We are looking for a motivated, analytical individual to play an integral role in growing our online business! This position has long-term development potential and could grow into a broader marketing role.

About the Company:
Po Wing Hong Food Market Inc. is a well-known family run retailer of Chinese health products, fine delicacies, and general groceries. Established in 1980, the Po Wing business group consists of retail, restaurant supply, brand distribution, and international export.

In November 2020, we successfully launched our e-commerce site and have seen strong growth in our first six months. We have exciting plans to continue the momentum. The person in this newly created position will work directly with one of the founders of the company.

With nearly 40 years in business, Po Wing is an established company yet we foster an entrepreneurial culture. In addition to this role, we are also hiring for other positions in marketing and operations. If this feels like an environment that fits your working style and goals, please contact us.

https://powingonline.com/

Job Title: Ecommerce and Digital Marketing Analyst

Responsibilities

- Help develop general e-commerce strategy to drive traffic and improve conversion
- Work with our sales team to determine promotions, set up online discounts/promotions, and create/send email campaigns
- Become our in-house SEO expert - research key search terms and trends
- Maintain and optimize eCommerce product descriptions, fields, attributes, and images
- Create and maintain product listings (add descriptions, SEO, ALT tag descriptions, meta descriptions English-Chinese translation, make price adjustments)
- Create and manage reports and data assets in dash-boarding tools like Google Sheets, Google Data Studio, Excel and develop presentations to keep the team apprised of key trends
- Troubleshoot customer’s technical issues via email and/or phone
- Deliver weekly and monthly reports on site KPIs (traffic, sources, etc.)
- Assist with order fulfillment such as printing invoices, packing, and updating tracking numbers
Work Schedule and Benefits

Hourly Salary: $20-25
40 hours, 5 days/week

Attractive benefits package including health insurance and PTO (holidays, vacation days, sick days)

Requirements

- Team player, work well with others, an excellent work ethic, and positive attitude
- Fluent in English and Chinese, spoken and written. Cantonese preferred
- Expert with MS Office applications, especially Excel

Number of Openings: 1