

## EC Marketing Manager

**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

- Strong project management skill and solid know-how of EC platforms  
基于对不同平台消费者的理解，制定和监督电商内容和运营计划
- Work out integrated campaign/activation calendar aligned with key stakeholders to drive traffic and increase conversation rate  
根据不同平台和用户画像特点，与合作伙伴、内部团队一起制定与之一致的电商活动，最大程度整合流量和提升转化率
- Develop sales-oriented content and monitor EC UI to increase sales conversion  
完善面向消费者的内容和电商店铺页面以提高销售转化率
- 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

### REQUIREMENT

- Strong project management skill and solid know-how of EC platforms  
资深项目管理技能和丰富的 EC 平台经验
- About 2 years working experience in digital& EC marketing related background is fashion jewelry  
2 年以上的珠宝时尚饰品类数字营销经验

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- 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

### **APPLICATION:**

Please send your resume to: [bj-hr@ccifc.org](mailto:bj-hr@ccifc.org)

有意者请将简历投递至邮箱: [bj-hr@ccifc.org](mailto:bj-hr@ccifc.org)

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