

Ecommerce Key Account Manager

Your tasks

[\[Job Description\]](#)

B2B2C strategy

Plan and execute effective eCommerce strategies

Proceed and implement sales programs designed to improve sales volume achievement

Proceed and implement the eBusiness model

Deploy industry best practices by integrating and driving sales to responsible eCommerce platforms

Account Management

Daily operation of order, shipping, billing to optimize customer operation experience.

Collaborative forecasting

Customer complaint

Ensure correct reconciliation and rebate calculation and related financial figures

Work as strategic partner to ensure the sales volume achievement cross responsible eCommerce platforms

Maintain and develop close relationship with responsible eCommerce platforms

Reporting

Create impactful reporting and work with key stakeholders to ensure the insights drive action and better decision making

Regular monthly and milestone reporting, following the defined timing, content, and quality requirements.

Follow the company standard reporting requirement to provide inputs on time with right quality.

Project Management

Build high-effective relationship with responsible EC platforms and be familiar with the platform operation mode and be sensitive to business intelligence of industry/platform/competitors.

Responsible of trading plans and promotional calendar for B2B2C -



Job ID
REF98630A

Field of work
Marketing and Sales

Location
Shanghai

Leadership level
Leading People

Job flexibility
Onsite Job

Contact
Brenda Luo

Legal Entity
Continental Tires Co., Ltd.

linked to campaign calendar and focusing on key events and trading periods.

Be able to lead and execute eCommerce project/initiatives to secure the achievement of company target

Be able to inspire cooperation and coach the junior team members to achieve the business goal

Any ad hoc project assigned by management team

Team Management

Set clear vision and goals for the team to ensure target achievement

Engaging and motivating the team to achieve a high involvement in the day-to-day operations

Team developing & regular performance review

Collaboration

Balance the development with other channels

Encourage the cooperation with multifunction

Others

Other ad hoc tasks assigned by supervisor

Other Project initiation and implementation

[Job Description]

B2B2C strategy

Plan and execute effective eCommerce strategies

Proceed and implement sales programs designed to improve sales volume achievement

Proceed and implement the eBusiness model

Deploy industry best practices by integrating and driving sales to responsible eCommerce platforms

Account Management

Daily operation of order, shipping, billing to optimize customer operation experience.

Collaborative forecasting

Customer complaint

Ensure correct reconciliation and rebate calculation and related financial figures

Work as strategic partner to ensure the sales volume achievement cross responsible eCommerce platforms

Maintain and develop close relationship with responsible eCommerce platforms

Reporting

Create impactful reporting and work with key stakeholders to ensure the insights drive action and better decision making

Regular monthly and milestone reporting, following the defined timing, content, and quality requirements.

Follow the company standard reporting requirement to provide inputs on time with right quality.

Project Management

Build high-effective relationship with responsible EC platforms and be familiar with the platform operation mode and be sensitive to business intelligence of industry/platform/competitors.

Responsible of trading plans and promotional calendar for B2B2C - linked to campaign calendar and focusing on key events and trading periods.

Be able to lead and execute eCommerce project/initiatives to secure the achievement of company target

Be able to inspire cooperation and coach the junior team members to achieve the business goal

Any ad hoc project assigned by management team

Team Management

Set clear vision and goals for the team to ensure target achievement

Engaging and motivating the team to achieve a high involvement in the day-to-day operations

Team developing & regular performance review

Collaboration

Balance the development with other channels

Encourage the cooperation with multifunction

Others

Other ad hoc tasks assigned by supervisor

Other Project initiation and implementation

Your profile

College degree or equivalent preferably marketing or commercial or Engineering background

Good in English and communication

Experience in managing EC stores and conducting business

5 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 retail operation

Advanced experience in cooperation with external customers and vendors

Team working experience

Our offer

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

About us

德国马牌轮胎自 1871 年成立以来，一直以不断创造前沿科技和高端品质体验完美结合的轮胎产品享誉全球。作为全球最大的轮胎制造商之一，德国马牌轮胎始终致力于为消费者提供更安全、智能、可持续的驾乘体验。2025年，德国马牌轮胎在全球54个国家拥有约78,000名员工，并创造出197亿欧元的销售额。

2006年，德国马牌轮胎乘用车与轻卡车胎业务正式进入中国市场，并迅速以其精湛的德国工艺和值得信赖的品质独树一帜。德国马牌轮胎的零售网络遍布全国，凭借安全与领先的德国科技，德国马牌轮胎为合作伙伴创造价值，为消费者带来卓越的驾乘体验。

*大陆马牌轮胎在中国市场以德国马牌注册并著称