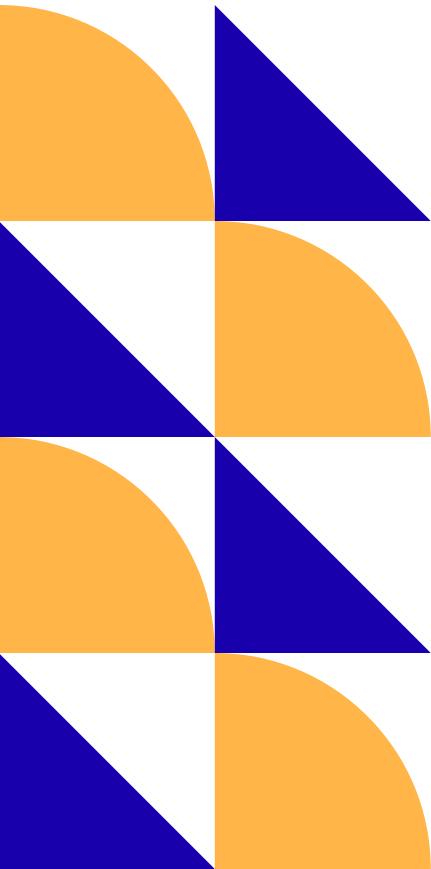




Navigating the E-Commerce Job Market

Trends & Priorities. A Keyword-Based Insight

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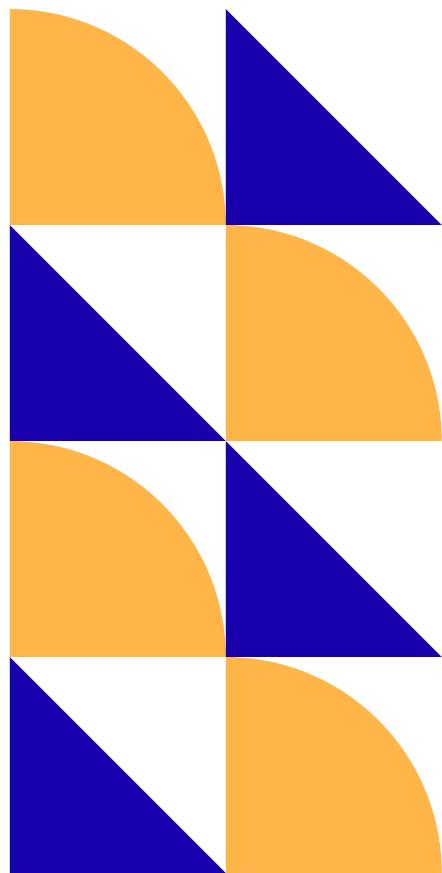
Introduction

Goal: Identify hiring trends across categories, formats, seniority levels, industries, regions, and timelines.

This study analyzes the e-commerce job market using LinkedIn data. It includes both direct e-commerce roles and related positions requiring skills in:

- Digital marketing
- Data analytics
- Product management
- Customer service
- UX/UI and content

Due to LinkedIn's data limitations, insights are based on job titles, inferred attributes, and visual/statistical analysis.

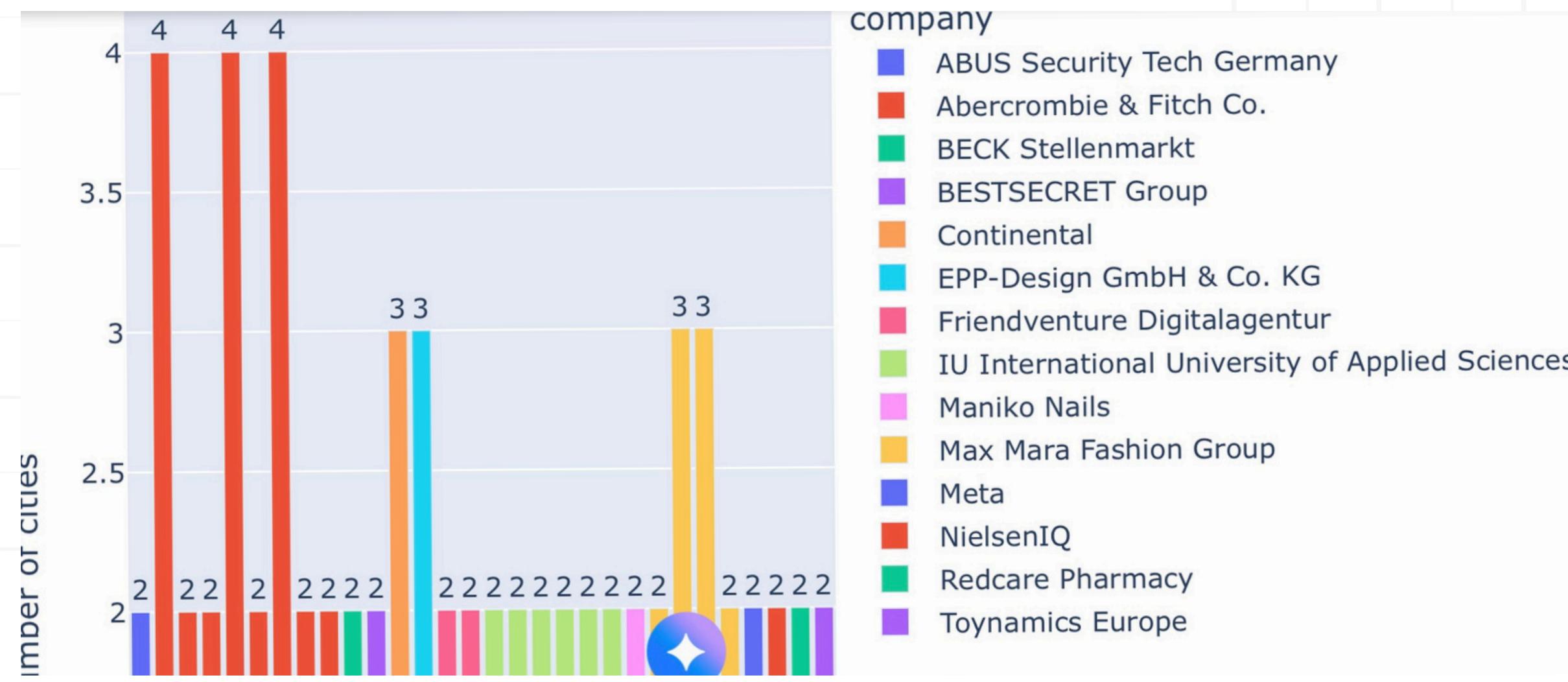




Companies Expanding Across Regions

Topic: Multi-city job postings

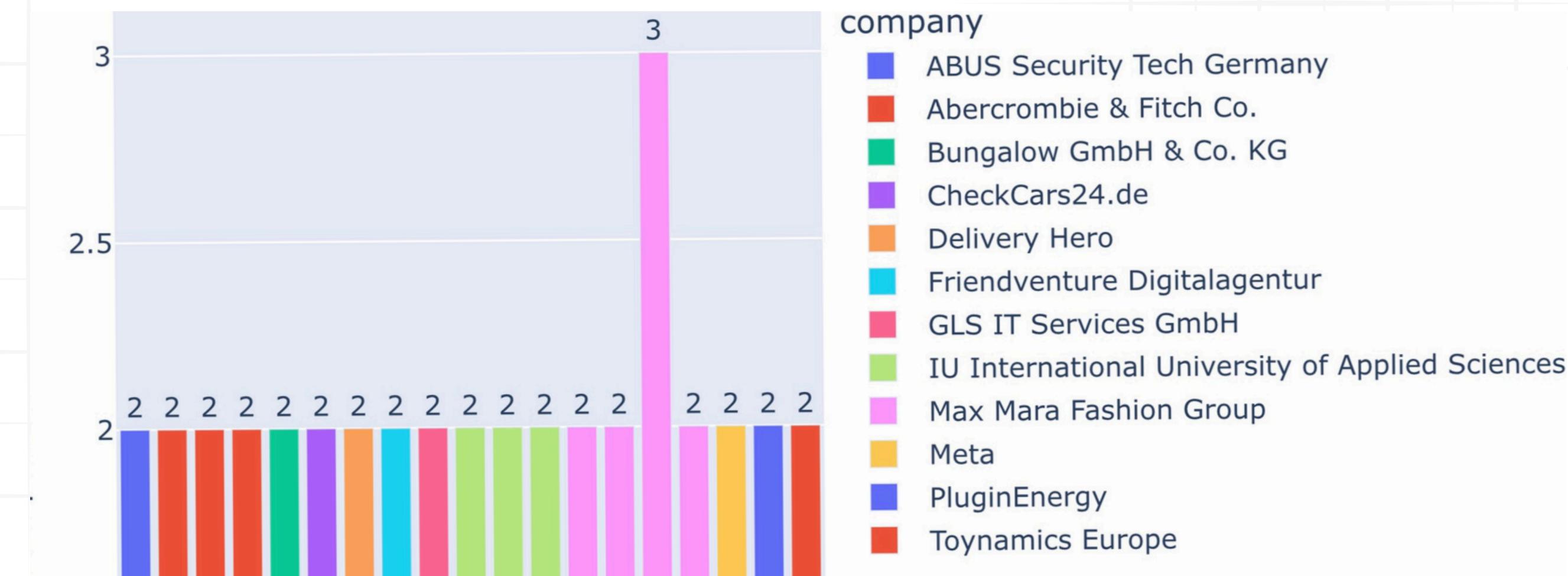
Key Point: Companies like Abercrombie and Max Mara post identical roles in multiple cities, signaling regional expansion or centralized hiring strategies



Reposted Vacancies

Topic: Multiple posting dates for the same role

Key Point: Repeated postings suggest high turnover, long recruitment cycles, or hard-to-fill positions.





