

Community Manager

Location: Shanghai

Sector: Cosmetic

Profile: Local

ABOUT THE COMPANY

Our client's international company was created around 30 years ago, it is a recognized French cosmetic brand. Balancing science and nature with a touch of luxury, our client is always on the cutting edge of the antioxidant grapes and grapevine extracts, to offer unique skincare experience, combined to the latest technologies while preserving the environment.

MISSION

Set up a community management system for our client in different platforms.

MAIN RESPONSIBILITY

You are responsible for the operation of private domain traffic pools (mainly WeChat community group)

您负责客户公司中国私域流量池的运营工作

1. Plan and build a private domain traffic system and continuously obtain, retain and convert traffic from multiple channels to grow brand traffic pool. Be responsible for guiding users to add official WeChat through multiple channels.
规划并打造私域流量体系，不断从多渠道获取，保留和转化流量，持续壮大流量池。负责通过多渠道引导用户添加官方微信
2. Edit community operation techniques, management norms, incentive systems, etc., establish fission, sharing mechanisms, and promote old users to promote new users.
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3. Create a warm and personalized IP person-type circle of friends and ensure that more than 3 moments are updated every day.
打造有温度有个性的 IP 人设型朋友圈，保证每天 3 条以上的朋友圈更新
4. Create a good community atmosphere to bring users a better shopping and communication experience and improve user retention. Operational solutions and strategies for activity and viscosity to continuously improve customer loyalty and stickiness, enhance repeat purchase rate and GMV;
营造良好的社群氛围，为用户带来更好的购物及沟通体验，进而提升用户留存。制定并执行提升用户量、活跃度和粘度的运营方案和策略，不断提高客户忠诚度和粘性，增强复购率和 GMV
5. Responsible for cooperating with content, products and design service, analyzing relevant problems and pain points, proposing corresponding improvement plans, and optimizing service processes.

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负责与内容，产品，设计配合，针对问题痛点，进行相关分析，提出相应改进方案，优化服务流程

QUALIFICATIONS

Education/Experience

任职要求：

1. More than three years of experience in community operation management with a certain level of copywriting skills.
三年以上社群运营经验.有一定的文案功底
2. Having interests in the beauty industry with a general knowledge of cosmetics market.
喜欢美妆行业，并对化妆品有一定了解。
3. Cheerful personality, high emotional intelligence, enthusiastic and affinity, good execution ability and teamwork spirit
性格开朗，高情商，热心有亲和力，具备良好的执行能力和团队合作精神
4. Strong client-facing and communication skills while sales result oriented.
良好的客户导向和沟通技巧，同时以销售结果为导向。
5. Working knowledge of Microsoft Office applications, Wechat / Tmall environment.
熟悉办公操作，微信和天猫平台运作环境。
6. Good command of written and spoken English to be able to work with global team.
可以用英文工作，可以和总部团队做日常交流。

Other Skills:

- Able to adapt and succeed in a changing environment.
- Flexibility & agility to perform different day-to-day tasks or multitask based on business needs with a positive attitude.

APPLICATION

Please send your resume and your motivation letter to: sh-recruitment@ccifc.org

Mail subject: Community Manager

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