

THE JOB DESCRIPTION

OF

OBI (CHINA) MANAGEMENT

SYSTEM CO., LTD.



组织结构的基本原则

企业组织结构是按照实现企业所设定目标而进行的分工和协作而确定的，它的设定对企业的成长具有战略意义，也是企业团队管理和人员管理的基础。

完整的组织结构的通常包括以下要素：部门，岗位，编制，级别和职务等级工作流程。

部门定义：在组织结构中，具有独立职能工作的部门组织单元。

在通常情况下，依职能专业化的原则，部门可分成生产（营运）部门，控制（监督）部门和支持部门。

部门职能的特点是：不因时间的改变而改变，不因上级的变化而变化，不因部门负责人的更换而更换。但在企业的成长阶段或部门尚不健全的情况下，可由管理层赋予某些部门一些特定的兼管职能，这是过度性的。各部门的职能只能相互衔接，不能重叠。

岗位定义：对员工按相对固定的工作分工而确定的职位结构。企业所有的岗位必须在组织结构中体现出来，企业的每个员工也都能从找到自己的位置。岗位中没有自己位置的人，不能在企业中发布指令。

在企业中通常有**正职**和**副职**的设立：在管理幅度比较大的，或工作时间长的企业或部门须设立副职。副职是正职的代表，在正职不在现场时，代理正职的工作。他接受正职的具体**授权**，可以在一定的时间内去指挥并完成一定的任务，副职必需正职的授权，正职有权按企业或部门的需要去调整副职的权限或决定。

企业为了发展的需要，设立副职可有利于高级管理人员的及时补充和提拔。

编制定义：为了完成组织结构中各部预定的目标，每个岗位需要一定数量的员工来完成。每个岗位人员定额的数量即为编制。编制应该相对稳定并通过高层的批准实行，不得随意增减。以便有效地将**工资总额**控制在预算中。

级别和职务等级定义：

级别是指企业组织结构中上下 左右的权利划分和实施领导职能的等级形式，上下级通过**指挥线**（汇报线）直接连结，上级通过授权和监督下级来实现公司的目标。如果在组织图上，上下级之间没有汇报线连接，则在通常情况下没有指挥和被指挥的关系。

等级是由企业通过对员工工作能力（产品知识，工作技能和态度）的综合评定而确定的员工工作的不同熟练程度的确定。

级别和职务直接和员工的工资待遇相联系和对应。

指挥系统的原则：

一个上级的原则，既一元化领导的原则；

服从的原则，下级必须服从上级；

管理逐级的原则：

具体表现为上级通过授权或命令的方式传达工作指令，并检查目标完成的情况。

上级对下级不可以越级指挥，但可以越级检查；

下级对上级不可以越级报告，但可以越级指挥。

有些情况如紧急或意外情况出现而直接上司不在场的前提下，可以越级。

流程定义：为了完成某项任务和目标所需要经过的不同部门的各个操作程序的总和。它具有连续性，依次性和跨部门性。在具体执行不能出现跳越某个环节的情况。

由于跨部门的工作在信息传递过程中会有一定失真，而导致部门关系的紧张，所以，跨部门的工作必须通过操作流程来体现，以确保工作中各环节的有效衔接和及时完成。最终使员工形成良好的工作习惯。

责任的界定：在日常工作中，每个部门都有其特定的工作使命，而每个部门工作的责任人为该部门的经理/主管，通常在处理公司异常情况或事件时：

1. 首先界定的是部门的职责；
2. 然后由责任部门（调查）确定个人的责任,并按相关规定予以处罚。

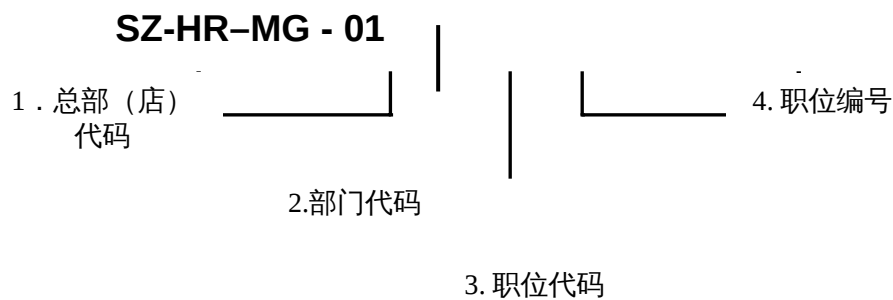
因此，企业凡出现意外事故或其它非正常的事件，责任的承担应该由责任部门和责任个人两个部分同时承担。

