**LAZADA**

# Senior Manager, Business Intelligence

## Job Description:

Introduction to Specific BU/Country: The Business Intelligence team supports the Lazada business to drive data led decisions, collecting data from various sources to analyse metrics related to Buyers, sellers & our customers.

The role:

We focus on understanding big data, and act as a bridge between the technical and commercial side of business and uses data to align with strategic goals. If you like a good challenge and love to find new ways of interpreting data then you’re a perfect fit.

Key tasks and responsibilities:

* Be the expert in using data to measure and analyse business performance in each our markets and lines of business.
* Explore business issues/opportunities, uncover insights and/or identify targeted areas for business growth.
* Partner with management and operational teams to deep dive on core issues and use our data to find answers.
* Collaborate with various expert teams to rollout effective products/services and to expand data for building richer insights.
* Lead new data analytics capability rollouts and/or data-led initiatives throughout Lazada
* Monitor key metrics and alert the business on potential issues.
* Analyse operational efficiency and build business models to guide decision-making.
* Design market/business intelligence reports and performance measurement dashboards to share with senior management
* Daily/Weekly/monthly performance analysis to monitor the performance of business, to locate risk and to discover potential business opportunities.
* Perform ad-hoc business analysis, to drill down on certain business challenges, providing conclusions and advice based on data analysis.
* Help summarizing data analysis requirements to conduct data application projects (need communication with data tech team).

## Requirements:

* • Bachelor’s/Master Degree, preferably in Analytics, statistics, mathematics or business/marketing management
* 7 years + working experience in business performance analysis reporting, data analysis, with independent thoughts and insight.
* Experience in business, strategy and/or tech consulting would be an advantage
* Experience of managing teams and senior stakeholders.
* Ability to perceive opportunities from mass data
* Experienced SQL skill, as well as basic analytical tool such as SAS, SPSS etc.
* Experience in leading cross BU level analysis projects
* Excellent communication skills and interpersonal skills.
* Results and detail orientated with a strong emphasis on problem solving
* English is must, E-commerce experience is a plus

# Senior QA Engineer-Regional TechHub

## Job Description

As Lazada eLogistics products are growing more complex, the need for more robust testing, and more testing period, has grown exponentially. Reporting to the Head of Engineering, the Senior Manual QA Engineer will be part of small but epic team. In this position, you will work closely with our Back-End, Front-End and Product teams on a variety of initiatives. If you are looking for a position to take your career in QA to the next level, this may be the job for you.

Reporting to Technical Lead, you will be responsible for:

* Review product specifications and develop test plans for new products/features and ensure adequate test coverage.
* Create and execute test cases to ensure functionality matches requirements.
* Continuously improve existing test cases and processes to increase efficiency and reliability.
* Reproduce, isolate, and debug issues, providing detailed bug reports.
* Record all test results for each test suite and provide a high level summary for areas tested.
* Maintain proper documentation for new and existing functionality by working closely with Product Managers and Lead Engineers.
* Mentor and train junior QA members on new testing processes and techniques.

## Requirements

* In order to succeed in the role, you should ideally have:
* 3+ years of experience in manual QA and 2+ years of experiences in Automation
* 1+ years of experience in test design & test analytics.
* API testing experience highly preferred.
* Experience in Java is a plus
* Excellent verbal and written communication skills.
* Ability to learn new technologies quickly.
* Ability to work independently and be self-directed.
* Bachelor’s degree in Computer Science or equivalent.
* Upper Intermediate in English.

# Engineering Manager-Regional Tech Hub

## Job Description

As a Engineering Manager in LELTECH Team, you'll be part of an extremely motivated and experienced group of people. You'll help drive Lazada eLogistics platform and be a key contributor to business success. You'll work on stability, scalability and growth of our network operations, driving provision of operations and logistics solutions for more than 100.000.000 users in region, you will help our customers to get more than 9.5 million orders a month.

