

Company Profile

公司简介

Etienne Aigner AG, headquartered in Munich, is a German manufacturer of exclusive leather goods such as handbags, luggage, belts, purses and leather accessories for men and women.

Etienne Aigner AG 总部位于慕尼黑，是德国一家专门生产男女手袋、行李箱、皮带、钱包和皮革配件等皮革制品的制造商。

Aigner was established in 1965. Over the years, the brand has evolved into an international luxury brand that has fans all over the world. What has always remained is the commitment to luxury, the love of the product, and of course the horseshoe logo. To this day, the brand's path is characterised by flexibility and constant development of the DNA combined with fashion spirit.

Aigner 创立于 1965 年。多年来，该品牌已发展成为一个国际奢侈品牌，在世界各地拥有众多关注者。始终不变的是对奢华的承诺、对产品的热爱，当然还有马蹄形标志。时至今日，该品牌的发展之路仍以灵活、不断发展的 DNA 和时尚精神为特征。

Together with Melchers China, a market expansion partner for foreign Consumer brands in China, Aigner is looking for a high-potential talent to support the future China business development. We are looking for a:

作为国外消费品牌在中国的市场拓展合作伙伴，美最时中国正在与 Aigner 一起寻找一位高潜力人才，为未来的中国业务发展提供支持。我们正在寻找一位：

E-commerce Assistant Manager

电子商务助理经理

Location: Shanghai

Report to: E-commerce Manager

Job description:

岗位描述:

1. Assist in developing annual, quarterly, and monthly operational strategies and plans for the e-commerce platform and implement marketing activities.

协助制定电子商务平台的年度、季度和月度运营战略和计划，并实施营销活动。

2. Responsible for daily store maintenance, improving store data from the four dimensions of activity, traffic, conversion, and customer orders, and achieving sales

goals.

负责门店日常维护，从活动、流量、转化、客户订单四个维度提升门店数据，实现销售目标。

3. Responsible for the optimization of product rankings, store traffic, and conversion rates within the category, data research statistics, and the optimization and utilization of online marketing tools.

负责产品排名、店铺流量、类目内转化率的优化，数据研究统计，网络营销工具的优化利用。

4. The establishment of a hot item plan aims to comprehensively grasp the growth of hot items in terms of selection, promotion, customer service, design, etc., create and continue hot items in stores.

建立爆款计划，旨在从选品、促销、客服、设计等方面全面把握爆款的增长，打造并延续门店爆款。

5. Responsible for data analysis of e-commerce platforms, including but not limited to sales, goods, customer needs, usage habits, promotion effect evaluation, etc;

负责电商平台的数据分析，包括但不限于销售额、商品、客户需求、使用习惯、促销效果评价等；

6. Establish a good relationship with the platform, timely obtain platform information, and strive for more platform resources.

与平台建立良好关系，及时获取平台信息，争取更多平台资源；

7. Assist TPs in daily work support and management.

协助 TP 的日常工作支持和管理。

8. Assist communication with brand and internal company.

品牌以及公司内部沟通协调工作

9. Other work assigned by the superior.

上级分配的其他工作。

Requirements:

岗位要求

1. College degree or above, major in e-commerce, marketing, or related fields.

大专以上学历，电子商务、市场营销或相关专业。

2. At least 3 years of experience in e-commerce operation for consumer products industries, preferably in bags and luxury industries.

至少有 3 年的电子商务消费品行业运营经验，最好是箱包或奢侈品行业经验。

3. At least 2 years of operational experience on the Tmall platform, familiar with the rules and regulations of major e-commerce platforms (such as Tmall, JD.com,

Douyin, Rednote, etc.).

至少 2 年天猫平台运营经验, 熟悉主流电商平台规则 (包括但不限于天猫、京东、抖音、小红书等)。

4. Have a certain understanding of commodity management and have the awareness and experience of effectively controlling commodity gross profit operations.

对商品管理有一定的了解, 具有有效控制商品毛利经营的意识和经验。

5. Strong communication, coordination, and overall planning skills, self-driven, good at discovering and analyzing problems.

较强的沟通、协调和统筹能力, 自我驱动力强, 善于主动发现和分析问题。

6. English proficiency is preferred.

英文熟练者优先考虑。

Applicants are requested to send their CV and expected annual salary to Jojo Zhang at jojozhang@melchers.com.cn