

E-commerce Manager – Tmall

电商经理 - 天猫

This position is responsible for managing and growing our e-commerce business on Tmall and the broader Alibaba ecosystem.

The role will cover the full portfolio of William Grant & Sons brands, with a strong focus on Glenfiddich and Balvenie single malt whisky brands.

The ideal candidate will combine a proactive hands-on attitude, commercial acumen, luxury brand sensitivity and a deep understanding of Tmall platform tools.

Responsibilities:

- Develop our Tmall business plan and actively manage our stores to achieve performance targets
- Design and execute marketing campaigns and promotional activities, collaborating closely with our Marketing department and e-commerce agency
- Leverage Tmall tools and capabilities including Brand Zone, livestreaming, CRM/loyalty, etc. to enhance brand visibility and drive sales
- Optimise store design and product listings based on performance metrics, A/B testing and insights
- Track and report KPIs – including GMV, ROI, conversion, traffic, etc. – using platform tools
- Manage store operations, working with our Trade Partner, to ensure excellence in logistics, customer service, etc.
- Lead our store rebranding programme to align with brand identity evolution and deliver a premium consumer experience
- Develop our brand presence across other Alibaba channels such as Tmall Supermarket, Hema, etc.

Requirements:

- Bachelor's degree in business, marketing or related fields
- In-depth knowledge of e-commerce strategies, best practices and tools
- Experience of managing a Tmall brand store, including management of performance marketing spend

- Good project management skills, with a proactive approach, ensuring timely delivery and adherence to budget
- Good commercial acumen, data analysis skills and logical thinking
- Creative and agile in adapting to new trends and changes in the e-commerce and digital marketing landscape
- Strong knowledge of the Tmall and Alibaba ecosystem including 商家中心, 生意参谋, 客户运营平台, 天猫奢品 and 天猫直播
- Workable English