

# Job Description: E-Commerce Executive (SEA)

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Location: Southeast Asia (flexible hub: Singapore / Malaysia / Hong Kong)

Reports To: E-Commerce Manager (SEA)

Team: Regional E-Commerce

## Role Overview

We are looking for an E-Commerce Executive to support day-to-day operations across TikTok Shop, Lazada, and Shopee. This role is highly executional and detail-oriented, ensuring smooth marketplace operations, campaign participation, and content readiness. The ideal candidate is hands-on with marketplace systems, understands SEA consumer shopping behavior, and is comfortable working in a fast-paced environment with multiple promotions and campaigns running simultaneously.

## Key Responsibilities

- Marketplace Operations (TikTok, Lazada, Shopee):
  - Maintain and update product listings (pricing, content, stock availability).
  - Coordinate with the external enabler on store setup, fulfillment issues, and returns handling.
  - Ensure accurate execution of campaign and voucher mechanics on platforms.
- Campaign & Promotion Support:
  - Assist in preparing marketplace campaign submissions (e.g., 9.9, 11.11, 12.12).
  - Execute voucher uploads, bundle creation, and promotion settings.
  - Monitor competitor promotions and flag opportunities to the team.
- TikTok Shop & Live Operations:
  - Support TikTok live-stream setup (product tagging, voucher activation, traffic-driving activities).
  - Coordinate with influencers/hosts and ensure smooth execution of live sessions.
  - Track live campaign performance and provide quick feedback for optimization.
- Content & Merchandising Support:
  - Work with the Merchandising Lead to ensure PDPs are enriched with correct content and images.
  - Upload creative assets to campaigns, ensuring platform compliance.
  - Assist in A/B testing for content optimization.
- Reporting & Monitoring:
  - Generate daily/weekly reports on sales, traffic, and conversion for each marketplace.

- Track campaign and voucher performance, escalate anomalies to the team.
- Maintain dashboards for SLA monitoring with enabler.

## Requirements

- Experience:
  - 1–3 years of e-commerce operations experience in SEA markets.
  - Hands-on experience with TikTok Seller Center, Lazada Seller Center, and Shopee Seller Center.
  - Familiarity with marketplace campaign participation processes and promotional mechanics.
- Skills:
  - Strong attention to detail with the ability to manage multiple SKUs and campaigns.
  - Comfortable with data entry, reporting, and using Excel/Google Sheets.
  - Basic understanding of performance marketing and live commerce operations.
  - Proactive problem-solver with strong communication skills to coordinate with enablers, platforms, and internal teams.
- Education:
  - Diploma or Bachelor's degree in Business, Marketing, E-commerce, or related field.

## KPIs for Success

- Accuracy of product listings & campaign execution (error-free rate)
- On-time participation in marketplace campaigns
- SLA compliance (OOS, fulfillment, voucher activation)
- TikTok live campaign execution success rate
- Contribution to sales growth through operational efficiency