

China Online Sales & Marketing 中国线上销售&运营

Location: Zhuhai

Sector: Manufacturing; Clothing / Textile / Garment / Accessories

Starting date: ASAP

Report to: General manager

Job Reference: CDS - 2024 - 055

Candidature Preference: Local profiles

ABOUT THE COMPANY

Our client is a dynamic and growing foreign-owned manufacturing company specializing in eyewear products, primarily glasses. They pride themselves on innovation, quality, and customer satisfaction. Their culture values teamwork, professionalism, and a commitment to excellence.

我们的客户是一家充满活力、不断发展的外资制造公司，主要生产眼镜产品和婴幼儿太阳镜。他们以创新、质量和客户满意度为傲。他们的企业文化重视团队合作、专业精神、追求卓越。

MISSION

As a China Online Sales & Marketing, you will play a crucial role in driving online sales and revenue growth for company's eyewear products & specialized sunglasses. This position requires a young and dynamic individual with experience in online sales within China, preferably in the eyewear & children's products industry. You will be responsible for developing and executing online sales strategies, creating and managing online sales platforms, and ensuring direct sales from the factory to the customer. Additionally, you will supervise and handle the delivery process to ensure customer satisfaction.

作为中国线上销售&运营，您将在推动眼镜&儿童太阳镜产品在线销售和收入增长方面发挥重要作用。该职位需要一位充满活力且注重结果的年轻人，具有在中国的在线销售经验，最好是在眼镜和儿童产品行业。您将负责制定和执行在线销售策略，创建和管理在线销售平台，并确保从工厂到客户的直接销售。此外，您还将监督和处理交货过程，以确保客户满意度。

RESPONSIBILITIES

- Develop and execute online sales strategies to drive revenue growth for eyewear & children's sunglasses.
制定和执行在线销售策略，推动眼镜&儿童太阳镜产品收入增长。
- Create and manage online sales platforms to sell eyewear & sunglasses products directly from the factory.
创建和管理在线销售平台，直接从工厂销售眼镜&儿童太阳镜产品。
- Conduct market research to identify online sales opportunities, market trends, and competitor activities specific to children's eyewear.

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进行市场调研，确定在线销售机会、市场趋势和竞争对手活动，特别是在儿童眼镜方面。

- **Build and maintain relationships with online sales platforms and digital marketing partners.**
建立并维护与在线销售平台和数字营销合作伙伴的关系。
- **Deliver compelling online sales presentations and marketing campaigns to attract and retain customers.**
开展有吸引力的在线销售演示和营销活动，以吸引和留住客户。
- **Monitor and analyze online sales performance, including tracking sales data and customer feedback.**
监控和分析在线销售表现，包括跟踪销售数据和客户反馈。
- **Supervise and handle the delivery process to ensure timely and accurate deliveries to end customers.**
监督和处理交付过程，确保及时、准确地向最终客户交付产品。
- **Collaborate with internal teams, including marketing and product development, to ensure alignment of online sales efforts with company objectives.**
与市场营销和产品开发等内部团队合作，确保在线销售工作与公司目标保持一致。
- **Prepare regular sales reports and forecasts, including tracking online sales performance and analyzing sales data.**
编写定期销售报告和预测，包括跟踪在线销售业绩和分析销售数据。
- **Perform additional tasks as assigned by the General Manager to support company objectives.**
完成总经理指派的其他任务，以支持公司目标的实现。

REQUIREMENTS

- **Bachelor's degree in business administration, marketing, e-commerce, or a related field (preferred).**
工商管理、市场营销、电子商务或相关专业的学士学位（优先考虑）。
- **2-3 years of experience in online sales, preferably in the eyewear or children's products industry.**
2-3年在线销售经验，最好是在眼镜或儿童产品行业。
- **Strong understanding of online sales platforms, digital marketing, and e-commerce strategies.**
非常理解在线销售平台、数字营销和电子商务策略。
- **Proven track record of achieving online sales targets and driving revenue growth.**
在实现在线销售目标和推动收入增长方面有好的业绩记录。
- **Strong negotiation, communication, and interpersonal skills.**
强大的谈判、沟通和人际交往能力。
- **Ability to work independently and manage multiple tasks effectively.**
能够独立工作并有效管理多项任务。
- **Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and online sales platforms.**
熟练掌握微软办公套件（Word、Excel、PowerPoint）和在线销售平台。
- **English-speaking is important for this position.**
会讲英语对本职位非常重要。
- **A young, dynamic, and energetic personality.**
年轻、有活力、精力充沛。

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APPLICATION

Please send your resume and your motivation letter to:

sc-recruitment@ccifc.org

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

Ex. Your name | China Online Sales & Marketing - Zhuhai [CDS-2024-055]



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