



## PR/158149 | Multi-Channel Manager (Fashion Retail - Ecommerce/Digital)

### Job Information

**Recruiter**

JAC Recruitment Malaysia

**Job ID**

1509036

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Malaysia

**Salary**

Negotiable, based on experience

**Refreshed**

December 11th, 2024 15:24

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Business Level

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

Our client is a leading MNC in the fashion retail industry, with office location in Bandar Utama, PJ. This is a newly created role to drive profitable online growth and ensure all digital strategies are geared towards meeting growth targets.

#### Key Responsibilities:

- Regularly reviewing, evaluating and benchmarking the company's Multi-Channel proposition to ensure appropriateness to deliver the sales and profit plan. Working with the Head of Multi-Channel and broader team to develop a Multi-Channel trading plan to drive traffic, deliver the sales / profits, and maximise onsite conversion.
- Working with the Retail, Buying & Merch, and Marketing teams to develop holistic business marketing strategies that lead with digital and online acquisition, and conversion.
- Identifying opportunities to enhance the in-store multi-channel experience.
- Maintaining, developing and advancing the website in such a way that continuous improvements to visitor numbers,

get to product, add to basket, checkout completion and conversion rates are delivered.

- Deliver appropriate revenues in line with the budget plan and ensure that sufficient cost controls are in place. Ensure that the sales and profit plan is delivered at the budgeted marketing cost.
- Working with the APAC Lead, Customer Care Lead and CRM Lead, implementing best in class Multi-Channel retention techniques to ensure that the majority customers are retained by the business.
- Leading, motivating and developing the Multi-Channel team to ensure high levels of job satisfaction and colleague retention.

Job Requirements:

- Candidate must possess at least a Bachelor's Degree or equivalent
- Required language(s): English & Chinese
- At least 5 years' experience in an Ecommerce management position
- Experience using Google Analytics
- Excellent verbal and written communication skills
- Ability to work as part of a small team in a fast moving environment
- Proactive, independent, and result oriented
- Willing to travel and possess own transport

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Company Description