Responsibilities:

* Be a direct manager to a team of software developers and testers
* Sustain and improve development process (we are currently using scrum)
* Be a leader - motivate and inspire your team to deliver value to the company and its users
* Solve the majority of blockers and problems arising during the development process, escalate the remaining ones as soon as possible
* Be compliant with and help to spread Lazada company values within your team
* Build growth plans, help on personal improvements, evaluate each team member
* Take full ownership over a specific domain(s) within our logistics ecosystem
* Propose and facilitate both technical and product improvements
* Monitor performance, make necessary improvements to ensure stability of your services
* Taking architectural design decisions within your domain(s)
* Be a domain expert knowing both technical implementation and business requirements behind it
* Maintain documentation
* Constant value delivery
* Help to improve business and product requirements with technical insight by proposing innovative solutions
* Deliver projects within the committed timelines
* Support deployment and testing process (may require occasional business trips)
* Coordinate with other team leaders for delivery of complex projects
* Take a part in managing the roadmap of your team

## Requirements

* 5+ years of experience in Java as Software Engineer building web applications.
* 2+ years of managing the team of developers
* Excellent Java programming skills with understanding of JVM, IO and multithreading.
* Hands on experience with Spring framework including ORM, Transactions with Core Container and web services.
* Strong knowledge of OOP, design patterns, data structures and algorithms.
* Proficiency in working with relational database management systems under high load.
* Experience with the HTTP/REST/JSON-RPC protocols, docker and microservice architecture.
* A strong sense for code quality and experience with unit and functional tests
* Knowledge of Golang is a plus.
* A positive attitude, be proactive and a team player.
* The ability to work independently.
* Intermediate to advanced verbal English skills.
* Experience working in a fast paced e-commerce/internet organization and dynamic environment.

# Associate, Guided Shopping-General Merchandise

## Job Description

Key tasks and responsibilities:

Guided Shopping Associate acts as the business owner for all onsite performance management activities and performs as the main stakeholder for onsite with regards to the development of respective reporting tools and testing features of category performance on Lazada platform. The key responsibilities are to:

Guided shopping channels.

1. Search optimization.

* Conduct quality checks on search algorithm relevance for category’s top search keywords.
* Diagnose search feedback provided by users, for algorithm team to fix.
* Define category decision trees and optimize search performance
* Operate and optimize all search tools and pilot new tools basing on the category trends
* Participate in User Acceptance Tests (UAT) of new search tools.
* Perform competitive checks on search relevance and search features.
* Monitor search performance and deep dive onsite customer behaviour to identify areas of improvement.
* Build and maintain reports and draw basic conclusions based on analysis and business understanding.
* Manage search related requests of one venture (approval, execution and monitoring).
* Educate category team on Search topics and updates.

1. Other traffic channels : Feed, collection, Snowball

* Analysis on these channels performance, then to make action plan to improve .
* Connect with KAM & SE team to support sellers on these tasks to improve seller performance & increase traffic efficiency.
* Long term strategy to develop stable performance for thee traffics sources.
* Daily operation as a routine to increase CR%, guided GMV & guided IPV on Mega campaigns.  
    
   Livestream.
* Analysis on livestream channel performance to prepare next action plan.
* Deliver target by normal operation task to KAM team to hunt for seller livestream.
* Cooperate with S&P team on seller hunting & MKT on process for livestream.
* Strategy for Mega campaign planning to achieve target livestream : follower, guided GMV, CR%, IPV.

1. Other tasks : assigned by DOC & line manager Onsite Management

* Act as the business owner for all onsite performance management activities of category on Lazada platfor
* Be the main stakeholder for onsite with regards to the development of respective reporting tools and testing features
* Have a perfect knowledge of the different consumer platforms (web and app) and customer journeys
* Be the referent in category team to explain how App and website work and what are the functions of each vertical and how do optimize them
* Work closely with Category Director and corporate guided shopping counterpart on search/category (banners, landing page, ranking…), recommendation, collections, stores and overall navigation to improve the product and share the local business needs

