



Job Description

Position Title:	Shopify Store & Marketplace Manager	Department:	IT
Reports To:	VP of Operations	Effective Date/ Revision Date:	April 2026
Location:	Home office-Akron, PA (hybrid)	Working Hours:	Full-time, exempt; occasional evenings and weekends may be required if needed for major system changes

Position Summary:

The Shopify Store & Marketplace Manager is a detail-oriented, results-driven role responsible for leading our Shopify website administration, managing our branded Shopify DTC and B2B websites, and optimizing our product presence on the Shopify Marketplace Direct channel.

This position will oversee the design, functionality, and user experience of the online store, ensuring seamless navigation and optimization of different devices. The ideal candidate combines hands-on Shopify Admin expertise with strong analytical skills to drive sales growth, manage inventory across channels, and enhance the overall customer experience. The Shopify Store & Marketplace Manager combines day-to-day operations of a Direct-to-Consumer (DTC) and Wholesale (B2B) store, and our marketplace integrations (Faire, PBP) with the strategic management of a Shopify Marketplace Direct partnership.

This position supports and contributes to the Ten Thousand Villages mission by:

Creating easy to navigate websites enabling customers to easily find and purchase our artisan partners' products providing an overall positive user experience. |

Position Duties/Responsibilities:

Shopify Store Management (DTC and B2B Website and Integration Sites)

- **Operations:** Manage day-to-day operations, including updating product listings, pricing, collections, and variants to ensure high-quality, accurate data.
- **Site Optimization:** Optimize site navigation, search functionality, and product detail pages (PDPs) to maximize conversion rates (CRO).
- **App Management:** Manage third-party apps, integrations (e.g., Klaviyo, Gorgias, etc.), and troubleshoot technical issues.
- **Marketing Support:** Implement promotions, seasonal campaigns, and homepage updates in coordination with the Sales and Marketing team.

Shopify Marketplace Direct Management

- **Channel Strategy:** Oversee end-to-end Marketplace Direct operations to drive revenue growth and brand visibility.
- **Listing Optimization:** Ensure high-converting creative, SEO-friendly titles, and detailed descriptions are live on all marketplace listings.

- **Catalog Health:** Maintain accurate inventory syncing and troubleshoot any catalog errors or variation fixes between Shopify and the marketplace.
- **Performance Tracking:** Analyze marketplace-specific sales data to identify opportunities for improvement in visibility and conversion.

Data & Inventory Management

- **Sync Accuracy:** Ensure inventory levels are accurate across all channels, proactively addressing stock shortages to prevent cancellations.
- **Reporting:** Analyze store performance (traffic, sales, customer behavior) using Google Analytics and Shopify Reports to inform strategic decisions.
- **Order Management:** Oversee the order lifecycle, from fulfillment to managing returns or refunds.

Required Skills & Qualifications

- **Experience:** 3+ years of hands-on experience managing Shopify stores and multi-channel marketplaces.
- **Platform Expertise:** A very strong understanding of Shopify Admin, Shopify Plus, and marketplace integrations (e.g., Faire, Powered by People, or others).
- **Data Analysis:** Proficiency in Google Analytics, Google Sheets (including Pivot Tables), and e-commerce KPIs.
- **Technical Skills:** Basic knowledge of HTML/CSS/Liquid is a plus for minor customizations. Any experience with Matrixify or similar tools is a benefit.
- **Attention to Detail:** Exceptional meticulousness in managing high-SKU catalogs.
- **Communication:** Excellent written and spoken English for coordinating with partners and crafting product content.

Preferred Qualifications

- Bachelor's degree in E-commerce, Information Technology, Marketing, or Business.
- Experience in website management, retail, home goods, or related high-volume industries.

Types of Interaction (internal):

- Frequent interaction with colleagues in Sales, Marketing, Merchandising, IT, Accounting, Customer Service and our third-party Warehouse to ensure that all aspects of the website operate smoothly across the enterprise.

Type of Interaction (external):

- Shopify and App Vendors
- Vendor relationships related to ecommerce and website security

Physical Requirements:

- This role routinely uses standard office equipment, requires close visual acuity, frequent typing, and both hearing and talking abilities. While the role is largely sedentary, occasional bending, lifting up to 10 pounds, and ability to move throughout the building is necessary.
- This job operates in a professional office environment and is not exposed to adverse environmental conditions.