

## Company Profile

### 公司简介

Margaret Steiff GmbH is a world-renowned manufacturer of collectibles, plush toys and children's clothing. The company was founded in the southern German town of Giengen in 1880. For more than 140 years, Steiff has been a model of high quality, first-class materials, perfect design and high safety standards. In 1880, when our founder Margaret Steiff made the elephant plush toy, it immediately won the children's love and laid the foundation for the company's development. Her guiding principle is "only the best is good enough for children". Today is still our company philosophy, which shapes our work and every product. In 1902, Margaret's nephew Richard invented the first joint bear, and soon adopted the world-famous name "Teddy Bear" inspired by Theodore Roosevelt and brought an international breakthrough for our Steiff brand. Today, Steiff sells well in more than 50 countries and regions around the world, and is welcomed and fascinated by families, children and collectors.

Margaret Steiff GmbH 是一家世界知名的收藏品、毛绒玩具和童装制造商。该公司于 1880 年在德国南部的京根镇成立。140 多年来，史戴芙（Steiff）一直是高品质、优选材料、精美设计和高安全标准的典范。1880 年，当我们的创始人 Margaret Steiff 制作大象毛绒玩具时，它立即赢得了孩子们的喜爱，并为公司的发展奠定了基础。她的指导原则是“对孩子来说，只有最好的才足够好”。今天仍然是我们的公司哲学，它塑造了我们的工作和每一种产品。1902 年，玛格丽特的侄子理查德发明了第一只关节可动的熊，并很快采用了受西奥多·罗斯福启发的世界著名名称“泰迪熊”，为我们的 Steiff 品牌带来了国际突破。如今，史戴芙（Steiff）在全球 50 多个国家和地区畅销，深受家庭、儿童和收藏家的欢迎和着迷。

Steiff has a sales history in China for more than 10 years, and our products are found in high-end mall in core cities such as Beijing and Shanghai. In order to further expand the Chinese market, Steiff China entity is gonging to be established in 2023 and is committed to the brand promotion, business development and customer service of Steiff brand in China.

史戴芙（Steiff）在中国有超过 10 年的销售历史，我们的产品遍布北京和上海等核心城市的高端商场。为了进一步扩大中国市场，史戴芙（Steiff）中国实体将于 2023 年成立，致力于史戴芙（Steiff）品牌在中国的品牌推广、业务发展和客户服务。

At Steiff, everyone is very important. The diverse and inclusive working environment and an equal and mutually supportive working atmosphere, so that your uniqueness can be fully respected and appreciated. As an important part of the international blueprint, we look forward to more like-minded and talented people working with us to build Steiff into a household brand in China and create happy memories for more families and users through our market insight and innovative products.

在史戴芙（Steiff），每个人都很重要。多元化和包容性的工作环境以及平等和相互支持的工作氛围，让您的独特性得到充分尊重和赞赏。作为国际蓝图的重要组成部分，我们期待更多志同道合、才华

横溢的人与我们合作，通过我们的市场洞察力和创新产品，将史戴芙（Steiff）打造成中国家喻户晓的品牌，为更多家庭和用户创造美好回忆。

## Online Sales Assistant – T-mall

### 线上销售助理（天猫平台）

Location: Beijing or Shanghai

Report to: Commercial & Brand Rep -China & New Markets NEA

#### Job description:

#### 工作描述:

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 three 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、客户订单三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。



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 2 years of experience in e-commerce operation, preferably in consumer products industries.  
至少有 2 年的电子商务运营经验，最好是消费品行业的经验。
3. 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意识和经验。
4. Strong communication, coordination, and overall planning skills, good at discovering and analyzing problems.  
较强的沟通、协调和统筹能力，善于发现和分析问题。
5. English proficiency is preferred.  
英文熟练者优先考虑。

Applicants are requested to send their motivation letter, CV, and expected annual salary to Jacquelyn Li at [jacquelynli@melchers.com.cn](mailto:jacquelynli@melchers.com.cn)