



Job Description

Ecommerce and Corp Sales Director

Reporting to Senior Director, Strategy and Business Development APAC, you will be responsible for building and leading Garrett Brands e-commerce (Tmall and Wechat) and corporate business to profitably increase sales turnover and build Garrett Brands across the China region.

Key Responsibilities

Overview

- Develop short and mid-term business strategies for online channels and B2B platforms
- Manage e-commerce and corporate business P&Ls

Ecommerce

- Manage an e-commerce TP partner with dedicated Customer Service, Store manager/Merchandising & Marketing /Customer service (online chat, call service) pre- and post-sales staff
- Lead several cross functional teams to ensure a seamless customer experience for our online customers:
 - Marketing: Deliver consistent 'look and feel', coordinate with in house and partner digital marketing agencies; coordinate special production activities; align with CRM program
 - OSK & Logistics: Ensure product fulfilment and delivery is executed smoothly by working closely with our OSK coman and 3rd party logistics teams
 - Sales: Track site performance through analytic reports and apply lessons learned to drive traffic, conversions, etc; drive revenue growth
 - IT: Ensure functioning of both websites by working closely with Tmall and, if needed, our US IT teams; manage associated costs

Corporate

- Maintain and support business relations with existing corporate partners and proactively identify new opportunities, especially for wedding and gifting opportunities
- Work with in-house functional leads and relevant third party providers to provide technical solutions to support gifting and loyalty products

Qualifications

- Prior experience managing a brand's Tmall flagship and/or WeChat pop-up
- Prior experience building and managing at-scale corporate accounts
- Demonstrated online marketing experience is a plus
- 6+ years of relevant experience
- Excellent communication skills in both English and Chinese
- Experience in working with international brands in China market
- Self-confidence and initiative to work cross-functionally and at all levels
- A proven track record of success in driving business growth
- Results-oriented, can-do attitude, integrity, resourceful and self-motivated

