

## Company Profile

### 公司简介

Nordic Sleep by Fossflakes A/S, a Danish company, specializes in the production of premium pillows and duvets, featuring a distinctive filling. All products are designed and manufactured in Denmark, a country globally recognized for its exceptional designs, rigorous product safety and environmental standards during manufacturing. Having established a strong presence in the Chinese market over the years, the brand is committed to enhancing the quality of sleep and life through its exceptional bedding products.

Nordic Sleep (by Fossflakes) 来自丹麦，专门生产优质枕头和羽绒被，以其独特的填充物为主要特点。Nordic Sleep (by Fossflakes) 的所有产品均在丹麦设计和制造，丹麦因其卓越的设计、严格的产品安全要求和制造过程中的环保标准而享誉全球。多年来，该品牌在中国市场稳步成长，致力于通过其卓越的床上用品提高人们的睡眠和生活质量。

Together with Melchers China, a market expansion partner for foreign Consumer brands in China, Nordic Sleep by Fossflakes 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 Nordic Sleep (by Fossflakes) 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 Manager

### 电子商务经理

Location: Shanghai or Beijing

工作地点：上海或北京

Report to: Managing Director

汇报对象：董事总经理

### 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 online business tools including (but not limited to) catalog management, content management, online customer service.

熟悉在线业务工具，包括（但不限于）目录管理、内容管理、在线客户服务。

5. Strong 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。

6. 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，有解决问题的能力积极主动的工作态度。

7. Experience in high-quality consumer brand is preferred.

有优质消费品牌经验者优先。

NORDIC SLEEP  
BY FOSSFLAKES



Applicants are requested to send their CV and expected annual salary to Jojo Zhang  
at [jojozhang@melchers.com.cn](mailto:jojozhang@melchers.com.cn)

申请人请将您的简历及期望薪酬发送至: [jojozhang@melchers.com.cn](mailto:jojozhang@melchers.com.cn)