

Ecommerce Specialist 电商专员（渠道销售）

Feladatok

Facilitating strategic and tactical initiatives to increase eCommerce sales target achievement
eCommerce end to end support daily operation with ecommerce platforms, procedure operation, sales target achievement
Cooperate with internal related dept. to ensure the success of ecommerce related projects
prepare monthly/quarterly internal ecommerce report daily admin tasks achievement

Ecommerce account management

- Manage day to day operation across our eCommerce platform partners
- Increase and grow sales in terms of volume, profit etc.
- Cooperate with ecommerce channels, make sure monthly order achievement, include order placement, production plan capacity and logistics transportation.
- Maintain and optimise the eCommerce working procedure and cooperation

Reporting

- Regular basic monthly reporting, following the defined timing, content, quality requirements. including: sell-out FC with development curve, product mix, sales policy and promotions, KPI review.
- Follow the company standard reporting requirement to provide inputs on time with right quality.

Ecommerce Campaign/event/promotion

- Plan, execute performance Marketing campaigns of EC platform onsite media or external media landing.
- Drive EC sales through innovative, effective and cost-efficient marketing or merchandising programs.
- Coordinate with internal functions to make campaign alive on schedule.
- Online marketing key index analysis including ROI, UV/PV, Conversion Rate.

Project Operation

- Responsible for project operation to support new EC project achievement
- Project execution, monitoring, improvement and communication
- Any ad hoc projects assigned by supervisor

E-business working communication

- Balance the development with other channels
- Encourage the cooperation with multifunctions



Job ID
REF47950L

Tevékenységi terület
Marketing and Sales

Telephely
Yang Pu Qu

Vezetői szint
Leading Self

Munkahelyi rugalmasság
Onsite Job

Kontakt
Morrison Tang

Jogi egység
Continental Tires Co., Ltd.

- Ensure efficient process execution

Profilja

College degree or equivalent preferably marketing or commercial or Engineering background
Good in English and communication

Experience in managing franchise network is a plus
1 years working experience on channel & e-business with Multi-national company is a plus , within Auto industry is a plus
Vendor management experience with advanced supply chain management knowledge is a plus

Process experience of order and supply chain operation
Advanced experience in cooperation with external customers and vendorsteam working experience

Multi-international company working or cooperation experience is a plus

Ajánlatunk

您愿意与我们共同驾驭未来吗？即刻填写在线申请吧！

Rólunk

大陆集团专业开发前沿性技术与服务，以人和货物运输为着眼点，致力于打造可持续且可联动的交通方式。集团成立于 1871 年，作为一家科技企业，它负责为车辆、机器、交通及运输行业提供安全、高效、智能且经济实惠的解决方案。2022 年，大陆集团实现营收 394 亿欧元，目前在全球 57 个国家和市场地区雇佣约 20 万名员工。

轮胎子集团凭借其为汽车、卡车、公共汽车、两轮和特种轮胎领域打造的优质产品组合，已成为创新型轮胎技术解决方案的代名词。集团以轮胎与促进可持续发展为着眼点，相应推出了多款智能型产品和服务。针对专业经销商和车队管理商，轮胎子集团在其他服务的基础上，为之打造了数字轮胎监控和轮胎管理系统，从而在保持车队机动性的同时，亦提高了车队效率。凭借其轮胎业务，大陆集团为实现安全、高效以及环保的交通方式做出了重要贡献。