

China Ecommerce Project Supervisor / Assistant Manager

Company

Our client is a brand management firm based in Hong Kong specializing in the premium & luxury markets in Greater China.

Their services enable their clients to establish and strengthen the footprint in Greater China by accompanying them in their brand building and sales expansion.

Our company client's strength lies in their deep understanding and knowledge of both the premium & luxury industry and the Greater China.

Their team of experts is immediately operational to save time, money and energy for the clients.

Most-of-all they avoid fatal mistakes in a brand's market entry in terms of brand positioning, distribution network and customer database building.

With 15 years' experience in Asia, they have the right connections to pitch the brand to the relevant players (distributors, shopping malls, landlords, department stores, retailers, online marketplaces, TP partners...).

Job Location: Based in Shanghai

Responsibility

Recruit new Chinese ecommerce partners to service European affordable luxury brands in brand management projects

- Build adequate business and marketing plan according to each brand's specificities for all ecommerce channels
- Support/ Manage sales growth of Brand clients for all ecommerce channels through effective set-up, development, coordination, and implementation of brand strategy
- Work closely with Brand marketing and commercial teams to ensure cohesion considering all sides of the business
- Work closely with all platforms to set targets and ensure achievement of said objectives
- Manage TP relationship including recruitment, activation and develop win-win strategies (including ecommerce marketing expenditures and financial planning for the brand)
- Work closely with external digital marketing agency to manage Weibo and WeChat, Red, Douyin accounts in line with Brand guidelines
- Provide analytic reports of online sales and liaise directly with upper-management to present plans to improve online presence and sales (including new partnership proposals)

Requirement

- Bachelor's Degree holder or equivalent in marketing and / or business. Major / minor in E-Commerce, Internet Marketing, Information Technology Management or related disciplines are an advantage
- - 3-5 years' experience in China Ecommerce or related field
- - Previous experience either directly with Chinese Major platforms (TMALL, JD, Secoo etc....) or within a TP
- - In-depth understanding of Chinese Ecommerce ecosystem and operational mechanisms and constraints
- - In-depth understanding of Digital Marketing and traffic acquisition in a Chinese context

- - Fluent in Mandarin and English (written and spoken)
- - Excellent communication and presentation skills
- - Travel within China to meet Ecommerce partners

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