

Retail Operation Manager 零售运营经理

Your tasks

Develop operational strategy and implementation, review retail strategy through data performance and customer feedback. Maintain smooth communication with regional team and retail customers to obtain more market feedback and demand, and continuously strengthen retail business during project execution.

Retail operation strategy development and implementation

- Control the retail operation direction and execution plan, adjust the strategy in real time according to the channel performance.
- Correctly understand and analyze the future development trend of retail business
- Identify retail goals and break them down into actionable goals
- Analyze retail channel performance, set targets for each channel and track them
- Combine tracking results with real-time review and an evolving view of current strategies
- In the retail dimension, the overall layout of retail channels is considered

Data management

- The correct acquisition and use of data to empower retail customers, promptly repairing and monitoring possible vulnerabilities in the data
- Data monitoring: Monitors key data generated in actual services to ensure data health
- Data empowerment: Apply current business data to actual retail operations to give retail customers more tools

Business communication

- Understand the real needs of retail customers and translate them into deliverable projects.
- Internal communication: Coordinate the resources required for operational development, analyze the actual resource utilization, and point out the direction that needs to be strengthened.
- External communication: Integrate all current resources to actively and effectively communicate with retail customers to make them understand the direction of foreign policy.

Retail business strengthening

- Constantly summarize the problems in the operation and continuously optimize
- Analyze the advantages and disadvantages of current retail



Job ID
REF64331Q

Field of work
Marketing and Sales

Location
Yang Pu Qu

Leadership level
Leading People

Job flexibility
Onsite Job

Contact
Morrison Tang

Legal Entity
Continental Tires Co., Ltd.

projects, and continue to optimize them, including O2O, O2O 2.0, extended warranty, etc

- Combined with the current demand of retail customers, combined with the development direction of the industry, research on future retail projects

Your profile

- Bachelor degree in Business Management/Statistics
- Good in English and communication
- Solid experience in data analysis or retail operations and marketing
- Experience in cross-functional project
- Ability to listen and learn
- Multi-international company working or cooperation experience

Our offer

您愿意与我们共同驾驭未来吗？即刻填写在线申请吧！

About us

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。