

020 2.0 Operation Specialist

工作职责

[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



职位号码
REF99299P

工作职能
市场营销与销售

所在地
上海市

领导力级别
个人贡献者

工作场所灵活度
现场办公

工作时间
全职

法律实体名称
Continental Tires Co., Ltd.

职位要求

- 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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