

O2O 1.0 Operation Specialist

Your tasks

This role plays a key role in conducting daily operation in EC O2O store; deliver company experience and commercial performance. This role will be responsible for procedures & daily operation of O2O (online to offline) eCommerce stores, ensure sales volume target.

e-Store operation

- Meet growth targets for sales metrics such as Consumer sales, CR (conversion rate), UPT (units per transaction) and ATV (average transaction value)
- Consistently produce excellent customer experiences through customer service and interaction, customer engagement in store touch points, in-store navigation, store cleanliness, merchandising and atmosphere
- Assist to manage flag stores/mini program daily operation and grow brand business in responsible platform
- Assist to manage online big campaigns, marketing and special brand programs
- Communicate with TP on daily operation, sales plan and execution of flagship stores/ mini program in terms of merchandising, event planning, customer service and logistic delivery.
- Monitor TP daily operation to ensure the brand equity and business target are well addressed.
- Responsible for keeping tracking and updating monthly campaign calendar and results
- Cooperate with field sales to drive online to offline transfer

Reporting

- Track and analyze competitions in EC platform, business analysis & reporting
- Analysis of sales performance, campaigns and marketing programs
- Ongoing analysis of key business metrics including but not limited to top sellers, categories, traffic, conversion, SPT, membership, rebate, promotion scheme, etc.
- Deep understanding and research on EC platforms' rules, business



Job ID
REF89038S

Field of work
Marketing and Sales

Location
Shanghai

Leadership level
Leading Self

Job flexibility
Onsite Job

Contact
Brenda Luo

Legal Entity
Continental Tires Co., Ltd.

intelligence, commercial terms and regulations

Project Management

- Build high-effective relationship with EC platform and be familiar with the platform operation mode and be sensitive to business intelligence of industry/platform/competitors.
- Project management and implementation (fast delivery, transition & invoice, none tire project, promotion scheme & implementation, etc.)

Others

- Other ad hoc tasks assigned by supervisor
- Other Project initiation and implementation

Your profile

- College degree or equivalent preferably marketing or O2O or ecommerce platform background
- Good data analysis and data reporting skills
- Experience in managing EC stores or conducting O2O business
- 3 years working experience on channel & e-business with Multi-national company is a plus, within Auto industry is a plus
- Vendor management experience, process experience of retail operation, or advanced experience in cooperation with external customers and vendors is a plus

Our offer

Ready to drive with Continental? Take the first step and fill in the online application.

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用约 20 万名员工。

轮胎子集团凭借其汽车、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。