Category by Employment Type

Topic: Distribution across professional categories

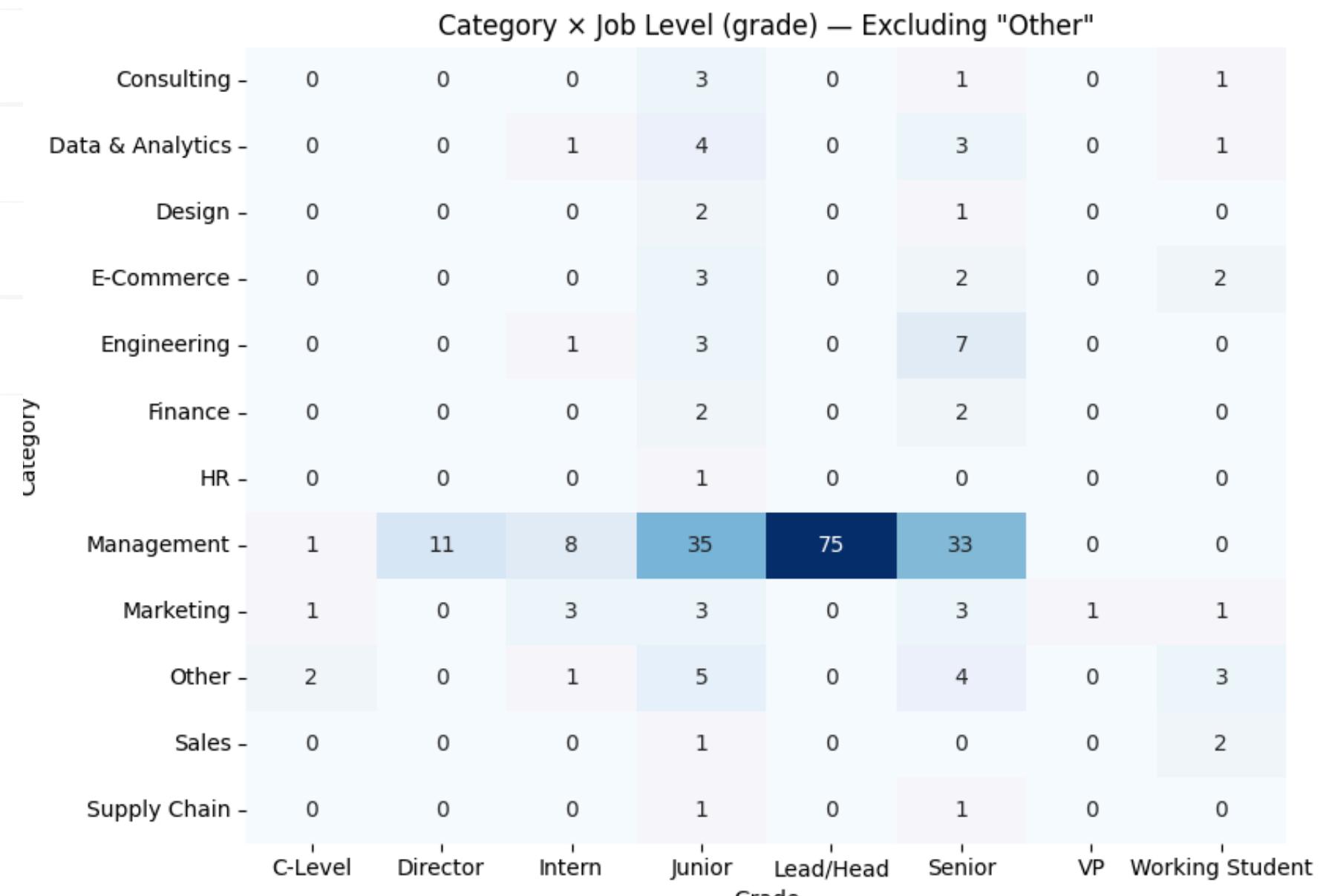
Key Point: Management, Marketing, and E-Commerce are the top categories, indicating strong demand for leadership and digital skills.



- Management in E-commerce
- Marketing for E-commerce
- E-Commerce (difference)



Category by Job Grade

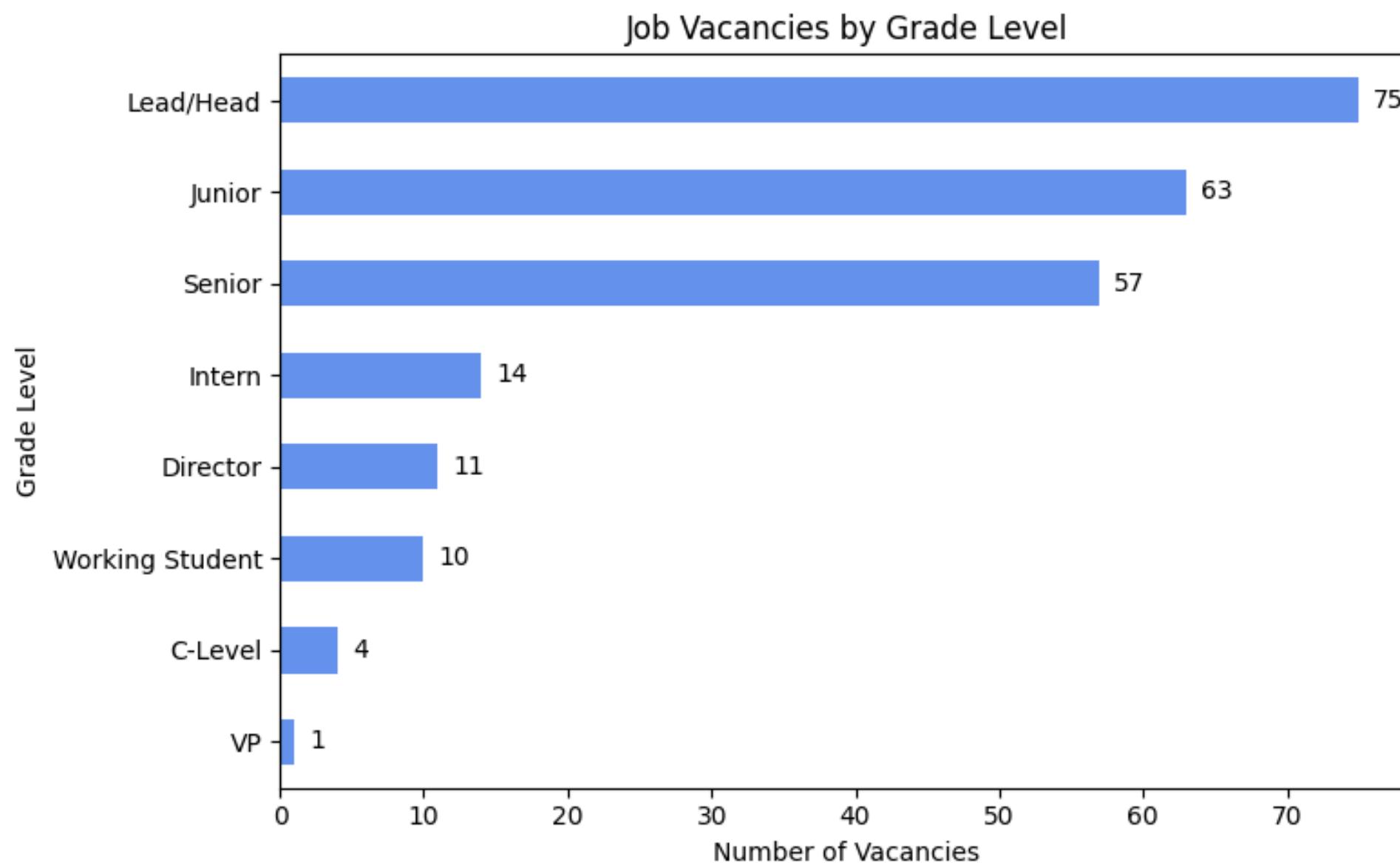


Key Point: Management roles span all levels, while Marketing and E-Commerce focus on entry and mid-level positions

Topic: Seniority levels within categories

- **Management:** Lead/Head (75), Junior (35), Senior (33), Director (11)
- **Marketing:** Intern (3), Junior (3), Senior (3)
- **E-Commerce:** Junior (3), Senior (2)

Job Grade Distribution



Topic: Overall Seniority Levels

Key Point: Mid-level roles dominate; executive roles are rare.

Key Numbers

- Lead/Head: 75
- Junior: 63
- Senior: 57
- VP: 1
- C-Level: 4



Category by Employment Type



Topic: Job Format by Category

Key Point: Working Student and Internship roles dominate in Marketing and E-Commerce.