依据上述 5 个方面的要素，有必要对现有组织结构进行整理说明，使我们的员工更清楚各自的分工和定位，做到**各尽其职，各负其责**，并理解分工和协作关系的意义。由于篇幅和数量的关系，在**工作流程**方面，仅以人事部的一些工作流程为例，有必要的话，可另将企业各负责部门的操作流程汇总成册，供管理人员参阅，避免日后产生工作推委的情况。

欧倍德岗位说明书

代码说明

Job Code 说明：



	代码	说明	代码	说明
1.	SZ	总部	ST	商场
2.	MD	总经理室		
	SD	市场发展	SO	商场营运
	MC	采购中心	HR	人力资源
	FA	财务	IT	行政
	MK	市场部	AD	信息管理
3	GM	总经理		
	MG	经理	PM	采购经理
	CS	顾问	SP	主管
	ST	员工	SC	秘书

4.	PL	项目经理	AS	助理

MARKETING



Department Description

Dept. Name	Marketing	Report To:	Director General												
Head-count	6 Persons	Prepared Date:	President												
<p>1. Narrative Description :</p> <hr style="border-top: 1px dotted black;"/> <p>Being responsible for publicizing the company CI with the store operation activities in all means and to gain the maximum recognition from the public.</p>															
<p>1. Position Settlement(岗位设置) :</p> <hr style="border-top: 1px dotted black;"/> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">➤ Marketing Manager;</td> <td style="width: 20%; text-align: center;">1</td> </tr> <tr> <td>➤ Manager Assistant;</td> <td style="text-align: center;">1</td> </tr> <tr> <td>➤ PR. & Communication Manager;</td> <td style="text-align: center;">1</td> </tr> <tr> <td>➤ Event & Media Manager;</td> <td style="text-align: center;">1</td> </tr> <tr> <td>➤ Out-door Advertising Manager;</td> <td style="text-align: center;">1</td> </tr> <tr> <td>➤ In-Door Advertising Manager</td> <td style="text-align: center;">1</td> </tr> </table>				➤ Marketing Manager;	1	➤ Manager Assistant;	1	➤ PR. & Communication Manager;	1	➤ Event & Media Manager;	1	➤ Out-door Advertising Manager;	1	➤ In-Door Advertising Manager	1
➤ Marketing Manager;	1														
➤ Manager Assistant;	1														
➤ PR. & Communication Manager;	1														
➤ Event & Media Manager;	1														
➤ Out-door Advertising Manager;	1														
➤ In-Door Advertising Manager	1														
<p>2. Dept. Function & Major Duties : :</p> <hr style="border-top: 1px dotted black;"/>															

Be referred to the following areas to

PR. & Communication

Event & Media

Out-door Advertising

In-Door Advertising

4. Dept. Relation :

Internal: the Head Office Depts., the store operation;

External: the Media, the Suppliers, the advertising Agent and local authorization.

5. Dept. Evaluation :

Job Description

Job Title	Marketing Manager		Job Code	SZ-MK-MG-01	
Dept./Division	Marketing		Report to	Managing Director	
Salary Level		Prepared Date		Job Holder	
1. Qualification		A) Basic :			
Sex	<input checked="" type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Not Care	Marital Status	<input checked="" type="checkbox"/> Married <input type="checkbox"/> Unmarried <input type="checkbox"/> Not Care	Age	Between <u>30</u> and <u>45</u>
Residence	<input type="checkbox"/> Local <input type="checkbox"/> Non-Local <input checked="" type="checkbox"/> Not Care	Education	Min. Education Level : <u>College</u>	Major	English, Administration, or Management
English Requirement	<input checked="" type="checkbox"/> Very Good <input type="checkbox"/> Average <input type="checkbox"/> Not Care	PC Skill	<input checked="" type="checkbox"/> MS-Office <input type="checkbox"/> Programming <input type="checkbox"/> Others	Working Period Requirement	Min. <u>8</u> yrs.

Specific Skills		Diploma / Certificate		Working Location	Shanghai
B) Others :					
<ul style="list-style-type: none"> ➤ Bachelor degree or above; ➤ Minimum 5-year marketing experience in foreign company or related industry; ➤ Proven ability to create and implement a theoretical strategy while managing details for long- and short term goals; ➤ Be willing to take challenge and be able to build up and maintain company image; ➤ Initiative, creative, good leading skills, analytical skills, coordinating skills and strong interpersonal skills; ➤ Good command of spoken and written English, German is an advantage; ➤ Familiar with MS office software. 					
1. Narrative Description :					
<p>To setup, update and follow-up the marketing policy and strategy of the OBI's marketing objective according to the general guide of the Operation and the statistics from the market survey and other various means.</p>					
2. Duties & Working Contents:					

