



Content Manager

Company: Trend Nation, LLC www.TrendNation.com

Location: Las Vegas, NV

Company Overview:

Founded in 2007, Trend Nation is a multi-brand e-commerce platform that has developed over eight leading multi-million-dollar private label consumer brands. We began as an exclusive Amazon retail partner for popular brands including Tommy Hilfiger, Tumi, and Calvin Klein and have since established ourselves amongst the most experienced sellers of private label consumer goods on marketplaces including Amazon, Walmart, and Target.

Building on our track record of successful brand development and funded by tech entrepreneurs who have created billion-dollar enterprises, Trend Nation is gearing up to rapidly gain share in the Amazon marketplace. We are seeking an ambitious, creative, and results-driven individual to join our team. This is an exciting and challenging role for the right candidate and is a unique opportunity to be involved in a fast-growing company.

Trend Nation is a fast-growing e-commerce retailer that owns and operates numerous niche e-commerce brands and excels on marketplace platforms including Amazon, Target, eBay and Walmart. Our two largest product assortments are spread between clothing and accessory items and patio lawn and garden products. Over the past decade the company has been recognized as one of the top Amazon & Walmart private label marketplace partners. Our passion is bringing fun and functional products to life and delighting our customers with great value. With over 2,000 products and over 5 million delighted customers, Trend Nation is a fun, fast-paced work environment that recognizes its employees with monthly teambuilding activities, regular company-wide celebrations, and a comprehensive benefits package.

Position Overview: The Content Manager is responsible for the day-to-day content creation, listing optimization for our products, overseeing graphic design, and the photo studio and execution of the photoshoots. Across all Trend Nation brands, you will manage the creation of timely, accurate, and relevant written content, graphics, and video for our brands.

Preferred Qualifications:

Content Creation

- Creative thinker, adept brand builder, and culturally-savvy
- Assist with creating consumer product-related marketing content for new and expansion products across a range of categories.
- Assist with describing company products clearly and concisely through accurate product descriptions & features while adhering to specific KPI's.
- Research and implement key phrases and keywords throughout the product detail page for Search Engine Optimization (SEO).
- Double check spelling and grammar on product listings across all sales channels.
- Assist with resolving product data feeds to all sales channels including reviewing and fixing feed errors.
- Track content against KPIs, identifying trends, and best practices.
- Lead the ideation, development, and launch of store sites and mobile enhancements.
- Ensure compliance and infringement claims are handled successfully.

Photo Studio Management

- Coordinate and schedule the photographer, models, and operations teams to execute routine photoshoots.
- Act as the visual merchandiser on the day of photo shoots, working with the photographer to get the best quality results.
- Styling of apparel and hardlines products for all marketplaces
- Create and /manage the photo budget. Responsible for invoices, reimbursements, etc. Negotiating with agents, models, etc.
- Ensure timeline and execution is aligned with the company calendar.

- Meet deadlines and delegate workload to the team to ensure the team meets launch and pass off dates for products to hit live on eCommerce marketplaces.
- Final review and approval of images before they go live
- Manage the flow of post photoshoot editing and upload process per Content's Standard Operating Procedures.

Other Responsibilities

- Support the Trend Nation brand websites as needed with content and graphics.
- Maintain our social media presence with posts for all brands featured on social media.
- Deep understanding of social platforms and social marketing best practices
- Assist with the timely resolution of requests or issues generated through Jira tickets.
- Communicate effectively to the appropriate departments to ensure work continuity.
- Perform all assigned work, tasks, or projects efficiently, accurately, and on schedule to ensure due dates are met.
- Must be willing and able to travel up to 10% of the time.
- Live Trend Nation's core values and adhere to Trend Nation's policies and procedures.
- Test products, including wearable items, and provide feedback to any department requesting it.

Compensation:

- BOE
- 401k, bonus program, medical and dental insurance reimbursement and many more benefits

How to Apply:

Submit your cover letter and resume via email to: Jobs@TrendNation.com. Please be sure to include Content Manager