

JOB DESCRIPTION

Position Summary

- Online merchandising Planning reinforcement
- Online product roadmap, Assortment management
- Online exclusive products (Model launch & PLC management)
- Product curation (cross-category bundling) based on sales calendar, global guide

Responsibilities

- Online Revenue target planning by product
 - ① Yearly Target, launching period, promotion period target
 - ② Model mix planning (Target by model)
- Action plan to achieve
 - ① Key model sales plan, hit model creation plan
 - ② Promotion & offering plan vs competitors

Qualifications and Requirements

- A minimum of 10 years of experience in relevant/related roles in online commerce or digital marketing field
- Experience in managing and building a team of high performance individuals across a diverse region and multiple countries
- Strong understanding of online commerce and ability to set up online commerce KPIs

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- Ability to analyze reports and find insights

- Ability to multitask, meet deadlines and experience in building and leading high performance teams in a fast paced environment

Preferred Skills and Experience

- Proficient with Analytics. Pay attention to figures and quantitative reasoning.
- Solid project management skills: Ability to manage and lead a team towards results, lead and collaborate with cross-functional partners, keep complex projects moving forward and get things done within a tight timeline.
- Take leadership and ownership of results, metrics and optimization

Additional Preferred Knowledge

- Proficient in digital marketing channel or online commerce platform such as Google Ads, SA360, Facebook ads manager, Google Analytics etc.

About Team/Dept.

- Online team consists of Samsung.com, pureplayer business and online commerce experience group in Global Direct To Consumer Center. Our goal is to enhance consumer experience and to drive online commerce with high efficiency.