

## Multi-channel e-commerce director

### 电商运营总监

**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:**

According to the company's strategic plan, formulate the operation plan and implementation plan of the e-commerce platform, and achieve the sales target of the ecommerce platform;

根据公司战略规划，制定电商平台运营计划及实施方案，达成电商平台销售指标；

According to platform characteristics, products and user positioning, formulate platform marketing strategies and marketing plans;

根据平台特点、产品及用户定位，制定平台营销策略及营销方案；

Plan and expand e-commerce sales channels, rationally arrange categories and stores according to market changes, follow up on the operational indicators of e-commerce platforms such as Tmall, Douyin, JD.com and new retail channels, and put forward improvement suggestions based on store status and market conditions;

规划和拓展电商销售渠道，根据市场变化合理布局品类和店铺，跟进天猫、抖音、京东等电商平台与新零售渠道的运营指标，根据店铺现状及市场情况提出改善建议；

Understand the latest trends in the same industry and competing product markets, plan marketing and promotion plans for popular models, new products and seasonal products based on data, and implement them;

了解同行业及竞品市场最新动态，结合数据，策划爆款、新品及换季产品等营销及推广方案，并落地实施；

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During the operation process, starting from the user and the product itself, improve the user conversion rate and retention rate, and improve the brand awareness and user reputation;

在运营过程中，从用户和产品本身出发，提高用户转换率及留存率，提高品牌知名度及用户口碑；

Manage and motivate the team, accomplish challenging goals, and output reasonable suggestions for the company. 管理和激励团队，完成挑战性的目标，为公司输出合理化建议。

### **Qualifications and Requirements:**

Bachelor degree or above, more than 3 years experience in e-commerce operation

本科及以上学历，3年以上电商运营经验；

Familiar with the operation rules and promotion strategies of e-commerce platforms such as Tmall, JD.com and Douyin

熟悉天猫、京东和抖音等电子商务平台的运营规则及推广策略；

Sensitive to data and market, have independent business planning ability, and have product and user thinking

对数据和市场敏感，有独立的业务规划能力，有产品和用户思维

**APPLICATION :** Please send your resume to: [sh-recruitment@ccifc.org](mailto:sh-recruitment@ccifc.org)

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