

CRM/ trade marketing manager

Location: Shanghai

Starting date: ASAP

About the Company :

The company is a leading French brand in fashion jewelry. The brand runs over 400 shops worldwide with a strong ambition in the Chinese market.

Position: Reporting to Head of marketing & digital

Responsibilities:

Assist the marketing director, responsible for coordinating the overall marketing strategy planning and implementation of the entire platform, and assisting in the completion of the team's sales goals

协助营销总监，负责统筹全平台整体营销策略规划和执行落地，协助完成团队销售目标；

Fully responsible for content cooperation, media resource cooperation, content monitoring and other related work, and responsible for the return on content investment

全面负责内容合作、媒体资源合作、内容监控等相关工作，对内容投资回报率负责；

Responsible for the marketing planning of key events on the platform and stores, including IP such as Double Eleven, New Year's Day, Super Brand Day, etc.

负责平台及店铺重点活动的营销策划工作，包括如双十一、年货节、超级品牌日等 IP；

Monitor industry and competitive product trends, find marketing scenarios and event breakthrough points, and seize market share

关注行业和竞品动态，寻找营销场景及事件突破点，抢占市场份额；

Responsible for coordinating the whole platform CRM operation and maintenance, finding problems and formulating solutions

负责统筹全平台 CRM 运维，发现问题并制定解决方案；

Refine brand value and product selling points, and combine platform attributes to output creative e-commerce planning solutions that are easy to spread inside and outside the site

提炼品牌价值、产品卖点，并结合平台属性，输出富有创意且易于站内外传播的电商策划方案

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Qualifications and Requirements:

Bachelor degree or above

统招本科及以上学历;

2 years or above experience in e-commerce platform/digital marketing, including but not limited to Tmall, JD.com, etc. Experience in jewelry, cosmetics and other industries is preferred

2 年及以上电商平台/数字营销经验, 包含但不限于天猫、京东等, 有珠宝饰品、化妆品等 行业经验优先;

Strong planning and creative copywriting ability and strong logical integration ability;

策划创意文案能力强; 同时, 逻辑整合能力强;

Have strong communication skills and system thinking skills

具备较强的沟通能力以及系统思维能力;

Strong data analysis ability and market acumen

具备很强的数据分析能力和市场敏锐度;

Have strong self-driving force, learning ability, pressure tolerance and high sense of responsibility.

有较强的自我驱动力, 学习力, 耐压力和高度的责任

APPLICATION : Please send your resume to: sh-recruitment@ccifc.org

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