- Establish effective marketing strategies for business development and complete annually professional marketing plan
- Draw up marketing budget and prepare, when appropriate or required, expense budgets for marketing, advertising, PR activities and other promotional activities and ensure that budgets are not exceeded without prior approval
- Initiate and organize marketing related events such as nation wide PR and company self-promoting activities
- Closely monitor market changes, competitive movements and make appropriate suggestions to launch new programs
- Organize research work according to company's request, make market analysis report and execute corresponding measurement
- Build up the sound relationships with social media and advertising agency;
- Set up the Company Identity System and organize the CIS training

3. Job Relation:

Internal: the Head Office Depts., the store operation;

External: the Media, the Suppliers, the advertising Agent and local authorization.

4. Performance Review:



JOB DESCRIPTION

Job Title	Manager Assistant		Job Code	SZ-MK-AS-01	
Dept./Division	Marketing		Report to	Marketing Manager	
Salary Level		Prepared Date		Job Holder	
1. Qualification		A) Basic :			
Sex	<input checked="" type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Not Care	Marital Status	<input checked="" type="checkbox"/> Married <input type="checkbox"/> Unmarried <input type="checkbox"/> Not Care	Age	Between <u>30</u> and <u>45</u>
Residence	<input type="checkbox"/> Local <input type="checkbox"/> Non-Local <input checked="" type="checkbox"/> Not Care	Education	Min. Education Level : <u>College</u>	Major	English, Administration, or Management
English Requirement	<input checked="" type="checkbox"/> Very Good <input type="checkbox"/> Average <input type="checkbox"/> Not Care	PC Skill	<input checked="" type="checkbox"/> MS-Office <input type="checkbox"/> Programming <input type="checkbox"/> Others	Working Period Requirement	Min. <u>2</u> yrs.

Specific Skills		Diploma / Certificate		Working Location	Shanghai
B) Others :					
<ul style="list-style-type: none"> ➤ Good command of English and some knowledge of German; ➤ Good application of MS Office ; ➤ Vacation working experience in various businesses; ➤ Strong initiative and perseverance; ➤ Ability to work independently and efficiently. 					
1. Narrative Description :					
<p>In charge of the administrative work of MC and assisting manager in meeting arrangement, internal and external contact, filing and other daily work.</p>					
2. Duties & Working Contents:					

- Keeping protocol of various meetings and following up the operation of the issues mentioned in the protocol;
- Distributing the information from the store and the requirements of the manager to the related department or people in charge;
- Collecting the feedback from the PMs/CMs and reporting to manager in time;
- Assisting manager in filing, supplier contact and communication with other departments;
- Setting up certain regulations for the purpose of better internal control and overall image;
- Studying statistics and by processing with these figures, making it easier for the recognition of our strong and weak points and further for strategy making ;
- In charge of the administrative work of MC, such as presence record.

3. Job relation:

Internal: the Head Office Depts., the store operation,

External: the Media, the Suppliers, the advertising Agent and local authorization.

4. Performance Review:

JOB DESCRIPTION

Job Title	Project Leader		Job Code	SZ-MK-PL-01	
Dept./Division	PR & Communication		Report to	GM of Marketing Mgr	
Salary Level		Prepared Date		Job Holder	Jiang Fang
1. Qualification		A) Basic :			
Sex	<input checked="" type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Not Care	Marital Status	<input checked="" type="checkbox"/> Married <input type="checkbox"/> Unmarried <input type="checkbox"/> Not Care	Age	Between <u>25</u> and <u>35</u>
Residence	<input type="checkbox"/> Local <input type="checkbox"/> Non-Local <input checked="" type="checkbox"/> Not Care	Education	Min. Education Level : <u>College</u>	Major	English, Administration, or Management
English Requirement	<input checked="" type="checkbox"/> Very Good <input type="checkbox"/> Average <input type="checkbox"/> Not Care	PC Skill	<input checked="" type="checkbox"/> MS-Office <input type="checkbox"/> Programming <input type="checkbox"/> Others	Working Period Requirement	Min. <u>5</u> yrs.

Specific Skills		Diploma/Certificate		Working Location	Shanghai
B) Others :					
<ul style="list-style-type: none"> ➤ The professional skill of communication; ➤ Extensive knowledge of media; ➤ Familiar with the applications of MS-Office and other media software; 					
1. Narrative Description :					
<p>dealing with events in frame of PR & Communication, controlling the advertisement made by the headquarters and stores to propagate a consistent company image, being responsible for Broadcast and TV advertisement.</p>					
2. Duties & Working Contents:					

- PR Events, such as Christmas Party, Press Conference and Opening Ceremony
 - ◆ Plan making and preparation work
 - ◆ Related Organization work
- OBI Broadcast Advertisement
 - ◆ Channel selection and advertisement plan
 - ◆ Handling with advertising companies
 - ◆ Results collection
- OBI TV Advertisement
 - ◆ Film script confirmation and spot making
 - ◆ Channel selection and advertisement plan
 - ◆ Handling with advertising companies
 - ◆ Results collection
- Company Identity System

Observance, survey and collection of the information of related competitors, media and market etc.