1. Support the roll out of any new features as well as adoption rate

* Monitor and optimize each vertical of Customer Journey: Search, Findability, Collections, Official Stores, Store Builders to support category.
* Work with the consumer analytics team to define the key metrics framework for onsite optimization and performance.
* Think holistically about onsite performance in order to identify business opportunities to better support engagement, commercialization and monetization of category on the platform
* Act as subject matter expert (SME) for performance management and onsite metrics.
* Drive and execute the A/B and multivariate testing calendar and roadmap, ensuring delivery of actionable insights and best practice case studies.
* Work together with Analytics teams to create and optimize tracking and reporting framework
* Establish and maintain processes to communicate best practices across local Onsite teams
* Lead project management and communication for all local initiatives related to onsite performance management

## Requirements

* Qualifications in Business Administration, Web/ Apps Development.
* 02-to-03-years-experience in E-Commerce or Management Consulting experience
* Excellent on data management.
* Have a perfect knowledge of the different consumer platforms (web and app) and customer journeys
* Demonstrated ability to handle multiple tasks, to prioritize them and meet deadlines.
* Highly energetic and self-motivated, entrepreneurial attitude to quickly dive deep into issues to determine root causes of problems and implement scalable solutions
* Ability to work in a regional matrix and with stakeholders on a variety of levels, enforcing standards and guidelines.
* Excellent written and verbal communication and organization skills; fluent in English.
* Prior experience with content management systems.
* Prior experience with A/B or multivariate testing strongly preferred.

# Seller Supply-Manager, Business Analytics

## Job Description

Manager, Business Analytics is responsible for managing, analysing, deep diving business data performance of Seller Supply Function, including to:

* Take a lead on strategic Seller Supply projects, managing its scope, analysis, implementation and deliverables
* Work on data analysis to generate performance reports for Seller Supply operations
* Work with Head of Seller Supply in effectively monitoring the business analytical and business performance projects you are part of and drive data for business decisions and direction of Seller Supply.
* Prioritize mass and hunted inflow to guide acquisition and BD team
* Conduct new seller segmentation (0 to 90D) to provide specific support per segment.

## Requirements

Qualifications & Skills

* Bachelor’s Degree in Finance, Data Management, Business Administration or related field from an accredited higher learning institution.
* At least 03-year experience in data & business analysis. Ability and proven record in working with large data set
* Ability to communicate and work effectively with all levels of management
* Excellent communication, organizational skills, ability to manage multiple projects effectively
* This role requires an entrepreneurial individual with strong hands on eCommerce expertise
* Thrives in a fast-paced, collaborative environment, efficiently works under pressures, within deadlines or other time essential constraints.
* Flexible, adaptive and versatile attitude
* Proven ability to communicate with culturally diverse teams across a variety of functions
* Adept at problem solving and managing multiple projects efficiently and timely
* Attention to detail and inquisitiveness are a plus
* Have business acumen and good understanding of platform operation
* Familiarity with seller’s life cycle and Lazada’s ops is a plus
* Needs flexibility and ability to learn, coachable

# Manager, Campaign Planner-EL

## Job Description

* Report to Head of Horizontal Function, you will be responsible for:
* Plan and monitor solid year-round campaign planning with clear segmentation for Electronics category
* Coordinate with Campaign Team on mega/A+ campaigns with goal achievement
* Lead A campaign for category with goal achievement.
* Facilitate main category campaigns.
* Ensure that all the Campaign and its landing pages are presented to the highest standards, with the priorities of the customer front-of-mind.
* Ensure that the relevant departments, categories, business functions are represented and that appropriate product selections have been made.
* Develop the campaign marketing plan and define processes for high impact deals hubs like New Arrivals, Bestsellers and during Campaigns like Birthday, Shopping Festival 11.11, etc.
* Conduct long and short-term traffic planning that speaks to seasonal marketing strategies as well as long-term objectives, online and offline.
* Regularly manage and oversee the campaign Performance – daily, peak events, – working closely with Flash Sales Team and Key Account Management Team.
* Partnering with Online marketing team and Integrated Marketing, Guided Shopping team (Search, Ranking, Product Badge) to plan, develop, execute and analyse marketing campaigns across online and offline channels.
* Be a co-owner for the category campaigns, working with Integrated Marketing and Product teams to improve customer experience and build a robust, clutter breaking deals platform.
* Compile, analyse, and present performance metrics and enlighten potential opportunities for program growth.
* Establishing guidelines and best practice for the execution of category campaigns.
* Working with Customers Behavior Analytics / Business Intelligence team, local finance teams and marketing business intelligence teams to measure and report the results of your efforts.
* Work with the Marketing Solutions team to compile compelling sponsorship opportunities.
* Work with tech teams to drive hands-off-the-wheel deals automation

