

020 2.0 Operation Specialist

Descrição da função

[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



Identificação da vaga
REF99299P

Área funcional
Marketing and Sales

Local
Xangai

Nível de liderança
Leading Self

Modalidade de trabalho
Onsite Job

Horário de trabalho
Full Time

Pessoa jurídica
Continental Tires Co., Ltd.

Requisitos

- 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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