

## Retail Manager 零售经理

**Location:** Guangzhou

**Sector:** Clothing/ Textile/ Garment/ Accessories, Retail

**Starting date:** ASAP

**Report to:** Sales Director

**Job Reference:** CDS-2024-020

### ABOUT THE COMPANY

Our client boasts a rich heritage spanning 6 generations and over 140 years of expertise in weaving. Originating in Europe, the brand has successfully expanded into the Asian & Chinese markets since 1990s. They are dedicated to delivering high-quality MEN'S WEAR products and exceptional service to valued customers.

### RESPONSIBILITIES

- 负责公司直营、联营店铺运营管理，制定月、季、年销售计划，以及促进销售目标达成  
Responsible for the company's directly-managed and affiliate store operations management, develop monthly, quarterly and annual sales plans, as well as promote sales targets.
- 主导直营店铺营销和促销计划，打造标杆店铺，把控公司的毛利率  
Lead the directly-managed stores marketing and promotional programs, to create a benchmark store, control the company's gross margin.
- 联动商品部门，制定各类商品经营指标，把控商品折扣，及时了解货品分析结果，关注商品结构和动销，提升商品流转率和消化率  
Link commodity departments, develop all kinds of commodity business indicators, control commodity discounts, timely understanding of the results of commodity analysis, focus on commodity structure and dynamic sales, improve commodity turnover rate and digestibility.
- 维护与商场良好合作关系，进行资源整合，提升品牌在商圈的曝光度  
Maintain good cooperative relationship with shopping malls, integrate resources, and enhance brand exposure in the shopping district.
- 负责 CRM 会员运营及管理  
Responsible for CRM member operation and management.
- 负责零售运营团队管理及绩效管理  
Responsible for retail operation team management and performance management.
- 上级领导安排的其他工作事项  
Other work matters arranged by superior leaders.

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## REQUIREMENTS

- 大专及以上学历，市场营销专业优先  
College degree or above, majoring in marketing is preferred;
- 5年以上服装直营店铺管理经验，有相同岗位3年以上经验优先  
At minimum 5 years' experience in management of directly-managed clothing stores, at least 3 years' experience in the same position is preferred;
- 具有丰富的人、货、场管理经验，良好的数据分析能力，能通过数据分析深挖经营可能性  
Has rich experience in people, goods, field management, good data analysis ability, able to dig deep into the operating possibilities through data analysis;
- 熟悉服装市场（有同类竞品经验优先），具有服装市场的洞察力，能根据市场变化快速调整经营方向和方针  
familiar with the clothing market (experience in similar competing products is preferred), with insight into the clothing market, able to quickly adjust the business direction and policy according to market changes;
- 心理承受能力强和良好的职业素养，可适应出差  
Strong psychological tolerance and good professionalism, adaptable to business trips.

## APPLICATION

Please send your resume and your motivation letter to:

[sc-recruitment@ccifc.org](mailto:sc-recruitment@ccifc.org)

**Mail subject:** Your name | Job title - location [Job reference]

Ex. Your name | Retail Manager - Guangzhou [CDS-2024-020]

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