

Successful international and very innovative Luxury Skincare brand is looking to recruit a **Chinese speaking Communication and E-Commerce Manager** with e-retail background, ideally for a luxury brand. Your role will be to optimise the consumer experience across channels globally, driving acquisition, retention, and brand loyalty particularly worldwide with an emphasize on the Chinese market. You will be responsible for the day-to-day management of all eCommerce marketing channels to maximise site traffic, conversion, and sales globally. Own and manage all acquisition and retention activities across Email, SEO, PPC, Affiliates and Remarketing.

**ROLE:***CRM:*

- Optimising the consumer experience across channels globally, driving acquisition, retention, and brand loyalty.
- Managing the brand customer database development and refinement.
- Identifying opportunities for increasing the conversion rate at different stages of customer's lifecycle.
- Executing refinement of Loyalty Program strategy with specific focus on strategic segmentation, serving personalised content, and increasing IPT (online and offline)
- Developing contact strategies to realise these opportunities.
- Analysing Omni channel performance to drive business strategy, profitability, and future campaign investment.
- Developing and optimising on an ongoing basis automated customer journey programme, and data driven communications.
- Briefing the in-house copy and design studio, with clearly defined requirements to produce effective communications.

*E-Commerce:*

- Driving the online business by developing a unique online experience and service for the customers worldwide.
- Developing and execute monthly content updates to be aligned with the global strategy
- Creating ad hoc new content
- Enhancing website functionalities by liaising with external agencies
- Ensuring regular security updates and maintenance on the website with regular monthly reports
- Overseeing e-com boutique operations (temporarily waiting for resources\*)

*SEO:*

- Overseeing and developing SEO strategy to ensure organic growth
- Working with the CEO on SEO strategy
- Managing SEO agency with strategy execution and management of KPIs
- Executing ad hoc strategies where required

*Social Media:*

- Managing strategy to ensure social media platforms' growth, brand visibility and resulting conversions
- Defining the social media plan, briefing the designer and copywriter for content, and overseeing execution
- Define the social ads plan, brief the designer and copywriter for content and oversee execution

**PROFILE:**

- Fluent English and Chinese, French will be an asset
- Proven eCommerce marketing experience within an ecommerce retail environment, preferably for a luxury brand in an international environment
- Strategic and commercial mind-set with proven track record of driving customer acquisition, conversion and retention growth using a broad range of digital marketing channels
- Good experience of a CMS systems such as Magento
- Good experience of CRM solutions such as Emarsys and Salesforce
- Good experience of creating and managing a feature backlog & roadmap
- Experience of Agile project management
- Analytically strong and numerate with excellent knowledge of Web Analytics such as Google Analytics
- Technically astute with experience in user testing and SEO
- Proven experience managing external agencies
- Good understanding of the Chinese market

**SALARY:**

Between £40 000 and £50 000pa according to skills and experience  
Possibility to work from home few days a week