

Ecommerce Specialist

Jūsų užduotys

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



Darbo ID
REF99302L

Darbo sritis
Rinkodara ir pardavimas

Vieta
Šanchajus

Lyderystės lygis
Leading Self

Darbo laiko lankstumas
Onsite Job

Darbo laikas
Visas etatas

Juridinis asmuo
Continental Tires Co., Ltd.

- Encourage the cooperation with multifunction
- Ensure efficient process execution

Reikalavimai

- 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

Mes siūlome

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Apie mus

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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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