Key Numbers:

Marketing: Working Student (17), Internship (11)

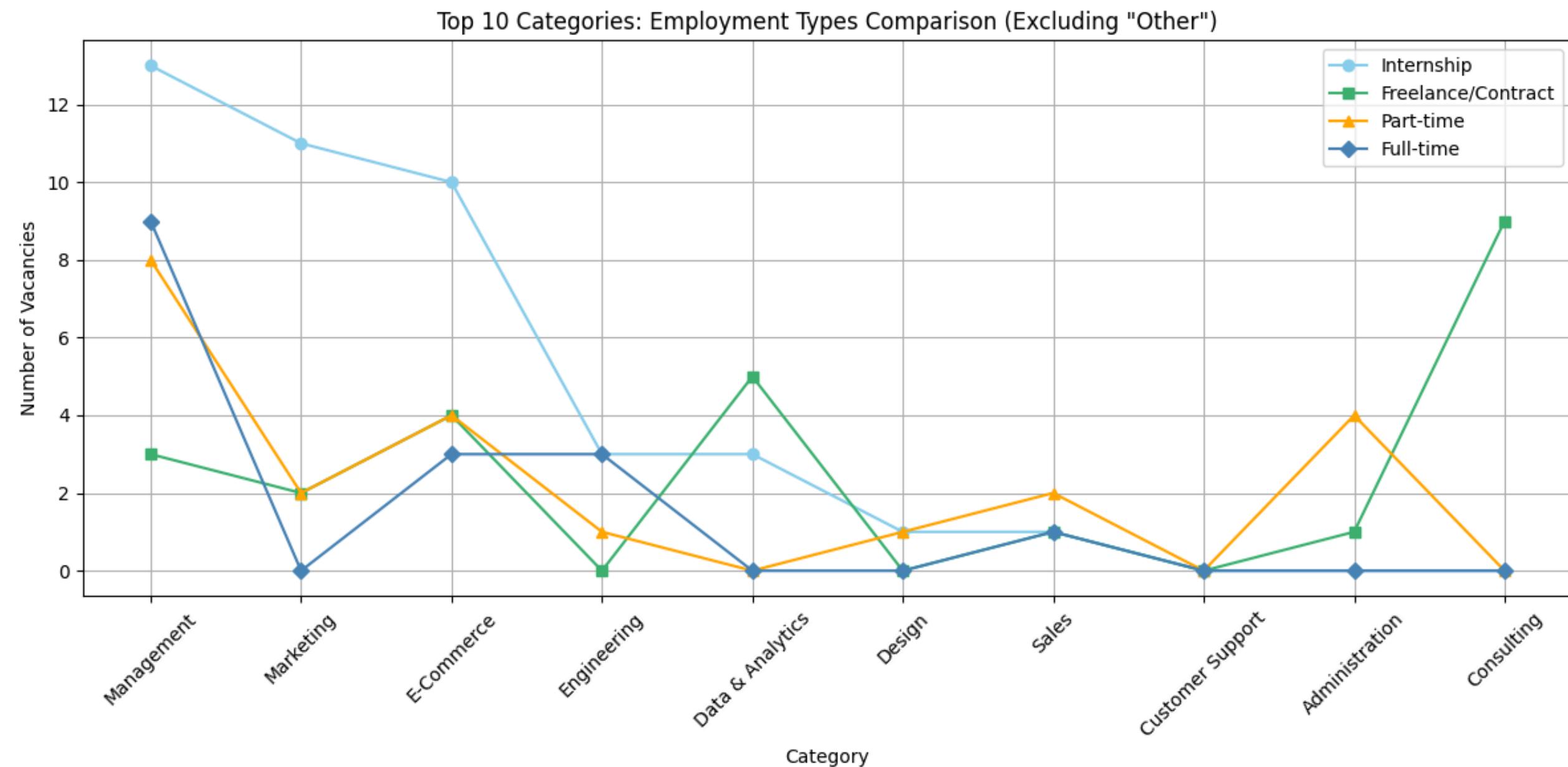
E-Commerce: Working Student (11), Internship (10)

Management: Internship (13)

Consulting: Freelance/Contract (most common)

Employment Types Comparison

The basis for business analysis: where to look for internships, flexible work, and stable employment

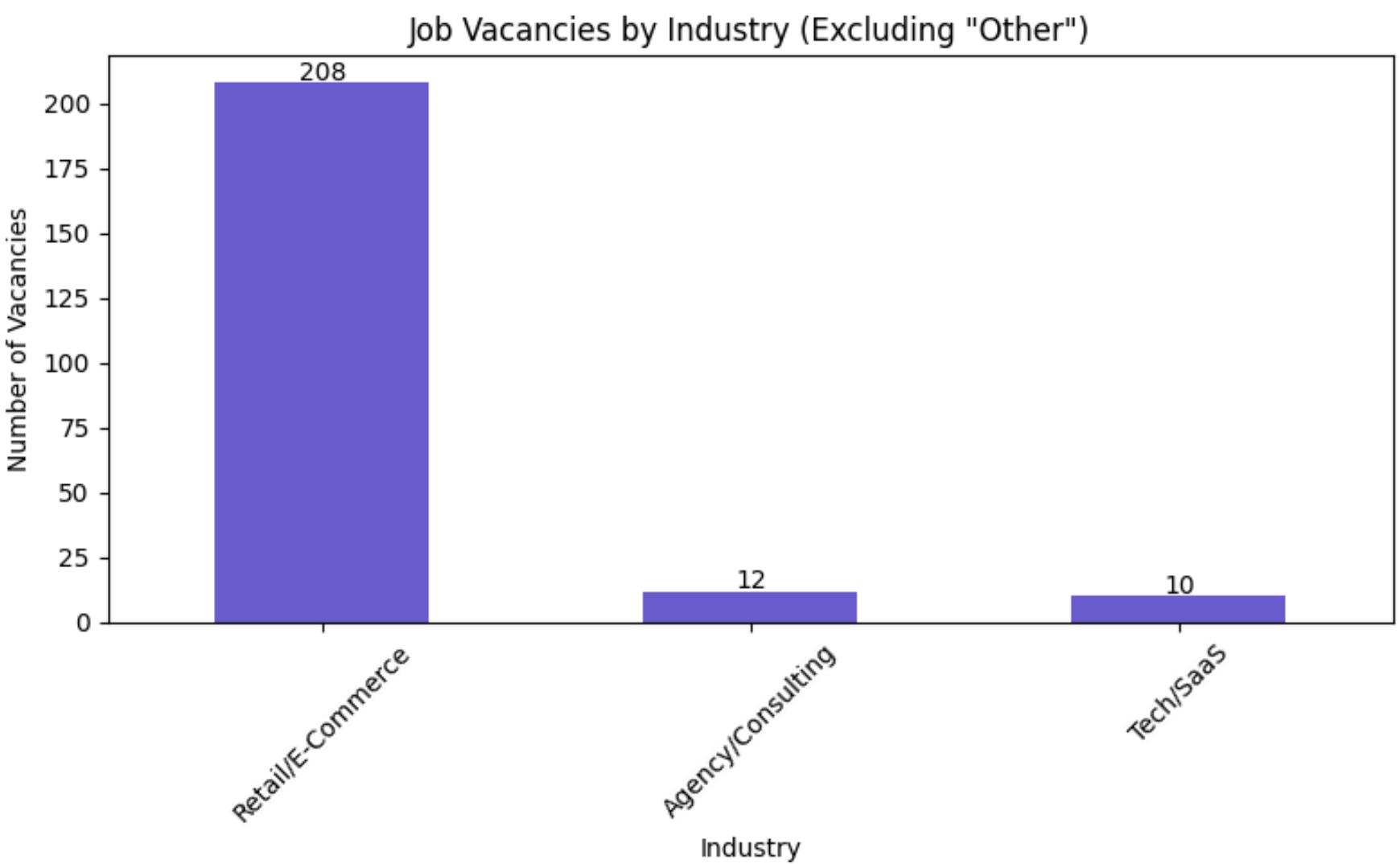
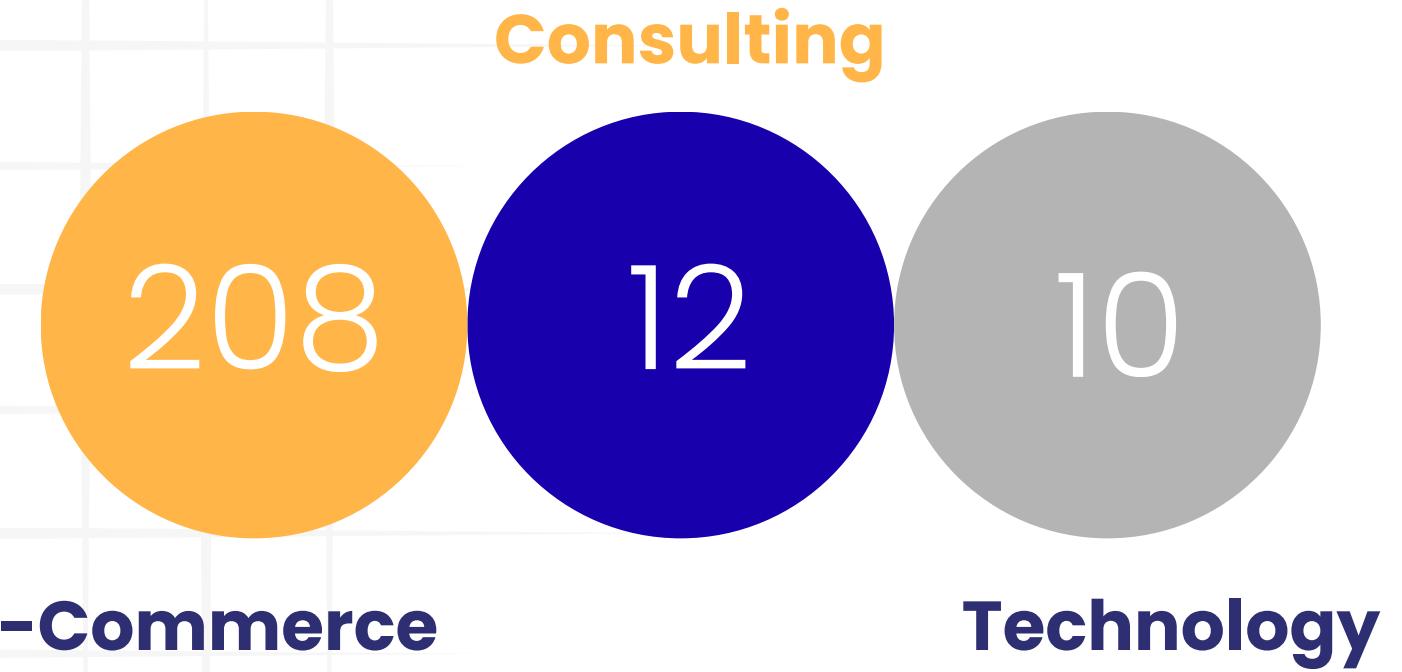




