

## O2O 1.0 Operation Specialist

### 담당 업무

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.



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**REF89038S**

모집 분야  
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지사  
**Shanghai**

리더십 레벨  
**Leading Self**

근무 유형  
**Onsite Job**

이름  
**Brenda Luo**

법률 고지  
**Continental Tires Co., Ltd.**

- Deep understanding and research on EC platforms' rules, business 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

## **지원자 프로필**

- 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

## **채우 조건**

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

## **기업 소개**

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。