

EC Marketing Specialist

Location: Shanghai, China

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.

我们的客户企业是法国时尚珠宝领域的领军者。该企业在全球有超400家门店，并正在积极拓展中国市场。

RESPONSABILITIES

- Develop E-commerce marketing strategy and high quality plans based on shopper/consumer insights and platform understanding
基于对不同平台消费者的理解，制定电商内容策略和运营计划
- Work out Integrated campaign/activation calendar aligned with key stakeholders to drive traffic, engage with EC shoppers and increase loyal customers
根据不同平台顾客特点，制定与之一致的活动，最大程度整合流量、提升购买与顾客忠诚度
- Develop sales oriented content to increase sales conversion
完善面向消费者的内容以提高销售转化率
- Develop annual E-marketing budget plan, deploy tracking and optimization in daily operation and monthly review
制定年度电商营销预算，并进行月度和周度及日常的跟踪和优化
- Make effective paid traffic management plans cross platforms, utilize data for business decisions and opportunities
制定跨平台的有效付费流量计划，推进业务决策和机会
- Improve the data collection of all EC channels, as well as the implementation of analysis suggestions, and provide professional data support for the corresponding decisions in the e-commerce market landscape
逐步完善电商业务的数据收集体系，并跟进执行，为电商场景中相应决策提供专业的数据支持

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REQUIREMENT

- Strong project management skill and solid know-how of EC platforms
资深项目管理技能和丰富的数字营销平台经验
- About 3 years working experience in digital& EC marketing related background is fashion jewelry
3年以上的珠宝时尚饰品类数字营销经验
- Good communication skills
良好的沟通技巧
- Quick learner and willing to work under pressure
快速学习能力及抗压能力
- Solid data analysis ability and sensibility
良好的数据分析能力和对数据的敏感力

APPLICATION:

Please send your resume to: bj-hr@ccifc.org

有意者请将简历投递至邮箱: bj-hr@ccifc.org

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