

Company: CurrentBody

Title: Trading Manager - APAC

Location: Alderley Business Park, Alderley, SK10 4ZE

Working format: Hybrid (1 day working from home).

Salary: Dependent on experience

Reporting to: Head of APAC

Who we are

We are the first company to recognise one of the fastest-growing trends in the world of beauty. With modern innovation allowing manufacturers to create devices that mimic the on-site technology used in treatments by professionals in salons, spas, and clinics, CurrentBody has brought together a complete selection of beauty devices designed specifically for home use.

We aim to offer the largest selection of safe, clinically proven electrical health and beauty products in the world, supported by a team with exceptional product knowledge and who provide excellent customer care.

CurrentBody has rapidly grown over the last 3 years, growing from a team of 13 to over 90, launching 16 international websites and successfully selling and distributing products to over 122 countries worldwide. Representing some of the world's top beauty brands such as L'Oreal, NuFACE and SmoothSkin, we are leading the way in the beauty device space.

The Role

We are looking for a senior level of Manager to take ownership of the APAC Trading.

This is a diverse role that relies on you having a good understanding of the Asia market, online buyer behaviour and the ability to understand how to analyse traffic, trends and make key trading decisions and work across acquisition channels to implement change rapidly.

Key Responsibilities

- Daily management of Hong Kong and Singapore D2C sites.
- Monitoring of data and managing KPIs for all e-commerce metrics.
- Management of all planned promotional and brand marketing campaign activities and daily ad-hoc trading proposals.
- Leading the APAC trading team.
- Leading key trading campaigns in Asia.
- Ownership of product and category performance across the APAC region, ensuring we are maximising the return from online traffic.
- Establishing a trading SOP across the APAC sites.
- Working with the Brand & Marketing teams to manage new product and brand launches across the sites.
- Working with Merchandising and Buying teams to secure top level product stock and promotional funding.
- Working closely with the APAC Marketing Manager to ensure APAC sites meet monthly KPIs (e.g. GP target, revenue target, CoS target etc). Supporting where necessary.
- Alongside our CRM Manager, launching automated and marketing emails.
- Working closely with SEO Manager, tailoring the central SEO strategy into each Asia market.
- Working closely with the Optimisation team to provide a seamless onsite customer journey that suits for Asian customers. Ongoing optimisation of all tools and implementation of new tools and functionality.

Skills:

- Native or fluent in English - both written and spoken
- Speak another Asian language (ideal but not essential)
- Advanced excel skills

- Excelling in a high-growth, fast-paced working environment willing to drive change and progress with the ability to inspire, motivate and engage those around you
- Experience in an e-commerce business, start-up or agency handling the online strategy and marketing channels (PPC, SEO, Email etc.)
- Highly numbers-driven individual able to evaluate successful strategic approaches based on set KPIs
- Highly organised, analytical, and comfortable presenting at all levels
- Ability to think both creatively and commercially
- Happy to work at both strategic and operational levels with a motivated international team of like-minded individuals
- Knowledge of Asia Beauty Market (ideally SEA like Singapore and Malaysia)