

CARE CHANGES
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Eucerin

Hansaplast

LA PRAIRIE
SWITZERLAND

CHANTECAILLE

EUCERIN TMALL KA SPECIALIST

YOUR TASKS

Responsibilities & Specific Accountabilities

1. Responsible for the management of two flagship stores on Tmall platform and the sales of TDI platform
2. Responsible for the overall business operation planning of flagship store, and give corresponding sales strategies to lead TP to achieve monthly sales targets.
3. Annual/monthly sales target breakdown, closely tracking sales progress and monitor key store index, including UV, ATV, CVR, etc. and adjust operation plan in time based on data analysis to achieve annual sales target
4. Be proficient at Tmall on-platform tools, including ZTC, Brand Zone, WXT etc., work closely with TP to optimize on-platform efficiency
5. Submit 12 months rolling forecast monthly based on TP's demand to secure enough stock for sales delivery
6. Manage TP to place order and follow all the process to make sure the stock pick up timely
7. Closely communicate with internal cross function team, including MKT, sales operation, E-MKT, Trade Market. for the smooth business development
8. Closely catch up with platform partners to fight for more on-platform resources
- Weekly/Monthly/Quarterly/Yearly sales review, find out the root cause and next actions
9. Data collection on Tmall FSS, competitors and internal and do analysis for better operation

YOUR PROFILE

Key Position Requirements

1. 2-3 years of relevant experience
2. Work experience in E-commerce both cross-border and domestic business is preferred
跨境大贸经验兼具优先
3. Working experience in FMCG, Beauty industry is preferred
美妆工作经验优先
4. Outstanding communication skills and able to work in a high matrix organization
良好沟通技巧可以适应不同部门沟通
5. Good time management and complete tasks without delay
良好的时间管理能力并可以按时完成工作任务
6. Has a flexible approach and adapts to challenges and changing priorities as needed
可以灵活的适应工作中的各种困难和变化, 并作出相对的应对措施

JOB DETAILS

- Contract Type: Limited, 3 Years / Full-Time
- Country / City: China / Shanghai
- Company: NIVEA (Shanghai) Company
- Job ID: 13150