



## E-commerce Manager/Assistant Manager

スイスの人気時計ブランド Swatch

### Job Information

#### Hiring Company

The Swatch Group (Japan) KK

#### Job ID

1456283

#### Industry

Apparel, Fashion

#### Job Type

Permanent Full-time

#### Location

Tokyo - 23 Wards, Chuo-ku

#### Train Description

Ginza Line, Ginza Station

#### Salary

Negotiable, based on experience

#### Work Hours

7時間30分(フレックスタイム制。コアタイム11:00 - 15:00) 休憩時間:60分(12:30 - 13:30)

#### Holidays

完全週休2日制(土・日・祝日)\*2020年度年間休日124日

#### Refreshed

May 10th, 2024 02:00

### General Requirements

#### Minimum Experience Level

Over 3 years

#### Career Level

Mid Career

#### Minimum English Level

Business Level

#### Minimum Japanese Level

Native

#### Minimum Education Level

Bachelor's Degree

#### Visa Status

Permission to work in Japan required

### Job Description

#### **POSITION AND RESPONSABILITIES**

Guarantee Longines online success, balancing branding & visibility, and online share/sales.  
Provide best online experience through story telling & quality service  
Become #1 profit driver of the brand business.

#### **1) BRAND.COM & EC**

- Take ownership of all local online stores business & operations
- Develop & execute local E-Commerce strategy based on defined sales targets aligned with global E-commerce strategy & execution plans.
- Plan and promote EC site to increase traffic and conversions, in collaboration with the marketing team as well as HQ EC team.
- Continuously plan, achieve, and analyze all sales/marketing related KPIs for EC required to achieve local & global objectives; which includes forecasting, inventory monitoring,
- Plan and increase conversion, ensuring to reduce any cart-drop or missed opportunities
- Follow-up on orders to ensure safe transactions & delivery and 100% customer satisfaction in coordination with Logistics team and Finance team.
- Monitor and optimize gateway to ensure to provide safe shopping site for all parties.
- Monitor competitors market activities and propose plans that will enable the brand to stay ahead of the game.
- Develop knowledge and work with vendor platforms such as Rakuten

## 2) WEBSITE MANAGEMENT

- Co-work with HQ to manage/adapt the Brand website to meet Japan consumers' expectations and provide the best experiences possible
- Improve the usability, practicality, content and conversion rate.
- Design and develop contents/banners/any other adaptation required materials within brand guideline and co-work with HQ for deployment
- Increase web traffic through paid & organic ad, co-working with digital marketing manager. Provide assistance to analyze and optimize campaigns that will deliver ROAS maximization
- Co-develop online site that best provides local consumer need of info/knowledge, and become the first source of information as well as purchase destination.
- Identify and implement new ways to engage & grow our target audience.

## 3) 3rd Party EC

- Co-work with WS Reps to provide support to increase sales & online share on 3rd party EC platform
- Provide inputs/support to increase brand visibility and desirability by collaborating with 3rd party EC team
- Co-work with WS Reps to develop rolling promotion plans, monitor executions, and analyze results on monthly basis
- Monitor competitors market place activities and provide plans that will enable the brand to stay ahead of the game

## 4) CRM PROGRAM

- Develop, nurture, and maintain LONGINES customer database.
- Develop suitable CRM program for Japan with the support of Marketing Manager/Brand Director.
- Plan & manage effective CRM program to recruit/retain LONGINES customers and increase CLTV.
- Compile and analyze CRM related database and share insights to relevant parties in timely manner
- Plan and develop with the support of HQ to send out eDM to listed customers
- Any other duties and projects related to CRM assigned by the management/HQ.

### <雇用形態>

正社員(試用期間3 か月。その間の給与・待遇に変わりはありません。)

### <給与>

年俸制(12 分割にて毎月支給)

\*前職年収をもとに経験・能力により決定いたします。

\*個人業績に基づくパフォーマンスボーナスの支給有り。

残業代:支給対象外

### <勤務地>

東京都中央区銀座7-9-18 ニコラス・G・ハイク センター

### <勤務時間>

7時間30 分(フレックスタイム制。コアタイム11:00 - 15:00)

休憩時間:60 分(12:30 - 13:30)

### <休日休暇>

完全週休2 日制(土・日・祝日)\*2020 年度年間休日124 日

夏季休暇3 日(6月~9 月の間に連続して取得)、年末年始休暇(12 月30 日~1 月3日)、

慶弔休暇、療養休暇(最大20 日)

有給休暇:入社日に最大15 日(入社月により日数は異なります。)

### <手当/福利厚生>

- ・通勤費:会社が認める合理的・経済的な経路に基づく6か月通勤定期代
- ・各種社会保険完備(健康保険、厚生年金保険、雇用保険、労災保険)
- ・確定拠出年金制度(退職金制度)
- ・長期障害所得補償保険(GLTD)、海外旅行傷害保険(海外出張時に付保)
- ・自己啓発支援制度(語学、e-learning、通信教育、資格取得奨励金)
- ・社員割引販売制度

## Required Skills

### Key Competencies

- Strategic planning skills with clear goal oriented mindset

- Organizational skills to work effectively in cross functional setup and develop collaborative working environment with local team and HQ.
- Driving skills and strong ownership/passion to deliver with creativity
- Adaptability and flexibility to cope with fast moving projects and customer requirements
- Self-starter, optimistic & enthusiastic
- Friendly and open minded

**Skills Needed**

- Ability to employ tactics and strategies to drive E-commerce revenue through website optimization, email marketing, search engine/pay-per-click campaigns & social media advertising. Prior e-tail marketing experience is required.
- Comfortable with all digital tools and platforms; Google analytics or equivalent
- Basic knowledge of HTML / CSS/ Flash / Magento
- Creation skill using Image editing application such as Adobe Illustrator, Photoshop, INDesign
- SNS & Curation Media experience
- Business English (Direct Communication with HQ is mandatory)
- Working Experience in Luxury brand

**<選考プロセス>**

※書類選考から内定まで1~2 週間程度を目安に実施

書類選考 → 1 次面接 → 2 次面接 → 最終面接 → 適性検査 ⇒ 内定  
人事 事業本部長 HQ Web 受検15 分

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**Company Description**