## Requirements

In order to success in this role, you should ideally have:

* Qualifications in Business Administration, Marketing.
* 5+ years of marketing/product management experience, handling marketing, promotions or loyalty programs for a consumer facing, ideally e-commerce or retail business of significant scale
* An experienced planner and project manager, with strong cross-team coordination skills. Must be comfortable operating at different levels in the organization, and across various teams – retail, creative, finance, analytics, product and so on.
* Strong data-driven decision-making skills, with demonstrated ability to dive deep into customer data and translate insights into opportunities.
* Strong written and verbal communication skills, ability to articulate ideas and persuade stakeholders.
* Strong organizational skills; able to manage multiple projects simultaneously and strong attention to detail.
* An ambitious self-starter with excellent communication and follow-through skills.
* Demonstrated ability and willingness to roll up sleeves and execute to get the job done
* Ability to work successfully in an ever-changing environment with competing priorities
* Fluent communication in both English & Vietnamese.

# Senior Manager, Campaign Planning-Fashion & FMCG

## Job Description

* Monitor solid year-round campaign planning with clear segmentation for category Fashion & FMCG (Health & Beauty, Mom Baby, Groceries)
* Coordinate with Campaign Team on mega/A+ campaigns with goal achievement
* Lead A campaign for category with goal achievement.
* Facilitate main category campaigns. Ensure that all the Campaign and its landing pages are presented to the highest standards, with the priorities of the customer front-of-mind. Ensure that the relevant departments, categories, business functions are represented and that appropriate product selections have been made.
* Develop the campaign marketing plan and define processes for high impact deals hubs like New Arrivals, Bestsellers and during Campaigns like Birthday, Shopping Festival 11.11, etc.
* Conduct long and short-term traffic planning that speaks to seasonal marketing strategies as well as long-term objectives, online and offline
* Regularly manage and oversee the campaign Performance – daily, peak events, – working closely with Flash Sales Team and Key Account Management Team.
* Partnering with Online marketing team and Integrated Marketing, Guided Shopping team (Search, Ranking, Product Badge) to plan, develop, execute and analyse marketing campaigns across online and offline channels.
* Be a co-owner for the category campaigns, working with Integrated Marketing and Product teams to improve customer experience and build a robust, clutter breaking deals platform.
* Compile, analyse, and present performance metrics and enlighten potential opportunities for program growth.
* Establishing guidelines and best practice for the execution of category campaigns.
* Working with Customers Behaviour Analytics / Business Intelligence team, local finance teams and marketing business intelligence teams to measure and report the results of your efforts.
* Work with the Marketing Solutions team to compile compelling sponsorship opportunities.
* Work with tech teams to drive hands-off-the-wheel deals automation

## Requirements

* Qualifications in Business Administration, Marketing.
* 8+ years of marketing/product management experience, handling marketing, promotions or loyalty programs for a consumer facing, ideally e-commerce or retail business of significant scale
* An experienced planner and project manager, with strong cross-team coordination skills. Must be comfortable operating at different levels in the organization, and across various teams – retail, creative, finance, analytics, product and so on.
* Strong data-driven decision-making skills, with demonstrated ability to dive deep into customer data and translate insights into opportunities.
* Strong written and verbal communication skills, ability to articulate ideas and persuade stakeholders.
* Ability to think and influence both quantitatively and qualitatively.
* Strong organizational skills; able to manage multiple projects simultaneously and strong attention to detail.
* An ambitious self-starter with excellent communication and follow-through skills.
* Demonstrated ability and willingness to roll up sleeves and execute to get the job don
* Ability to work successfully in an ever-changing environment with competing priorities
* Demonstrated track record of creative problem solving.
* Quick thinker with the ability to operate with a commercial and customer-focused view
* Fluent communication in both English & Vietnamese.