Job Postings by Industry

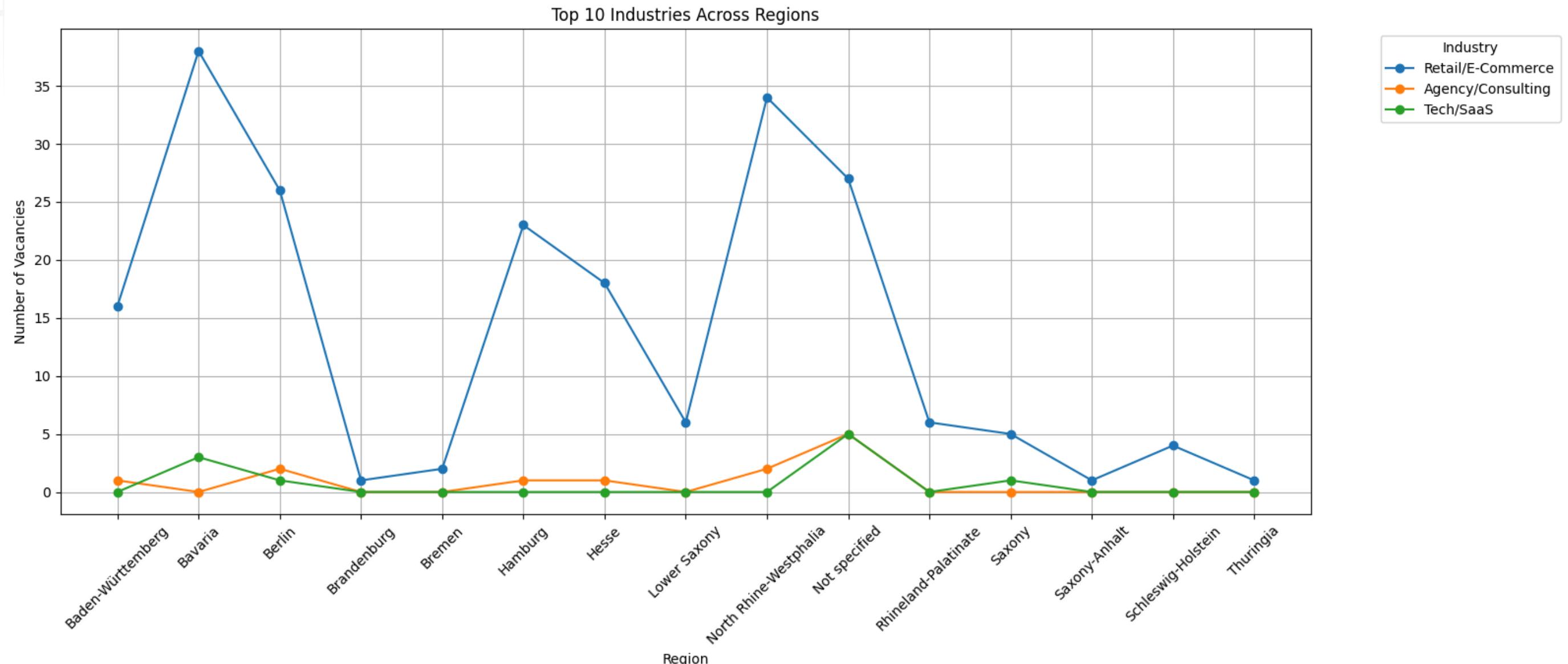
Topic: Industry Breakdown

Key Point: E-Commerce leads by a wide margin.

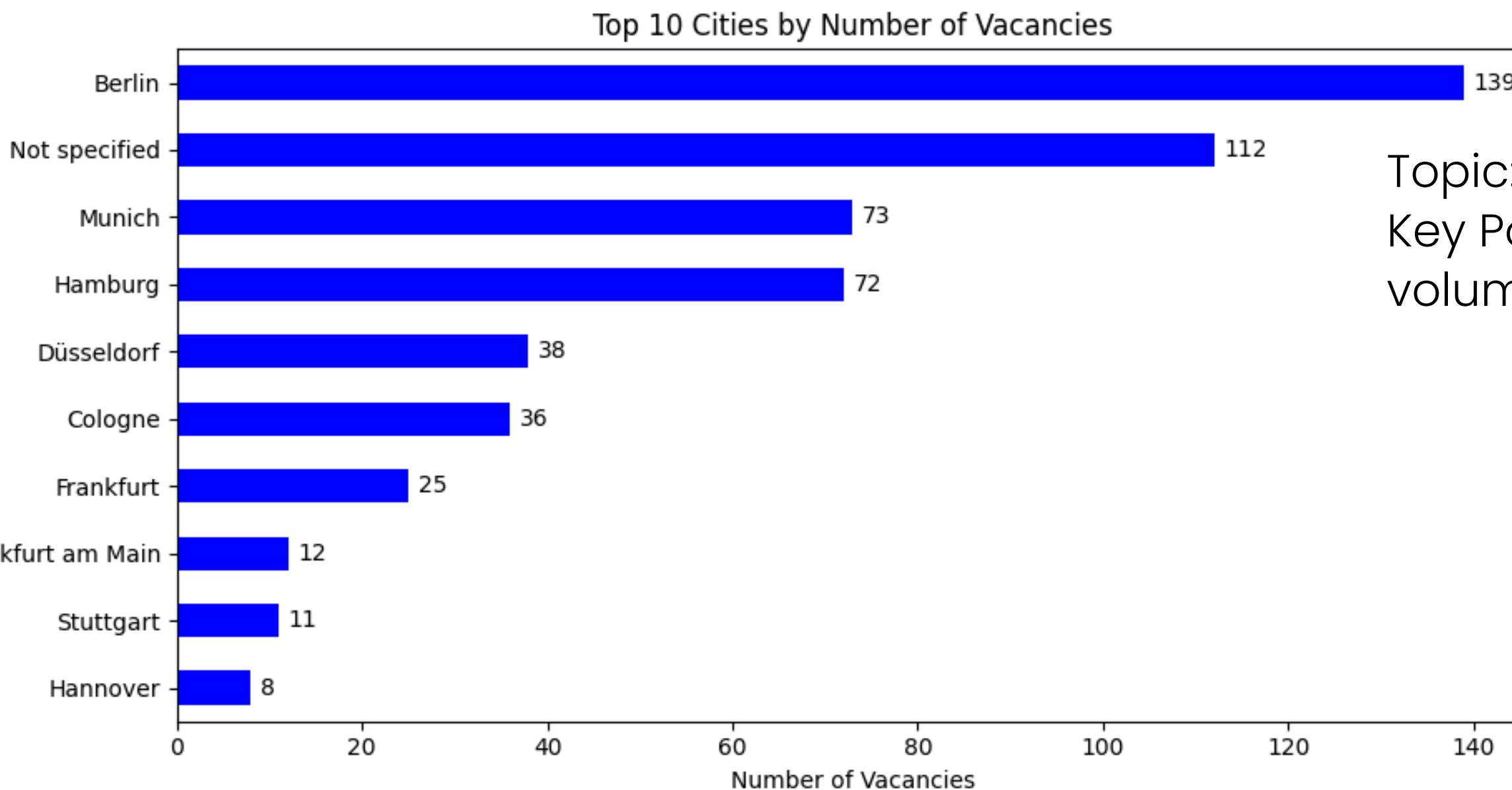


Employment Types Comparison

The basis for business analysis: where to look for internships, flexible work, and stable employment



Top Hiring Cities



Topic: Geographic Hiring Hotspots
Key Point: Berlin and NRW lead in job volume.

