

E3A Healthcare Pte. Limited.- E-commerce Operations Supervisor (Tmall)

Company Name: E3A Healthcare Pte. Limited.

Position: E-commerce Operations Supervisor (Tmall)

Posting Date: 25 Aug 2026

Job Title	E-commerce Operations Supervisor (Tmall)
Job Description:	Responsible for overall e-commerce operations planning, platform operations, traffic acquisition, conversion optimization, user operations, data analysis, and team management to drive GMV, profit, and user growth targets.
Requirements:	[Job Responsibilities] 1. Strategic Planning and Target Management: Develop the overall operations strategy for the company's e-commerce business, as well as annual/quarterly/monthly operations plans and core performance indicators (KPIs) such as GMV, profit, and user growth. Deeply analyze industry trends, market competition landscape, and user needs; promptly identify new business growth opportunities and drive implementation. 2. Platform Operations and Traffic Acquisition: Comprehensively manage the operations of the company's flagship stores/specialty stores on major e-commerce platforms (such as Tmall, JD.com, Douyin Store, etc.), ensuring store health, ranking, and sales performance. Develop and execute integrated marketing plans; proficient in multiple traffic acquisition methods such as SEO/SEM, feed advertising, influencer cooperation (KOL/KOC), livestream e-commerce, and community marketing, efficiently reducing customer acquisition costs. Responsible for planning, execution, and review of major platform promotion campaigns (such as 618, Double 11, Double 12, etc.) to maximize campaign effectiveness. 3. Conversion Rate and User Experience Optimization: Lead website/store user experience optimization, including but not limited to homepage, product detail pages, and shopping journey, continuously improving conversion rate (CVR). Continuously optimize product presentation, promotion strategies, and customer service processes through A/B testing, user feedback, data analysis, and other methods. 4. User Operations and Loyalty Programs:

	Build a user lifecycle management system, and develop strategies and systems for new user activation, existing customer repurchase, and dormant user reactivation. Familiar with the setup and operations of membership systems, points systems, and private-domain traffic (such as WeChat communities, WeCom, and official accounts), improving user stickiness and brand loyalty. 5. Data-Driven Operations and Analysis: Establish and improve the e-commerce data monitoring system; regularly conduct business data analysis and user behavior analysis, and prepare operations reports to provide data support for business decisions. Keenly identify data anomalies and the reasons behind them, and quickly propose solutions. 6. Team Building and Management: Coordinate collaboration among internal teams such as e-commerce operations, content marketing, user operations, and campaign planning, and build an efficient, results-oriented team culture. Allocate resources reasonably, optimize workflows, and improve the team's overall execution capability. [Qualifications] 1. Bachelor's degree or above; majors in Marketing, E-commerce, Management, or related fields are preferred. 2. More than 5 years of internet e-commerce operations experience, including at least 3 years of management experience as an E-commerce Operations Director or Senior Operations Manager. Successful operations experience with maternal and baby users or medical device products is preferred; experience successfully leading e-commerce projects with sales scale above ten million is preferred. 3. Proficient in platform rules, with deep understanding of the operations rules, traffic allocation mechanisms, and advertising systems of mainstream e-commerce platforms (Tmall, JD.com, Douyin, etc.). 4. Excellent data analysis capability: proficient in using data analysis tools and able to independently extract and analyze platform data. 5. Rich marketing skills: extensive hands-on experience and successful cases in on-site traffic operations, off-site traffic acquisition, content marketing, social commerce, livestream e-commerce, and other areas. 6. Strategic thinking and business acumen: possess keen market insight and business sense, with the ability to develop clear strategies and drive execution. 7. Strong goal orientation and results drive, with excellent resilience under pressure and ability to solve complex problems. Passionate, self-driven, innovative, and enthusiastic about the e-commerce industry.
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	8. Good command of English Position Benefits: 1. Competitive compensation package: highly attractive base salary + high performance bonus + options/equity incentives. 2. Broad development platform: a core management position with direct participation in company strategic decision-making, full authorization, and room to perform. 3. Excellent team atmosphere: work together with a group of professional, open, and passionate colleagues. 4. Comprehensive benefits system: five social insurances and housing fund, paid annual leave, holiday benefits, training and development opportunities, etc.
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Application method: Please send your resume to: mao@e3ahealth.com