

ROLE PROFILE

Job Title	E-commerce Planning Manager (电商规划经理)
Business Unit / Group Function	ODC BU
BU Team / Sub-Function	Digital
Location	Shanghai
Team Leader	Head of E-commerce
Team Members	No
Job Level	4A
Role Purpose	
Own consolidated planning, performance visibility and operational governance for the e-commerce business, enabling effective decision-making and scalable growth across platforms	
Accountabilities	
<ul style="list-style-type: none"> ● Lead consolidated planning and forecasting across all e-commerce platforms, working with E-commerce Managers and Finance ● Own consolidated e-commerce reporting, including preparing materials for QBRs, BPMs and other management reviews ● Design, maintain and evolve performance dashboards to provide clear, actionable visibility for stakeholders ● Conduct variance analysis and reconciliation across plans, platform data and actual performance ● Own e-commerce data and analysis, including management of third-party data vendors (e.g. Nint) ● Monitor and report pricing across brands, SKUs and platforms (including competitor brands) ● Prepare and maintain e-commerce governance documentation (e.g. PDP lists, price guidelines, promotional calendars), ensuring alignment with Marketing and Finance guardrails ● Own OMS (Order Management System) data architecture and governance, ensuring accuracy, discipline and alignment across platforms ● Monitor e-commerce inventory levels and fulfilment performance, and recommend operational improvements where required ● Oversee the development and improvement of e-commerce shipment packaging ● Track customer service performance and identify opportunities for optimisation 	

- Track and report core e-commerce KPIs, providing insights, recommendations and decision support
- Monitor broader e-commerce market performance and trends – including competitors and luxury brand activity – to inform planning and prioritisation

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