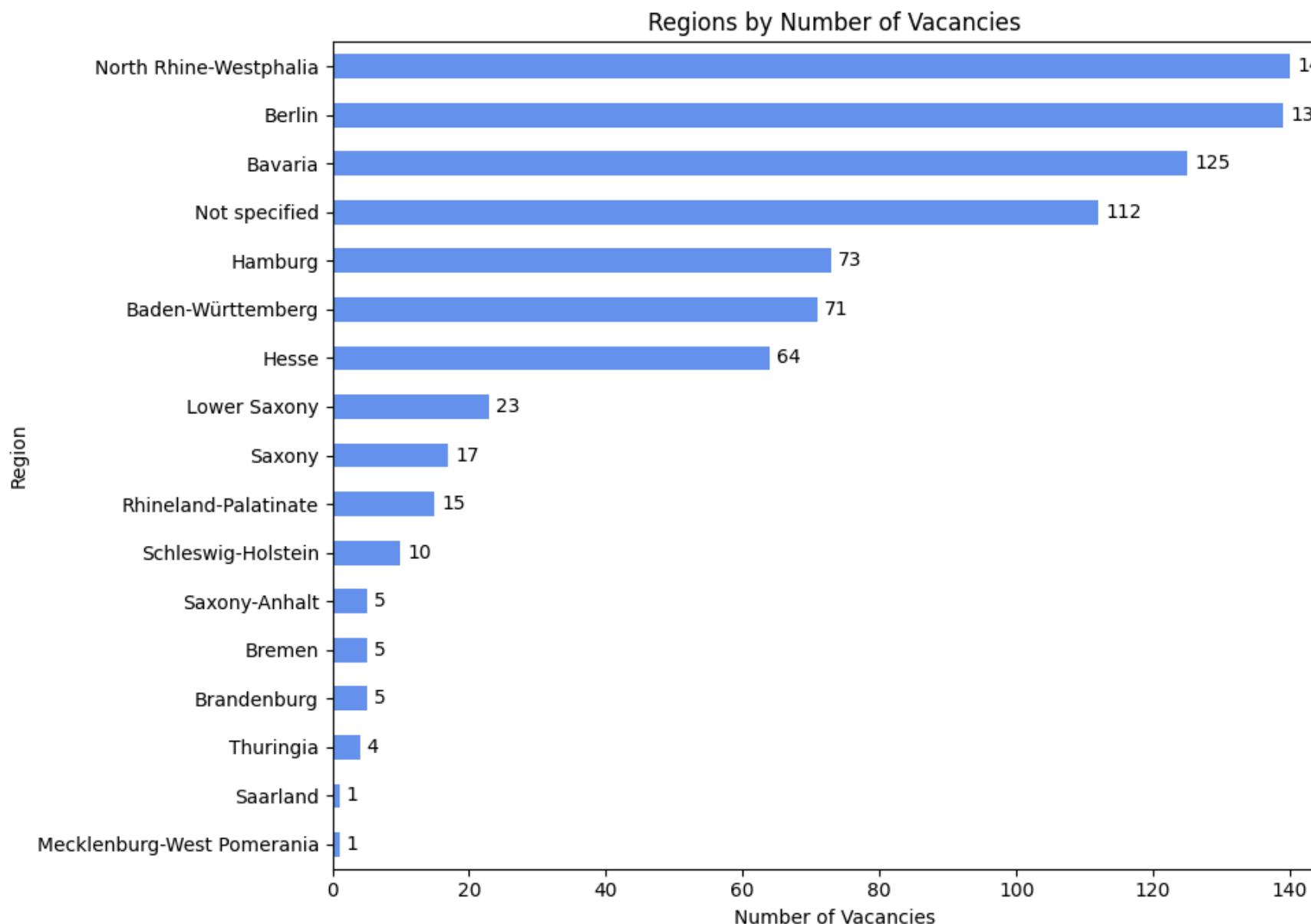
Key Numbers

- Berlin: 139 postings
- Munich: 73
- Hamburg: 72
- NRW: 140
- Bavaria: 125

Top Industries by Region

Topic: Regional Industry Concentration

Key Point: E-Commerce is concentrated in 6 major regions.

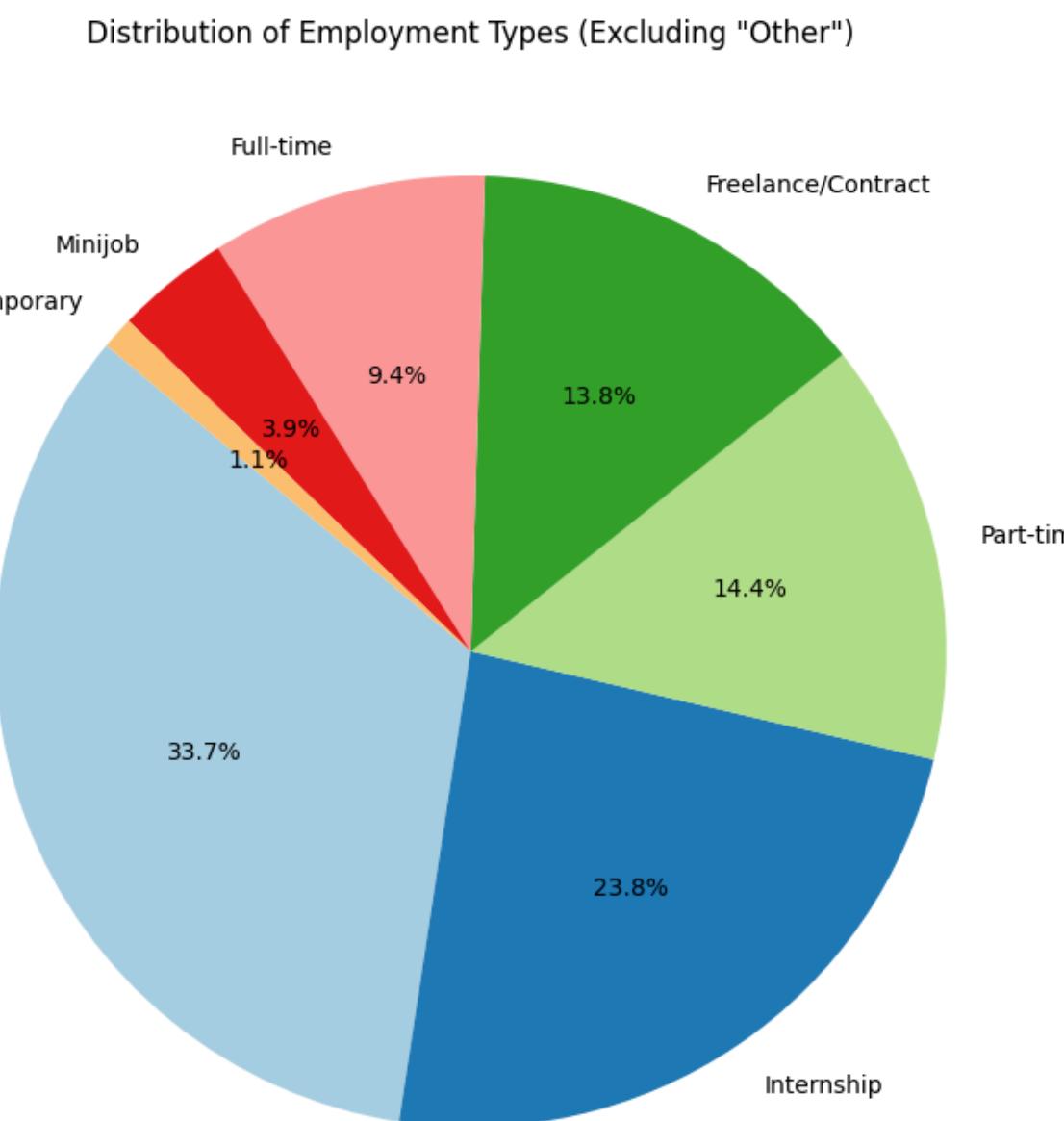


Key Numbers

NRW, Berlin, Bavaria, Hamburg,
Baden-Württemberg, Hesse = highest
E-Commerce density



Employment Type Breakdown



Topic: Overall Job Format Distribution

Key Point: Entry-level formats dominate the market.

