

## About the job Responsibilities

**Company Overview** TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy. TikTok has global offices including Los Angeles, New York, London, Paris, Berlin, Dubai, Singapore, Jakarta, Seoul and Tokyo.

**Why Join Us** Creation is the core of TikTok's purpose. Our platform is built to help imaginations thrive. This is doubly true of the teams that make TikTok possible. Together, we inspire creativity and bring joy - a mission we all believe in and aim towards achieving every day. To us, every challenge, no matter how difficult, is an opportunity; to learn, to innovate, and to grow as one team. Status quo? Never. Courage? Always. At TikTok, we create together and grow together. That's how we drive impact - for ourselves, our company, and the communities we serve. Join us.

**Team Overview** We aim to bring discovery, inspiration, and joy back to shopping by making TikTok the commerce channel of choice for merchants, creators, and partners. The TikTok Shop Electronics Category Team (SMB) is looking for a retail champion to help us build our business and drive the growth of our category. This role sits in our larger SMB team which supports social sellers, small and medium businesses, and emerging brands.

**Role Overview** We are looking for passionate and talented people to join our commercial team in the US, to help build an e-commerce ecosystem that is innovative, secure, and intuitive for our users and partners alike. The Category Manager - Electronics (SMB) role is responsible for scaling a book of small and mid-sized merchant partners, and driving topline revenue growth for TikTok's US Commerce business.

**Responsibilities:**

- Acquire and incubate merchants to support category growth.
- Discover innovative collaborative models that fit into merchants' short-term and long-term development plans, and invest platform resources effectively and efficiently.
- Solve key challenges in business growth by strong collaboration with cross-functional teams.
- Employ a consultative approach by offering strategic content, creator/affiliate/agency partner, merchandising, and logistical solutions to all clients
- Update active clients on TikTok Shop product developments and new promotional opportunities

## Qualifications

**Qualifications**

- 2+ years experience in e-commerce business; a mixed experience in both platform side and brand/merchant side is highly preferred.
- Excellent interpersonal and negotiation skills.
- A good team player, fast learner and open to changes.
- Attention to detail, affinity with numbers, logical and strong in problem solving.
- Familiar with TikTok and other content platforms; experience in content-based e-commerce is highly preferred.
- Strong connections with brands and distributors are preferred.