstrates sound business ethics, works with integrity in all situations, and treats others with respect and consideration. Accepts responsibility for actions, reacts well under pressure, and demonstrates consistency between words and actions.
2. **Project Management & Execution** – Effectively coordinates cross-functional projects, sets clear milestones, removes workflow friction, and consistently executes deliverables on time across multiple channel priorities.
3. **Analytical Thinking & Conversion Focus** – Leverages data, digital shelf metrics, and reporting tools to evaluate customer experience, isolate conversion bottlenecks, and translate quantitative data into prioritized operational changes.
4. **Diligence & Accountability** – Perseveres in accomplishing tasks, maintains a high sense of urgency around results, and takes full ownership of digital shelf accuracy and channel execution.
5. **Develop Relationships & Cross-Functional Influence** – Builds and maintains strong collaborative relationships across Marketing, Sales, and external agency partners to drive operational alignment without direct authority.
6. **Attention to Detail & Quality Control** – Completes work with extreme thoroughness, ensuring product attributes, imagery, video, pricing, and copy are 100% accurate and compliant across all retail platforms.
7. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses recommendations, data insights, and process requirements. Presents numerical data effectively and keeps key stakeholders informed across positive and challenging situations.
8. **Responsiveness** – Takes prompt action to resolve content errors or channel discrepancies, responds in a timely manner without constant supervision, and minimizes operational delays.
9. **Productivity & Process Improvement** – Continuously seeks ways to streamline content syndication, reduce cycle times, eliminate rework, and optimize digital workflows.
10. **Organizing & Planning** – Establishes launch scorecards, prioritizes competing retailer demands, anticipates operational bottlenecks, and creates contingency plans to ensure seamless execution.
11. **Problem Solving & Decision Making** – Identifies digital shelf and syndication issues, isolates root causes, gathers input from cross-functional partners, and executes sound solutions in a timely manner.
12. **Results Oriented** – Focuses relentlessly on driving quantifiable improvements in conversion rate, content compliance, customer experience metrics, and speed-to-market.

PHYSICAL DEMANDS

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 25% of the time.
3. Must be able to occasionally move within the office to access file cabinets, office machinery, etc.
4. Must be able to lift 10-20 pounds (for example: packages, copy paper boxes, etc.).
5. Must be able to communicate effectively by listening and in both written and verbal forms.

WORK ENVIRONMENT

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting. This position is open to remote employees, with a strong preference for candidates located in the Seattle, WA or Denver, CO areas.
2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.

SIGNATURES

This job description has been approved by all levels of management.

Manager Signature: _____ **Date:** _____

Human Resources Signature: _____ **Date:** _____

The employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

Employee Signature: _____ **Date:** _____

Bona US is an at-will employer. Therefore, both the employee and the employer retain the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.

EQUAL OPPORTUNITY EMPLOYER

Compensation Range: \$90,000-105,000 per year, bonus eligible

Compensation for the role will depend on a number of factors, including a candidate's qualifications, skills, competencies, and experience, and may fall outside of the range provided. Bona offers a competitive total rewards package including 401k with employer match, Open PTO, medical, dental, vision, life, and disability insurance, career advancement opportunities, and a broad range of other benefits. Learn more about our open positions and employee benefits at <https://www.bona.com/en-us/about-bona/work-with-us/>

Bona provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex,

national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.