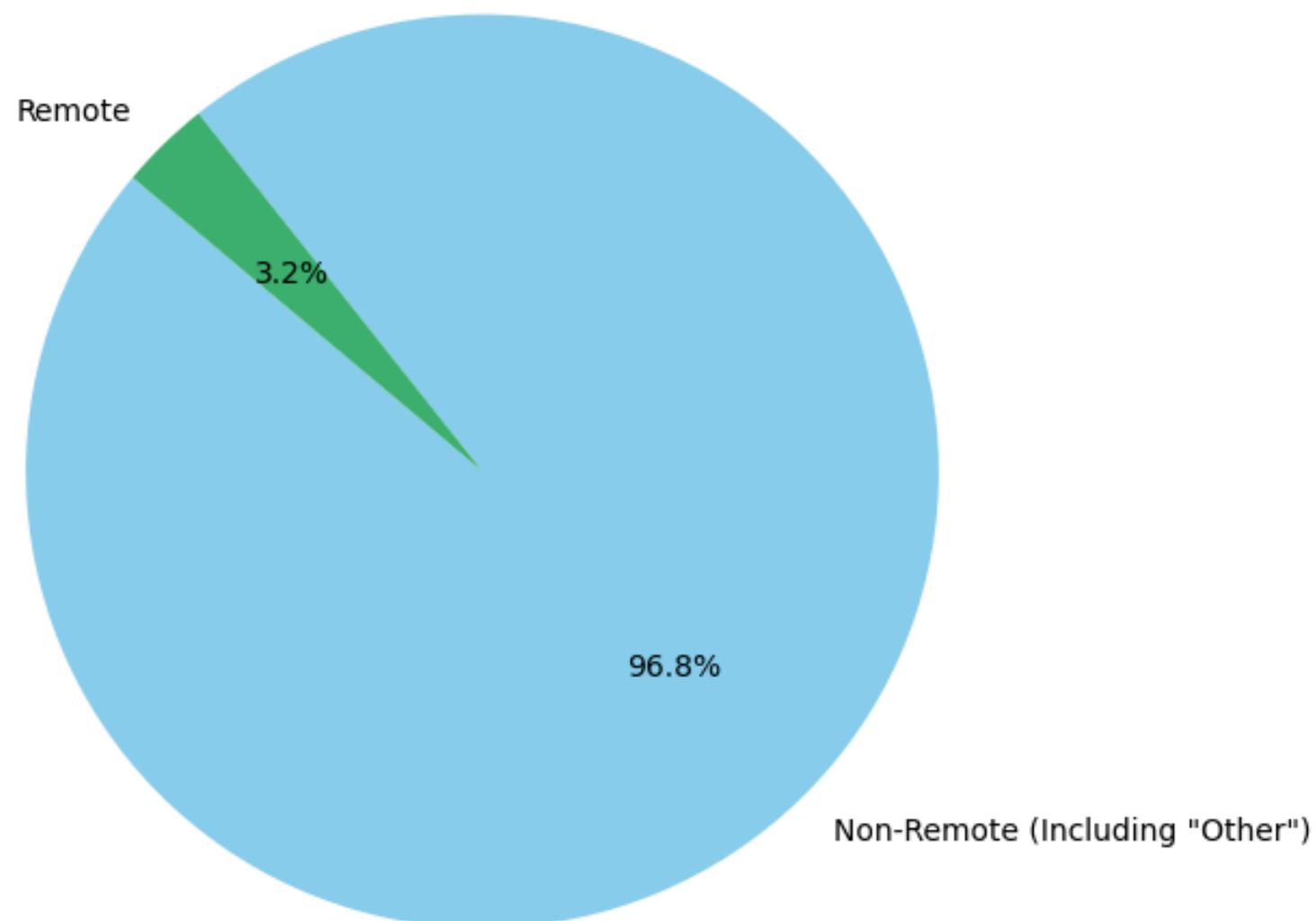
Key Numbers:

- Working Student: 33.7%
- Internship: 23.8%
- Freelance/Contract: 14.4%
- Part-Time: 13.8%
- Full-Time: 9.4%



Remote Work Distribution

Remote vs Non-Remote(Including "Other") Vacancies



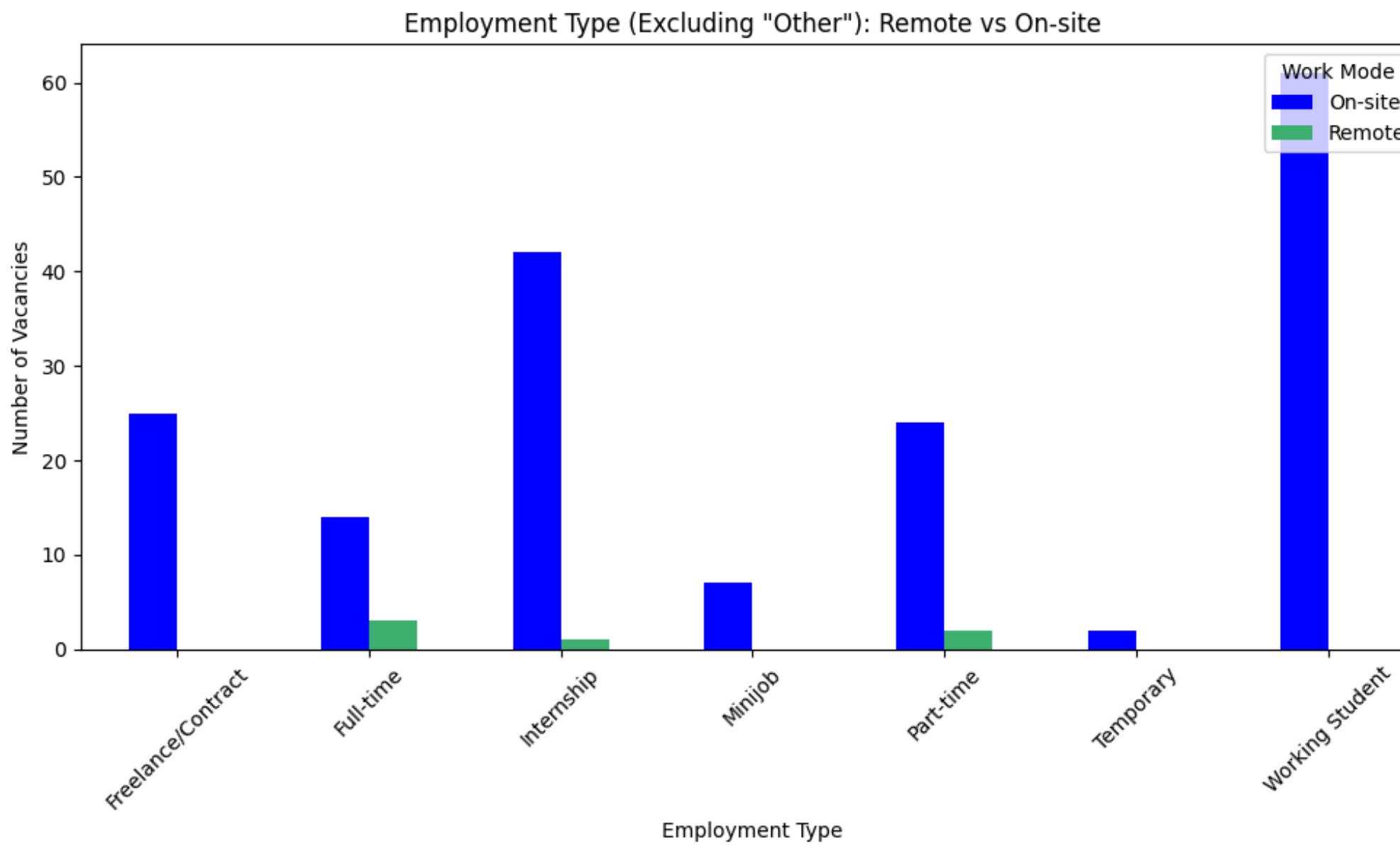
Topic: Share of Remote Roles

Key Point: Remote roles are still rare.

Key Numbers:

Remote roles: 3.1% of total postings

Employment Type by On-site or Remote Status



Topic: Remote-Friendliness by Format

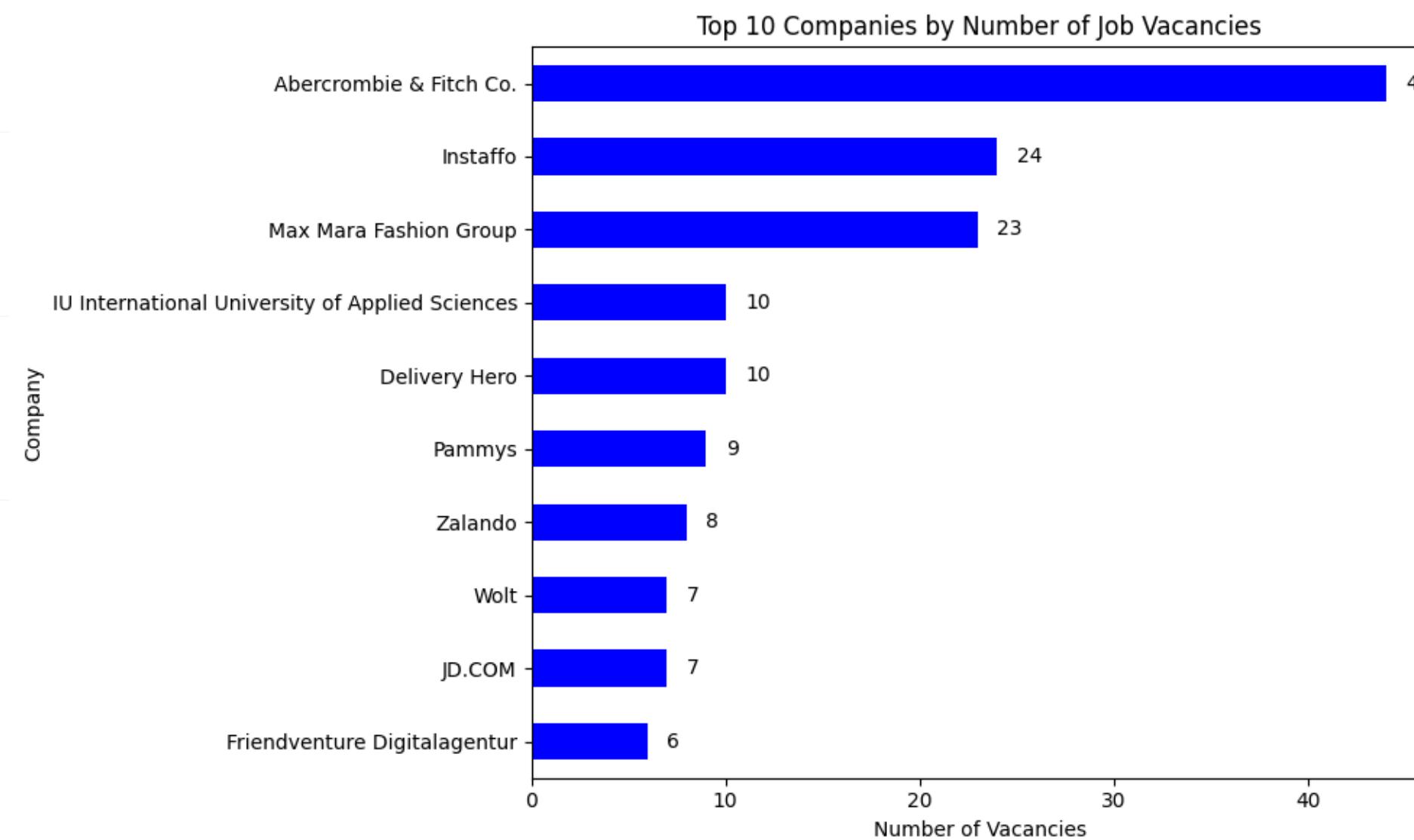
Key Point: Full-Time roles are most remote-friendly



