

The Triumph Group is one of the world's largest intimate apparel companies. It enjoys a presence in over 120 countries with the core brands Triumph® and sloggi®. Globally, the company serves 40,000 wholesale customers and sells its products in 2,000 Triumph Stores as well as via several own online shops. The Triumph Group employs more than 30,000 people and achieves revenues of Euro 1.437 billion (2014). It is a member of both the Business Social Compliance Initiative (BSCI) and the Global Social Compliance Programme (GSCP).

Our e-Commerce Channel Management Department in New Taipei City, Taiwan is looking immediately for a highly motivated

Assistant Channel Manager, E-Commerce

This position could be ideal for someone seeking to re-enter the workplace on a full-time basis.

Roles & Responsibilities:

1- eChannel Development and Omni Channels Set up

- 1-1. eTailers exploration: Explore new eBiz opportunities via new eTailers development and emerging opportunities.
- 1-2. eOwn shop plan: Set up eOwn shop as the digital hub in line with global/regional omni channels strategy.
- 1-3. Implement O2O strategy: Develop high level O2O strategy which covers 8 consumer paths.
 - 1) Online supply when Out of stock in off-line.
 - 2) Online information provider, offline purchase
 - 3) Online payment, offline pick up
 - 4) Online footfall program, offline purchase
 - 5) Coupons promotions across borders.
 - 6) Fast delivery via pick and collect service in preselect off line.
 - 7) Membership across borders
 - 8) Cross channels omni programs.

2- eShop Sales and Marketing Operation

- 2-1. eAnnual Campaign Calendar (eACC): Plan the annual eCampaigns to cope with dynamic on line shopping behavior.
- 2-2. eContent creation: Assure ongoing homepages and landing pages features creation and on time renew.
- 2-3. eShop VM management: Enhance the shop presentation from landing pages, Product detail page (PDP) to banners.
- 2-4. Touch points conversion: Develop digital touch points, incl desktop and mobile and identify conversion opportunities.
- 2-5. Traffic activation programs: Amplify the reach and increase conversion oriented traffic via paid, own, earn media.
- 2-6. Spending optimization: Work closely with Marketing team to optimize A&P, SEM and online coop efficiency and ROI.

3- eMerchandising Management

- 3-1. Market Analysis: Identify opportunities and competitors analysis
- 3-2. Demand Plan: Plan against OTB quota using ACC (Annual Concept Calendar) to fulfill eShop demand.
- 3-3. Deployment plan: Coordinate with Product Assortment and PLC team to ensure proper launch deployment and replotment.
- 3-4. Auto Replenishment: Track auto online replenishment functions to fulfill demand and optimize sell thru.

4- eStock Management

- 4-1. Novelty stock: Manage regular sales against sell through target by timely replenishment action or promotion.

- 4-2. Off season stock: Take action and leverage to sales promotion in driving competition momentum.
 - 4-3. Bargain stock: Set regular eBBS and Best buy calendar with best pricing mix for speeding up clearance.
 - 4-4. Stock structure Management: Monitor DoH and take proactive logistic action between eWH and total WH.
- 5- eCRM
- 5-1. eShopper journey: Design an insightful brand path and experience and lead to purchase insight.
 - 5-2. eCRM programs: Support eCRM programs, to ensure conversion, retention and brand loyalty.
 - 5-3. Big data application: Drive strategic MD/VM/CRM contents out from key finding of eConsumer data.
 - 5-4. Integration on/offline CRM: Engage cross border CRM with O2O schemes and retargeting programs.

Your ideal profile:

Professional Experience

- University graduate or above with degree in business, communication or similar discipline.
- At least 5 years work experiences including 3+ years of relevant work experience in e-Commerce operation.
- Highly preferable to have brand marketing, digital marketing experience in 4A agency, e-Tailers, retailers, Cosmetic, Fashion apparel, or FMCG with proven records.
- Marketing writer/editor experience is a plus.

Other Requirements

- Technical skills: Experience in digital marketing.
- Language Skills: Fluent in English and Chinese.
- IT proficiency: Proficient in Google Analytics, Google AdWords, Excel, and PowerPoint
- eCommerce skills: Knowledge in ecommerce, basic html and web analytics is a plus
- Other skills: Project Management, Analytical Skills.

Personal Qualities

- Agile, flexible, and excellent interpersonal skills with strong adaptability in a dynamic and changing environment.
- Detail-oriented, responsible, strong execution, creative and able to learn fast & prioritize.
- Be able to work under pressure, manage multiple deadlines, fast paced, collaborate with virtual teams and cross functionally communication.
- High degree of self-motivation and problem solving.
- Passion for ecommerce & digital trends.
- Innovative and creative thinker
- High energy and entrepreneurially focused

Triumph offers you an opportunity to work in a dynamic team within an international environment.

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