

Basics

Job Title DTC/eCommerce Experience Specialist
Reports To DTC Manager
Location Peachtree Corners, GA (Greater Atlanta Metro)
FLSA Status Exempt
Direct Reports No

About Mizuno

Mizuno USA's roots trace back to its parent company, Mizuno Corporation. Mizuno Corporation was established in Osaka, Japan in 1906 by Rihachi Mizuno. Today, Mizuno USA is located in Peachtree Corners, GA and continues to manufacture and distribute high quality golf, baseball, softball, Team Sports, track & field, and volleyball equipment, along with apparel and footwear.

Since our founding, we have taken special pride and pleasure in being able to participate in the exciting world of sports and providing sports equipment of the highest quality. Each and every one of us is guided by the ideal of true sportsmanship. That was true over 100 years ago and is still true today. It is evident in our corporate philosophy which, simply stated, is "Contributing to society through the advancement of sporting goods and the promotion of sports."

Are you a competitor driven by overcoming extraordinary challenges? Are you motivated by being a critical team member? Do you aspire to join a brand that makes a difference in the communities we serve? Mizuno USA is seeking top performers like you carry on the legacy of one of the world's most iconic sporting goods brands.

Every Mizuno USA teammate is a champion of our Mission and commitment to one another and athletes everywhere as they strive for ultimate achievement at every level of competition. Let us know if you're game-ready!

Summary

As a member of Mizuno's dynamic Direct-To-Consumer (DTC) team, you will be at the forefront of driving growth and innovation in the digital retail landscape. As part of our team, you will play a pivotal role in shaping the end-to-end customer experience, from product discovery to post-purchase engagement. Leveraging your expertise in ecommerce strategy, digital marketing, merchandising, and customer analytics, you will collaborate with cross-functional teams to develop and execute strategies that drive revenue, increase customer acquisition and retention to enhance brand loyalty.

As the DTC Experience Specialist, you will be responsible for supporting Mizuno's ecommerce channels by leading quality assurance efforts for both ecommerce operations and customer experience. In this role, you will work directly with customers to ensure positive experiences are consistently met. Your responsibilities will include supporting operations, customer service, product reviews, and contributing to various projects, promotions, and marketing campaigns. Additionally, you will resolve and communicate operational system issues, develop and document operational processes, and optimize return procedures.

If you're passionate about ecommerce, consumer loyalty, and driving measurable results in a fast-paced environment, we want you to join us in redefining the future of retail through our DTC channels.

Essential Duties and Responsibilities

The DTC Experience Specialist will perform tasks like the following:

- Maintain quality assurance for ecommerce operations to ensure seamless functionality
- Monitor website performance and identify potential issues before they impact customers
- Engage directly with customers to address inquiries, concerns, and feedback
- Ensure a positive and consistent customer experience across all touchpoints
- Assist in the day-to-day operations of the ecommerce platform
- Provide support for order processing, inventory management, and fulfillment operations
- Occasional retail support as needed
- Monitor customer service activities, including inbound inquiries, orders processing, returns handling, exchanges, and refunds
- Collaborate with the customer support team to resolve issues promptly
- Monitor product review process, ensuring customer feedback is captured and addressed
- Utilize reviews to inform product development and improve customer satisfaction
- Support the planning and execution of marketing campaigns
- Work closely with the marketing team to align campaigns with ecommerce operations
- Identify, troubleshoot, and support resolution for operational system issues that impact the customer experience
- Communicate system updates and changes to relevant stakeholders
- Develop, document, and refine operational processes to improve efficiency and effectiveness
- Ensure all processes are up-to-date and accessible to the team
- Analyze return data and processes to identify areas for improvement
- Implement strategies to streamline the return process and enhance customer satisfaction

Qualifications

- Bachelor's degree in business administration, marketing, or related field
- At least two years' relevant work experience
- Excellent communication and collaboration skills; able work effectively in a cross-functional team
- Strong ability to analyze and interpret data, analyze trends, and make data-driven decisions
- Detail-oriented with strong organizational skills and the ability to manage multiple projects simultaneously in a fast-paced environment
- Team player; flexible and able to embrace departmental/organizational changes positively
- Able to build and maintain relationships effectively with team members
- Competitive sports background preferred
- Proficient in Microsoft Office Suite
- Adobe Illustrator and Photoshop is a bonus
- Self-motivated and passion for professional-development
- Strong presentation skills

Physical Demands/Essential Functions

- Prolonged periods sitting at a desk and working on a computer in an open office environment.
- Must be able to lift up to 15 pounds at times.

Work Environment

- Open office environment
- Low to moderate noise levels
- Overhead lighting
- Hybrid work from home arrangement

Whenever possible, Mizuno USA, Inc. strives to promote from within if the skills and necessary qualifications meet the requirements for the position. Internal and external candidates will be considered for the position and the best candidate will be hired.

Mizuno USA, Inc. is an Equal Opportunity Employer: All qualified applicants will receive consideration for employment and will not be discriminated against based on their race, gender, disability, veteran status or other protected classification.

EOE M/F/D/V

Visit <https://www.careers-mizunousa.com/jobs> to apply, or send your resume and cover letter to mizunocareers@mizunousa.com and include the Job Title in the Subject line.