Top Hiring Companies

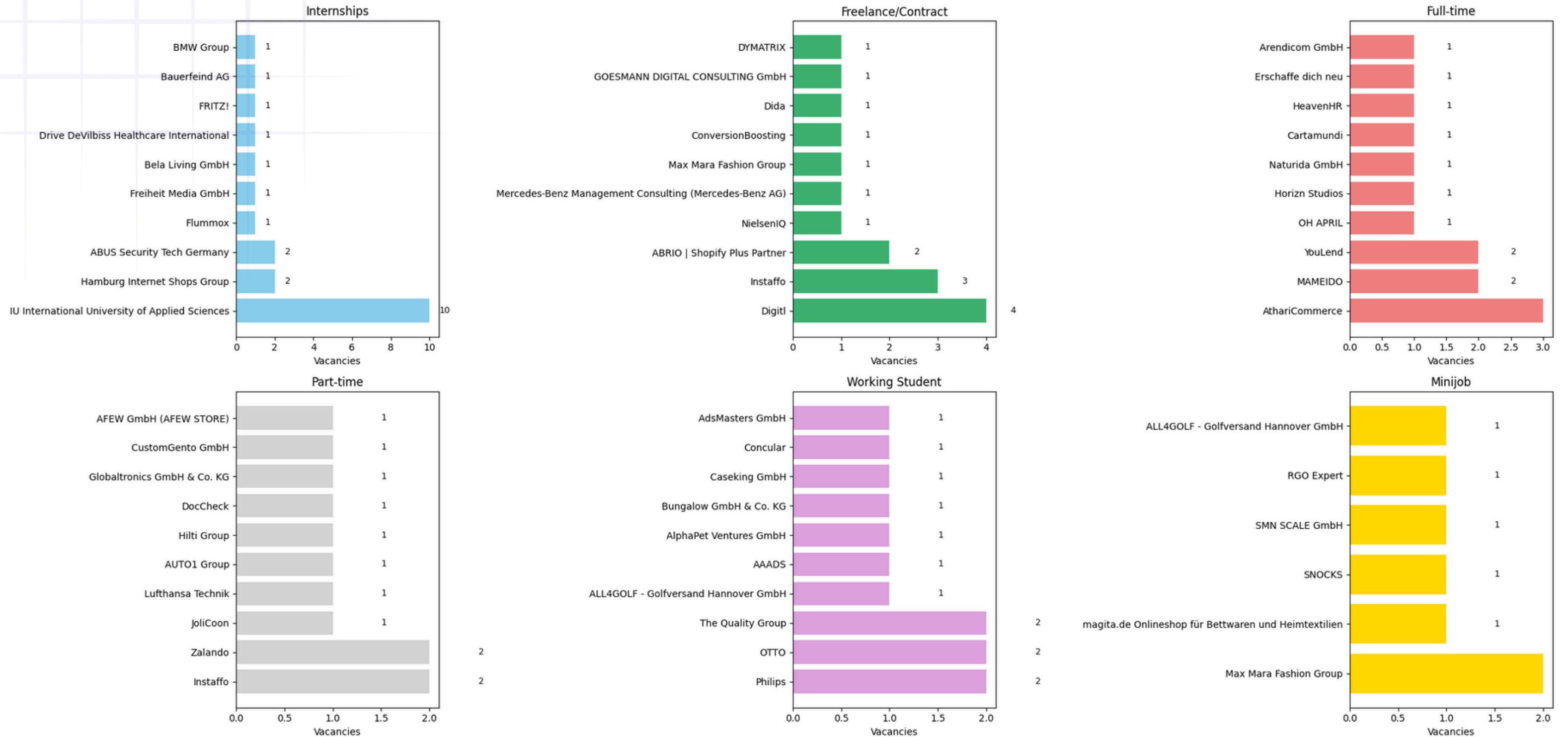
Topic: Companies with Most Postings

Key Point: A few companies dominate hiring volume.



