

Ecommerce Specialist

Tus actividades

Ecommerce account management

- Manage day to day operation across our eCommerce platform partners
- Increase and grow sales in terms of volume, profit etc.
- Cooperate with ecommerce channels, make sure monthly order achievement, include order placement, production plan capacity and logistics transportation.
- Maintain and optimize the eCommerce working procedure and cooperation

Reporting

- Regular basic monthly reporting, following the defined timing, content, quality requirements. including: sell-out FC with development curve, product mix, sales policy and promotions, KPI review.
- Follow the company standard reporting requirement to provide inputs on time with right quality.

Ecommerce Campaign/event/promotion

- Plan, execute performance Marketing campaigns of EC platform onsite media or external media landing.
- Drive EC sales through innovative, effective and cost-efficient marketing or merchandising programs.
- Coordinate with internal functions to make campaign alive on schedule.
- Online marketing key index analysis including ROI, UV/PV, Conversion Rate.

Project Operation

- Responsible for project operation to support new EC project achievement
- Project execution, monitoring, improvement and communication
- Any ad hoc projects assigned by supervisor

E-business working communication

- Balance the development with other channels



Job ID
REF99302L

Área de trabajo
Marketing y Ventas

Ubicación
Shanghái

Nivel de liderazgo
Autoliderazgo

Flexibilidad laboral
Onsite Job

Horario de trabajo
Tiempo completo

Unidad jurídica
Continental Tires Co., Ltd.

- Encourage the cooperation with multifunction
- Ensure efficient process execution

Tu perfil

- College degree or equivalent preferably marketing or commercial or Engineering background
- Good in English and communication
- Experience in managing franchise network is a plus
- 1 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 order and supply chain operation
- Advanced experience in cooperation with external customers and vendors
- Team working experience
- Multi-international company working or cooperation experience is a plus

Lo que ofrecemos

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Acerca de nosotros

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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。

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