

Retail Operation Manager 零售运营经理

工作职责

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



职位号码

REF64331Q

工作职能

市场营销与销售

所在地

Yang Pu Qu

领导力级别

领导团队

工作场所灵活度

现场办公

招聘专员

Morrison Tang

法律实体名称

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

职位要求

- 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

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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。

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