

Détail de l'offre : E-commerce and Digital Marketing Supervisor 职位描述

Partenaire	Camille Fournet
Adresse	Pékin
Ville	Pékin
Référence	21D1623047005
Titre	E-commerce and Digital Marketing Supervisor 职位描述
Description du poste	JD paid traffic : monitor and analyze performance against paid traffic (JD fast train/JD Hai Tou/JD select), continually make recommendations for optimization and ongoing growth ; adjust budget allocation timely among paid channels . Consumer assets operation : monitor AIPL consumer via data bank ; select and optimize the audience packs via Da Mo Pan and strategy center ; estimate the AIPL gap before each campaign, make up for the gap to achieve the target GMV. KOL content & video : JD and RED KOL short videos and content operation. JD social content : Hao Wu discovery/Ranking/JD Kuai Bao/ JD livestream content operation. JDI related projects & activations : JD super brand day, Yuan Tou Hao Wu, 10-billion subsidy, brand livestream, Jin Dian Ling Dou,etc. Keep tight touch with JDand TP partners. Budget control & financial issues : manage and allocate the e-commerce marketing budget. Deal with financial and legal issues related to EC MKT. 职位描述 JD/消费者运营:负责(品牌/商品/店铺/品类)的消费者运营策略制定;消费者运营策略 运营策略:负责品牌 AIPL 运营;负责消费者运营策略制定;负责 campaign 品牌 AIPL 运营策略制定 GMV KOL 运营: 负责 RED KOL 运营策略制定 JD/消费者运营:品牌/商品/店铺/品类运营 JD/消费者运营: 负责消费者运营策略制定消费者运营策略制定 TP 运营策略制定 消费者运营:负责消费者运营策略制定消费者运营策略制定
Type de contrat	Emploi
Métier	Achats / Logistiques Commercial / Ventes Communication / Création Marketing / Webmarketing
Description de la société	Founded in 1945, with the combination of French handicraft inheritance, top leather quality and color aesthetics, CAMILLE FOURNET PARIS has become the industry leader. At present, brand boutiques in Chinese market are presented in SKP Beijing and SKP Xi'an. CAMILLE FOURNET PARIS 品牌自1945 年创立以来,秉承法国手工艺传承,顶级皮革品质及色彩美学,已成为行业领军。目前,品牌在中国市场呈现于SKP北京和SKP西安。
Localisation	北京
Pays	Chine
Expérience	Débutant (-3 ans)
Secteur	Luxe et Tourisme
Langues	Chinois (mandarin)