

上海马尔斯企业管理咨询有限公司市场经理 PDF转换可能丢失图片或格式，建议阅读原文

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理Market department and after-sale department Essential Duties and Responsibilities：主要职责（包括但不限于）：制定售后整体营销及规划战略 Make overall after-sale strategies.全面负责售后服务,营销规划日常工作,指导各品牌服务营销及规划,主管完成售后营销策划 Take charge of after-sale service and daily work planning. direct brands marketing and planning. plan after-sale marketing.规划配件销售和营销推广活动Plan part sales and promotion.对各品牌的售后服务运作及顾客满意方面提出改进建议 Provide suggestions to after-sale service and customer satisfaction improvement of all brands.管理、组织和监督服务营销及规划主管的日常工作 Manage, organize, and supervise marketing and planning.为各品牌的售后服务现场管理提供管理支持Assist with after-sale site managementJob Requirements

(Qualifications)任职要求：市场或营销等相关专业本科；Bachelor degree in market or marketing5~8年市场管理经验，以在汽车零部件或整车行业做过优先，有过品牌推广服务经验；5-8 years' work experience in market management, preferably in auto part or the whole auto industry, Have experience in brand promotion良好的英文沟通能力。 Proficient in both written and spoken English. Strong presentation skills. 100Test 下载频道开通

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