

Ecommerce Specialist

工作职责

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, profile etc.
- Cooperate with ecommerce channels, make sure monthly order achievement, include order placement , production plan capacity and logistics transportation.
- Maintain and optimize 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 multi-functions



职位号码
REF77488V

工作职能
市场营销与销售

所在地
Shanghai

领导力级别
个人贡献者

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.

- Ensure efficient process execution

职位要求

- 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 vendor steam working experience
- Multi-international company working or cooperation experience is a plus

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