



## E-commerce Specialist Leadership Program

### ABOUT PACIFIKO.COM

Pacifiko.com is an e-commerce start-up looking to provide world class online shopping experience to customers in Guatemala and various countries in Latin America. We are building the largest e-commerce platform in the region, using technology and operations to scale. We have an ambitious growth plan to deliver value to customers throughout the region. For more information, here is what the Press says about us: [Forbes Centroamerica](#), [Revista Summa](#).

### WHY JOIN PACIFIKO

There are several reasons why join Pacifiko, here are a some of them:

- Our mission: we are building a world class solution which will improve people's lives, by giving them convenience on several fronts.
- Professional growth opportunities: we give important areas of responsibility. You will own them from your first day. What you do will make an impact on millions.
- Technology and e-commerce: we are an e-commerce platform and technology is our backbone.
- Startup/entrepreneurship: we are a startup funded by venture capital model and you will get to experience the full ride of being part of a fast-growing startup.
- Continuous learning: you will learn a lot about several areas and situations.
- Work with a great team: our team is formed by a diverse set of people with a common vision to create value for customers.
- Competitive compensation: we offer competitive compensation and growth opportunities for the long term
- Growth: we are growing fast and being in a high growth environment is always fun!

### JOB DESCRIPTION

We are looking for a data driven, customer-obsessed, hands-on candidate to join our team. As an E-commerce Specialist Intern you will gain experience in all areas of driving an e-commerce business including vendor management, in-stock management, and online marketing roles. You will start with one and after 6 to 18 months, you will rotate to other positions.

You will work with selected vendors and categories to help drive growth and help deliver a best-in-class customer experience on Pacifiko.com, while facilitating business relationships with some of Pacifiko's most important brands and products.

You will be responsible for looking after brands and categories, contributing to improvements in the user experience for customers, and creating detailed weekly reports on performance. You'll lead presentations and planning sessions with vendors and internal teams, and act as the main point of contact for them. You will also provide support to drive category revenue growth through detailed analysis of business inefficiencies and identifying solutions; proposing changes to operational processes; driving a high standard in customer satisfaction; ensuring high-quality product detail pages; and making recommendations for effective marketing campaigns.

To achieve success in this role, you will have strong analytical skills as well as relationship management and organizational skills. You will also be comfortable picking up new technologies. You'll be an analytics expert, identifying problem areas and then creating plans to find resolutions, with the ability to pick up new skills quickly. You'll have strong communication skills and a proven track record of building positive working relationships.

Trainees will get experience in the following functions: vendor management, in-stock management, and online marketing. Tasks associated with these functions include:

- **Vendor management:** help growing selection of products to sell on Pacifiko.com, onboarding new vendors, identifying and resolving pricing issues, growing the business.
- **In-stock management:** tracking purchase orders, investigating late deliveries, resolving order rejections, working with vendors on purchase orders, training vendors to drive operational excellence, forecast inventory demand, maintain healthy inventory.

- **Online marketing:** improving product page data, developing marketing and merchandising plans, improving customer experience onsite, helping generate traffic and sales.
- **Content & UX Management:** Contribute to improvements in the user experience for customers by creating landing pages, sort order of products, improvements in search bar, changes in Home Page banners, A+ Plus content in detail pages.
- **Growth hacker:** plan and optimize marketing campaigns to acquire and retain customers in various online channels.

#### **BASIC QUALIFICATIONS**

- Graduated from university, or in last semester of university, pursuing engineering, accounting, data science, mathematics, business administration, finance, economics, marketing degree or related field
- Strong quantitative skills for data driven decisions, attention to detail
- Exceptional interpersonal and communication (verbal and written) skills
- Planning, prioritization, and time-management skills
- Interested in e-commerce and customer obsessed
- Interested in learning, owning key deliverables and making things happen

**Location:** The position is based in Guatemala.

If interested, please send your CV to [jobs@pacifiko.com](mailto:jobs@pacifiko.com)