

**Job opening at Melchers (Beijing) Ltd.**

The Melchers China organization is a member of the globally operating Melchers Group. Establishing its first Asian branch in 1866 in Hong Kong, Melchers is engaged in doing business with China ever since. Employing over 400 people in Greater China, China is the largest single market for the Melchers Group today.

It is our mission to create long-term value through customer-centric and customized approaches. Rooted in our entrepreneurial mindset and openness, we seize market opportunities without industry boundaries or predefined constraints. This has led to the development of a wide range of sectors in which we now have a strong presence – ranging from machinery and industrial products through software to sales of luxury goods. Being able to leverage our competencies gained from collaborating with numerous national and international businesses in China, we are able to provide a comprehensive range of service solutions across all functional areas and the entire value chain to make our brand partners' China business a success.

For our retail operations, our longstanding experience and knowledge of the Chinese retail landscape, deep understanding of local customer behavior and well-established distribution network enable us to offer tailored and brand-oriented market approaches for all our partner. To launch the China operation of a high-end foreign premium leather shoe manufacturer, we are looking in Beijing for an experienced

**Sales Manager Retail****Responsibilities***Sales & Marketing*

- Sell and promote high-end premium leather shoes nationwide via retail and Ecommerce accounts
- Forecast, execute and achieve national retail and online sales, profit and operational goals
- Develop and execute a Omnichannel strategy, including setup of own and third party online activities, establishment and maintenance of a wholesale and distribution network in China
- Product introduction and training of sales personnel at third party POS
- Develop, steer and execute marketing and branding activities including social media
- Communicate with partner for inquiring, quoting, receiving purchase orders and to follow up the order shipment and payment together with the back office support personell
- Regular reporting to management for market overview, competitor activities, sales results and forecast



### *Business Development*

- Investigate and identify market opportunities
- Conduct market research and lead customer discovery activities
- Support identification of potential supplementary overseas suppliers

### **Skillset**

- Bachelor degree in business administration or related work experience in retail
- 4 years minimum related sales work experience
- Retail or Ecommerce industry background
- Familiarity with shoe category (especially leather shoes) preferred
- Proficient in spoken and written English
- Sales driven personality with a strong customer oriented mindset and ability to drive appropriate influence and results with key stakeholders
- Proven track record of developing and presenting a compelling retail strategy and content presentation at a buyer/marketing manager level meeting
- Analytical and structured person
- Capable of multitasking but prioritizing work and working well under pressure
- Ability to diagnose problems, and identify and drive appropriate solutions
- Willingness to travel
- Embracing learning opportunities and determination for continuous self-improvement

### **Working at Melchers**

We give major importance to mutual respect and tolerance in any relationship regardless of the person or position. Our flat hierarchies allow for quick feedback and access to management. Our low staff turnover reflects our reliability and stability as an employer. In order to drive success, we work with annual objectives for each staff member and operate in an environment of providing feedback and seeking continuous improvement from all teams and employees.

Applicants are requested to send their motivation letter, CV, and expected annual salary to Grace Wang at [gracewang@bj.melchers.com.cn](mailto:gracewang@bj.melchers.com.cn)

