

## Job Title: E-commerce & Digital Growth Lead



### The Mission

We are bringing **Jarritos**, Mexico's most iconic soda, to **Taiwan**! As we embark on this exciting journey, we are looking for a founding team member to help us understand how Taiwanese consumers want to buy and enjoy our drinks. You won't just be "running ads"—you will be instrumental in building the digital blueprint for Jarritos in Taiwan from the ground up.

### What You'll Be Doing

- **Test & Learn:** Set up and manage basic advertising on **Google**, **Shopee**, and **Facebook/Instagram** to identify which platforms attract the best customers.
- **Storefront Ownership:** Take charge of our **Shopee** and **Coupa**ng pages. You'll manage listings, analyze competitors, and suggest improvements for our pages.
- **Social Experimentation:** Create and test engaging social media content to drive traffic. Help us determine if Jarritos is perceived as a "party drink" or a "foodie drink" in Taiwan.
- **Data Tracking:** Maintain a simple weekly log of performance metrics: "We spent X, we made Y, and Z people visited the site."

### Who You Are

- **A "Builder":** You thrive in the "0 to 1" phase and enjoy figuring things out without needing extensive manuals.
- **Platform Savvy:** You possess a basic understanding of how **Shopee** and **Coupa**ng operate and are comfortable navigating their settings.
- **Local Expert:** You are aware of current trends in Taiwan and can help us communicate effectively (both linguistically and culturally).
- **Adaptable:** Your daily tasks may change as we uncover new opportunities and learn what the market desires.
- **Language ability:** Chinese (Native or C2), English (Basic communication)

### The "Win" (KPIs)

Your success will be measured by:

- **Market Insights:** Can you provide insights into why people are (or aren't) buying?
- **Initial Traction:** Help us grow our first **100–500** loyal customers.
- **Efficiency:** Discover the most cost-effective ways to drive high-quality traffic to our store.

### Compensation

- **Flexible Part-Time Base:** Receive a stable hourly salary for your time.
- **Growth Bonus:** Earn a generous commission or bonus for the sales generated through the channels you manage.

**Contact:** Please mail your 中文 CV to [vectorimportstw@gmail.com](mailto:vectorimportstw@gmail.com).