

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 Manager

线上销售经理

Location: Beijing or Shanghai

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

Job description:

岗位描述:

1. Develop and implement e-commerce strategies for China business to grow online presence and achieve account growth, sales revenue, profitability and other indicators according to the overall strategy of the company.
根据公司的整体战略，为中国业务制定和实施电子商务战略，以增加在线业务，并实现账户增长、销售收入、盈利能力等指标。
2. Actively explore online business opportunities, establish, and maintain a strong relationship with e-commerce platforms, social e-commerce platforms and e-commerce operating partners, including but not limited to Tmall, JD, Xiaohongshu, TikTok and other platforms and related operating partners, reasonably use the company resources, platform resources and other online partner resources after understanding various platform rules.
积极探索在线商机，与电子商务平台、社交电子商务平台和电子商务运营合作伙伴建立并保持牢固的关系，包括但不限于天猫、京东、小红书、抖音等平台和相关运营合作伙伴，合理利用公司资源，平台资源和其他线上合作伙伴资源。
3. Be responsible for full chain management of online business, including but not limited to guiding product portfolio, supervising customer order confirmation and goods distribution, online display, product training, promotion, inventory inspection, etc., to ensure customers' timely replenishment, and assist customers to improve the output of online POS.
负责线上业务的全链条管理，包括但不限于指导产品组合、监督客户订单确认和货物配送、在线展示、产品培训、促销、库存检查等，以确保客户及时补货，并协助客户提高线上单店产量。
4. Coordinate with merchandising, marketing, supply chain to develop and manage the product plan, optimize online portfolio and availability to customers by coordinating with internal product planner to collect demand forecast from online POS. Monthly review the difference between demand forecast and actual sales of online channel, improve the accurate rate of forecast and optimize the product availability.
与营销、市场营销、供应链协调，制定和管理产品计划，通过与内部产品规划师协调，从线上销售网点收集需求预测，优化在线产品组合和客户可用性。每月审查在线渠道的需求预测与实

- 际销售之间的差异，提高预测准确率，优化产品可用性。
5. Work with brands/principals, TPs, E-platforms on coming up with biz proposals with the platforms, sales budget, A&P budget, cost structure, marketing promotion plan.
与品牌/负责人、TP、电子平台合作，就平台的商业提案、销售预算、A&P 预算、成本结构、营销推广计划进行制定。
 6. Responsible for direct and indirect online POS, guide and supervise both internal and external partners to correctly use brand assets on online shop image, product, content, and operations etc. to comply with CI guidelines.
负责直接和间接线上销售网点，指导和监督内部和外部合作伙伴在网店形象、产品、内容和运营等方面正确使用品牌资产，以遵守品牌 CI 准则。
 7. Manage and promote e-commerce customer service (pre-sales and after-sales) and operations to achieve customer satisfaction and retention.
管理和促进电子商务客户服务（售前和售后）和运营，以实现客户满意度和忠诚度。
 8. Implement test and learn strategy to identify key sales drivers per channel.
实施测试和学习策略，以确定每个渠道的关键销售驱动因素。
 9. Identify all opportunities on partner sites to push product pillars and increase penetration of online businesses.
识别合作伙伴网站上的所有机会，以推动支柱产品并提高在线业务的渗透率。
 10. Responsible for sales reporting by account. Analyse business, identify areas of opportunity to achieve sales goals and send out required reports.
负责按客户进行销售报告。分析业务，确定实现销售目标的机会领域，并发送所需的报告。
 11. Cross department collaboration with Finance, Logistics and Demand Planning.
与财务、物流和需求规划部门的跨部门合作。
 12. Other tasks assigned by superiors.
其他上级分配的工作。

Requirements:

岗位要求

1. Bachelor's Degree or above in e-commerce, marketing, business administration or related disciplines.
电子商务、市场营销、工商管理或相关专业本科及以上学历；
2. At least 5 years solid working experience in e-commerce operation and marketing management in B2C online retailer or multi-channel retail environment is an asset.
至少 5 年 B2C 在线零售商或多渠道零售环境中电子商务运营和营销管理的扎实工作经验。
3. Excellent business communication skills and can maintain customer relationships with the online platform and customers. Proficient in English is preferred.

- 优秀的商业沟通能力，能够与在线平台和客户保持客户关系。精通英语者优先。
4. Familiar with all online business tools including (but not limited to) catalog management, content management, online customer service.
熟悉所有在线业务工具，包括（但不限于）目录管理、内容管理、在线客户服务。
 5. Strong leadership and management capabilities to guide and enhance the performance.
具有较强的领导和管理能力，能够指导和提高绩效。
 6. Strong data analysis skills with good business insight.
强大的数据分析能力和良好的商业洞察力。
 7. Have the spirit of ownership, work results-oriented, strong execution, problem-solving and proactive work attitude.
具有主人翁精神，以工作成果为导向，执行力强，有解决问题的能力 and 积极主动的工作态度。
 8. Experience in high-quality consumer brand is preferred.
有优质消费品牌经验者优先。

Applicants are requested to send their motivation letter, CV, and expected annual salary to Jacquelyn Li at jacquelynli@melchers.com.cn