



ABOUT IZZITGREEN

IzzitGreen™ is an online marketplace where environmentally conscious consumers discover, learn about and buy eco-friendly products. Put simply, IzzitGreen.com helps consumers 'find the good, green stuff.'

JOB OVERVIEW

In this ground-floor role for IzzitGreen.com, you will take ownership of a key product category for Izzit's inventory and 'virtual' store of eco-friendly products. As the Store Manager you will help lead our efforts to develop the best green store in the marketplace. That means – knowing the key innovators in your product category, finding the most unique and compelling products to add to the inventory, and understanding the important environmental issues surrounding the products.

You will be the maven for your category – you'll be the seeker of the 'the good-green stuff'.

CATEGORIES

We're currently seeking Store Managers for the following categories:

- **Style** – Includes clothing and accessories for women and men.
- **Sports & Fitness** – from fitness clothing to outdoor gear and sports equipment
- **Health & Beauty** – Includes skin and hair care, makeup, beauty and wellness products
- **Food & Drink** – Eco-foodie paradise – from organic wines to fair trade chocolates and beyond
- **Kids & Babies** – Green products for the little ones in your life – from baby gear to kids style
- **Home & Garden** – All the furniture and décor the green-minded nester could ask for

RESPONSIBILITIES

Your core responsibility will be to find and list the best, most innovative sustainable products available. Successful candidates will demonstrate the ability to quickly locate, research and profile the best, most innovative and most compelling green products in her category. In your capacity as Store Manager you'll be wearing the Izzit badge and will contribute in the following ways:

- **The Buyer - GB Inventory Management**
Store managers need to think as the buyer for their section – including which products to post, feature, promote and market. This includes researching trends, identifying good/green companies, finding products, creating product listings.
- **Marketing the Store**
Store managers will be responsible for everything from product placements (e.g. which products to feature), to blog-worthy content and blog postings, to Stomp features, and buzz marketing products and IzzitGreen.com.
- **Becoming the Category Maven**
Ultimately, our objective is to position IG as 'the source' for the most innovative products and trends. That position starts with the store managers. A successful manager will become the maven for her category.
- **Community Development**
It's all about developing a network. In your efforts to become known as an influential voice in our space, a successful store manager must develop a community of sources, peers and contacts around her.



REQUIRED SKILLS & APPROACH

In order to succeed in this engagement, you must:

- Have a solid grasp of emerging consumer trends and preferences in design and products.
- Develop and maintain an in-depth knowledge of the environmental impacts of your product category – and of the consumer products industry as a whole.
- Have significant writing and/or blogging experience with critical eye and unwavering commitment to accuracy.
- Have an engaging, concise & witty writing style – there's nothing grim about Izzit.
- Be driven and self-motivated. This is a virtual role in which you will earn the rewards of your success – so you must be capable of maintaining a strong focus and fast work pace.
- Have a familiarity and comfort level with web-based applications – we'll train you in using our system, but you must be comfortable using web-based applications. Past use of CRM, eCommerce, Content Management or Blogging Platforms a big plus!
- Be an entrepreneur at heart

WORK ENVIRONMENT & HOURS

This is a virtual role – meaning you'll be working from your own home office. Better still – you'll be making your own hours, and reaping the benefits of your efforts. To be sure, this role is not for everyone – we need motivated, creative, entrepreneurial folks for these positions – but we really are looking for a few good mavens to help grow IzzitGreen.com.

COMPENSATION

IzzitGreen.com utilizes a performance-based program for this role. Store managers will be compensated on the revenue and traffic performance of their managed product category.

To Apply and join the Izzit team:

For past postings, we've received very strong response. To best position yourself for this position, please send the following materials to jobs@izzitgreen.com

- A Cover Letter – please indicate the product category(ies) you are interested in managing!
- Your Resume/CV
- A brief write-up of an innovative/interesting/cool/unique green product that you think represents your style.

Cheers. Thanks!

