

## 020 2.0 Operation Specialist

### Vos activités

[Job Description]

#### 2.0 Platform operation

- Meet growth targets for sales metrics such as traffic leads, CR, tire volume etc.
- Communicate with platform & vendor on daily operation, sales plan and execution of activities and campaigns (both to B and to C)
- Formulate operational plan based on characteristics of each platform and assign the plan to corresponding vendor
- Monitor vendor's daily operation to ensure the brand equity and business target are well addressed.
- Responsible for keeping tracking and updating monthly campaign
- Track performance of 2.0 role model shops from both 2.0&retail excellence perspective
- Archive supportive documents related to 2.0 projects

#### Reporting

- Track and analyze competitions in 2.0 platforms, business analysis & reporting
- Ongoing analysis of key business metrics including but not limited to GMV, CR and ATV, etc.
- Deep understanding and research on 2.0 platforms' rules, business intelligence, commercial terms and regulations

#### Project Management

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

#### Others

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



Référence  
**REF99299P**

Domaine fonctionnel  
**Marketing and Sales**

Site  
**Shanghai**

Niveau de leadership  
**Leading Self**

Flexibilité du poste  
**Onsite Job**

Temps de travail  
**À plein temps**

Unité légale  
**Continental Tires Co., Ltd.**

## Votre profil

- College degree or equivalent preferably marketing or O2O or ecommerce platform background
- Good in English and communication
- Experience in managing 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 ecommerce operation
- Advanced experience in cooperation with external customers and vendors
- Team working experience is a plus
- Multi-international company working or cooperation experience is a plus

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