



## Marketplace Intelligence Analyst

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Reports to: Sr. Digital Marketing Manager

Department: Marketing

Classification: Exempt

Last Updated: 12/13/2023

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### Job Summary:

As the Marketplace Intelligence Analyst, your primary responsibility will be to lead the King Authorized Seller program maximizing the growing brand presence and sales potential of FROG products. Your role will involve ensuring compliance, optimizing product listings, working with sellers and Amazon to ensure ASIN performance and ensure listing are live and correct, upholding the FROG products' trademarks, branding, and minimum advertised pricing policies. Additionally, you will analyze various online marketplaces like Amazon and Walmart to evaluate their competitive landscape and the sales potential of both current and upcoming products.

In this position, you will play a crucial role in ensuring King Technology's industry-leading Minimum Advertised Price (MAP) policy is consistently followed, by collaborating closely with both internal and external partners. Furthermore, you will be tasked with reporting, strategically comparing data, and presenting insights regarding month-over-month (MOM), year-over-year (YOY), and projected future sales potential.

The successful Marketplace Intelligence Analyst will need to demonstrate a strong ability to analyze both quantitative and qualitative data, as well as market and competitive trends. You will be responsible for developing strategies and providing recommendations to enhance our competitiveness in the marketplace. You need a natural curiosity for how things work and the ability to thrive in ambiguity. For success you will need the ability to multi-task in a fast-paced entrepreneurial environment.

### Essential Functions:

#### 50%: Marketplace Management

- Conduct research and act on KTI branded products across major Marketplaces (such as Amazon and Walmart) to identify growth prospects, competitive risks, trademark infringements, unauthorized sellers and products, price discrepancies, and other related issues.
- Verify the presence of exclusively authorized re-sellers on online marketplaces and collaborate across various departments, including sales and legal, to rectify instances of non-compliance.
- Collaborate with online marketplaces on behalf of dealers and resellers to ensure that our products are accessible and portrayed in accordance with brand standards.
- Utilize online market research to update listings to achieve higher rankings and better sales.
- Create and evaluate reports through the utilization of third-party tools, interpret data, and provide recommendations.

### **50% MAP Policy (Minimum Advertised Price)**

- Ensure MAP compliance on marketplaces and retailer websites
- Identify policy violators, propose appropriate actions, and engage in discussions with Sales and senior management
- Manage vendors to maintain and enhance data integrity standards
- Collaborate across functions by delivering weekly Minimum Advertised Price (MAP) reports and engaging in effective communication with Sales, Distributor partners, and King Technology leadership to determine enforcement strategies.
- Take the lead in overseeing and optimizing the Minimum Advertised Price (MAP) process to achieve the best possible results.

## **Job Qualifications:**

### **Required Skills**

- Bachelor's degree, preferably in Marketing or Business.
- Strong analytical and critical thinking skills with ability to provide recommendations.
- Proficient in Excel and PowerPoint
- Experience with Amazon Seller Central
- Experience with Amazon Brand Registry
- Strong communication and presentation skills
- Ability to operate in a highly focused, entrepreneurial environment with expectation to challenge and influence business decisions based on data driven analytics
- Must be a self-starter who thrives on taking ownership over their work and responsibilities
- Outstanding interpersonal and communication skills
- Embrace and foster company values of Integrity, Excellence, People Chemistry, Golden Rule, Courage and Servant-Leadership.

### **Desired Skills**

- Experience with SQL, Power BI, and CRM software
- Sales or sales support experience a plus