Top Companies by Employment Type

Top 10 Companies by Employment Type

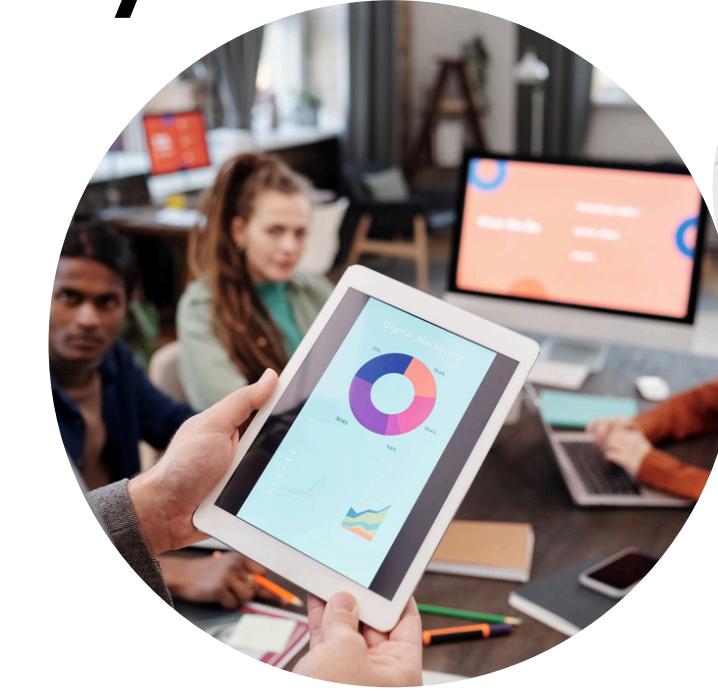


Job Posting Activity Over Time



Weekday Posting Patterns

- **Wednesday** = highest volume
- **Sunday** = lowest



E-Commerce Keyword Analysis



E-Commerce Manager:
25 mentions



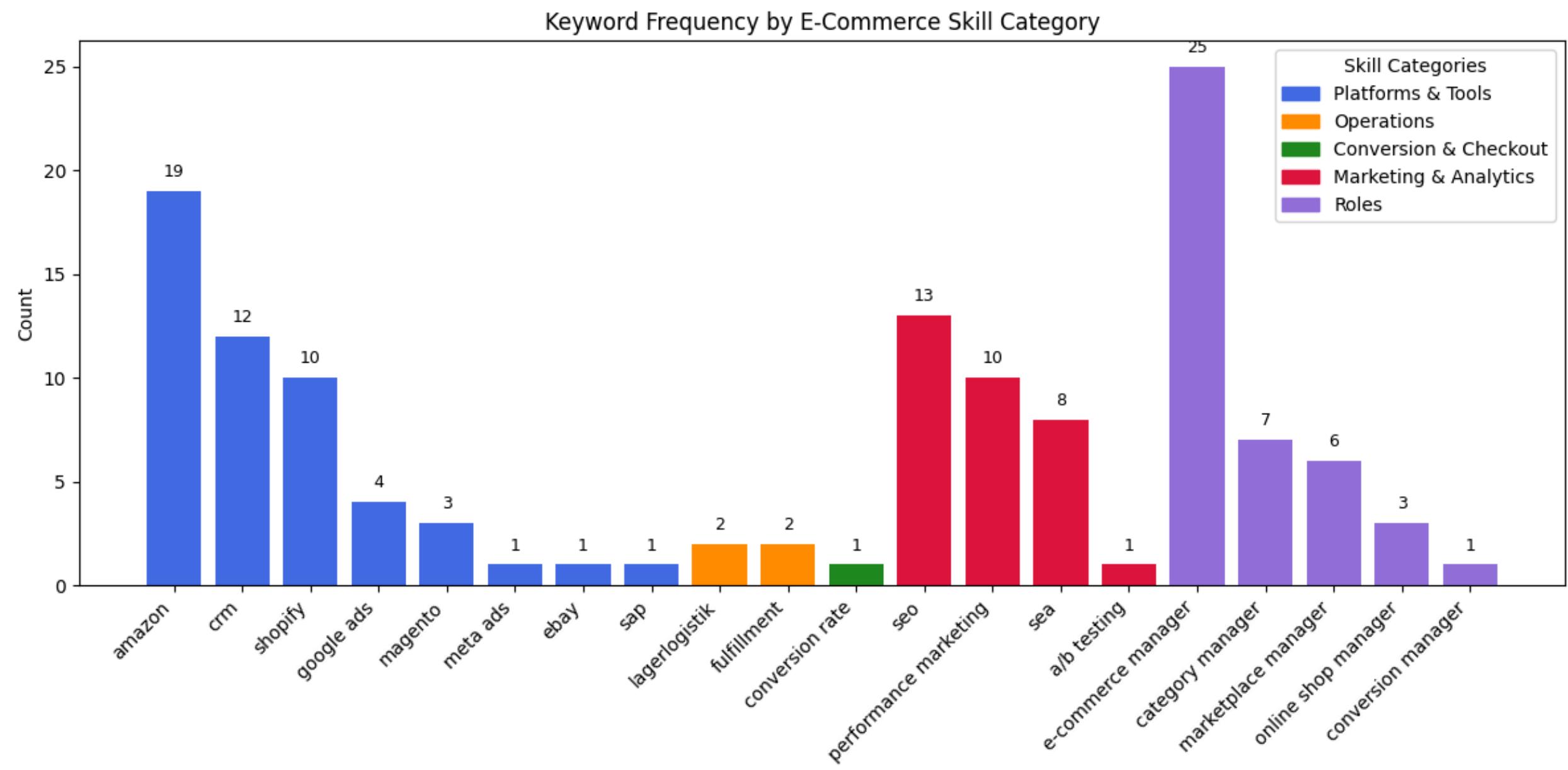
Amazon: **19 mentions**



SEO: **13 mentions**

Topic: Keywords in Job Titles

Key Point: Keywords reflect core skills and platforms



E-Commerce Keyword Analysis



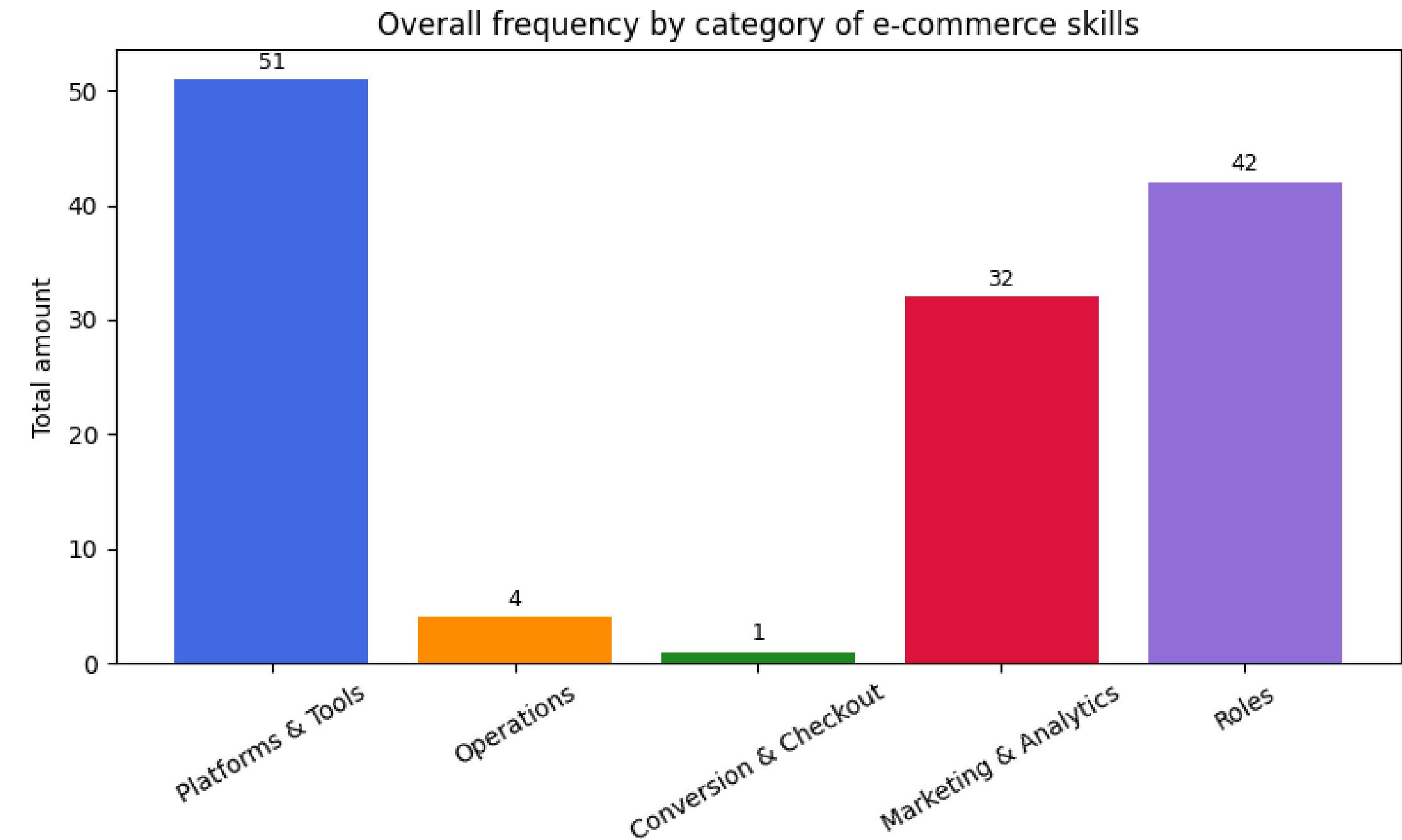
Platforms & Tools:
51 mentions



Roles: **42 mentions**



Marketing & Analytics:
32 mentions





Recommendations Based on the Analysis

For Job Seekers

Internships

Focus on Management, Marketing,
and E-Commerce



On-site Roles

More common in Marketing and E-
Commerce

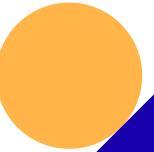
Freelance Work

Target Data Analytics and
Consulting



Where to Look

Berlin, Munich, and North
Rhine-Westphalia are hiring
hotspots





Recommendations Based on the Analysis

For HR Professionals

Use Internships Strategically
Especially in Management to build
talent pipelines

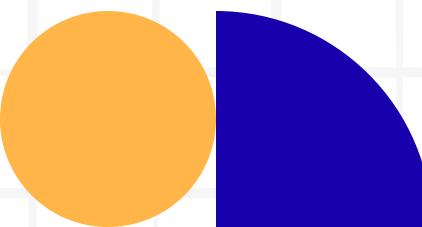
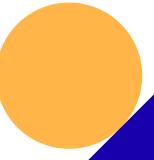


Consider Regional Competition
Smaller regions may offer better
candidate reach

Flexibility in Digital Roles
Remote and freelance
formats are expected



Focus on Mid-Level Roles
Junior and Lead/Head dominate; VP
and C-Level require targeted
promotion





Recommendations Based on the Analysis

For Analysts and Strategists

E-Commerce Is a Key Industry
High volume and regional spread

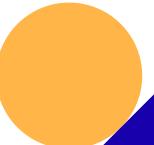


Remote Work Is Underutilized (3.1%)
Opportunity for hybrid expansion



Working Student Format Is Growing
Represents 33.5% of defined roles

Market Leaders Shape Trends
Abercrombie & Fitch Co, Max Mara, IU
University set hiring standards





Key Trends in E-Commerce: Skills & Roles

Employers are prioritizing platform expertise, strategic roles, and marketing capabilities – making these areas key for career growth in e-commerce

Platforms & Tools – 51 mentions

Proficiency in platforms like Amazon and Shopify is critical for success



Roles – 42 mentions

The most frequently mentioned position is E-Commerce Manager, highlighting the demand for digital sales leadership

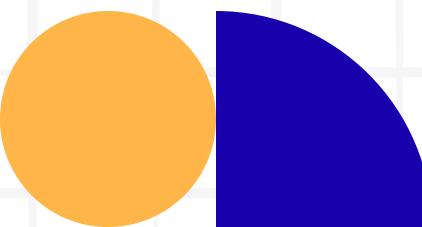
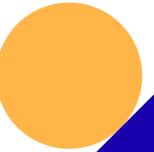


Marketing & Analytics – 32 mentions

Skills like SEO and data analysis are essential for driving traffic and optimizing performance

Rare keywords

'meta ads', 'ebay', 'sap', 'conversion rate', 'a/b testing', 'conversion manager'



**Thank You
For Your Attention**