3. Job Relation:

Internal: the Head Office Depts., the store operation,

External: the Media, the Suppliers, the Advertising Agent and local authorization.

4. Performance Review:

JOB DESCRIPTION

Job Title	Project Leader		Job Code	SZ-MK-PL-02	
Dept./Division	Media		Report to	GM of Marketing Mgr	
Salary Level		Prepared Date		Job Holder	Ling Congrong
1. Qualification		A) Basic :			
Sex	<input checked="" type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Not Care	Marital Status	<input checked="" type="checkbox"/> Married <input type="checkbox"/> Unmarried <input type="checkbox"/> Not Care	Age	Between <u>25</u> and <u>35</u>
Residence	<input type="checkbox"/> Local <input type="checkbox"/> Non-Local <input checked="" type="checkbox"/> Not Care	Education	Min. Education Level : <u>College</u>	Major	English, Administration, or Management
English Requirement	<input checked="" type="checkbox"/> Very Good <input type="checkbox"/> Average <input type="checkbox"/> Not Care	PC Skill	<input checked="" type="checkbox"/> MS-Office <input type="checkbox"/> Programming <input type="checkbox"/> Others	Working Period Requirement	Min. <u>5</u> yrs.

Specific Skills		Diploma / Certificate		Working Location	Shanghai
B) Others :					
<p>dealing with events in frame of PR & Communication, controlling the advertisement made by the headquarters and the member stores to propagate a consistent company image, being responsible for Broadcast and TV advertisement.</p>					
1. Narrative Description :					
<p>dealing with the plane design and the plane media execution (newspaper, magazine, etc.).</p>					
2. Duties & Working Contents:					

- PR Events, such as Christmas Party, Press Conference and Opening Ceremony
 - ◆ Plan making and preparation work
 - ◆ Related Organization work
- OBI Broadcast Advertisement
 - ◆ Channel selection and advertisement plan
 - ◆ Handling with advertising companies
 - ◆ Results collection
- OBI TV Advertisement
 - ◆ Film script confirmation and spot making
 - ◆ Channel selection and advertisement plan
 - ◆ Handling with advertising companies
 - ◆ Results collection
- Company Identity System
- Observance, survey and collection of the information of related competitors, media and market etc.

3. Job Relation:

Internal: the Head Office Depts., the store operation,

External: the Media, the Suppliers, the Advertising Agent and Local Authorization.

4. Performance Review:

JOB DESCRIPTION

Job Title	Project Leader		Job Code	SZ-MK-PL-03	
Dept./Division	Out-door Advertising		Report to	GM of Marketing Mgr	
Salary Level		Prepared Date		Job Holder	Sun Li
1. Qualification		A) Basic :			
Sex	<input type="checkbox"/> Male <input type="checkbox"/> Female <input checked="" type="checkbox"/> Not Care	Marital Status	Married <input type="checkbox"/> Unmarried <input checked="" type="checkbox"/> Not Care	Age	Between <u>25</u> and <u>35</u>
Residence	<input type="checkbox"/> Local <input type="checkbox"/> Non-Local <input checked="" type="checkbox"/> Not Care	Education	Min. Education Level : <u>College</u>	Major	English, Administration, or Management
English Requirement	<input checked="" type="checkbox"/> Very Good <input type="checkbox"/> Average <input type="checkbox"/> Not Care	PC Skill	<input checked="" type="checkbox"/> MS-Office <input type="checkbox"/> Programming <input type="checkbox"/> Others	Working Period Requirement	Min. <u>5</u> yrs.

Specific Skills		Diploma/Certificate		Working Location	Shanghai
B) Others :					
<ul style="list-style-type: none"> ➤ At least 2-3 years working experiences in related function. ➤ With strong sense of responsibility. ➤ Demonstrate ability in supervising and coordination. 					
1. Narrative Description :					
<p>Being responsible for all Ad. related affairs (specially outdoor media, CIS, Market Survey, Customer Development etc.) handled in accordance with company policy and procedure. Demonstrate extensive knowledge on Ad. & PR and has the ability to lead the whole project.</p>					
2. Duties & Working Contents:					

- Outdoor media
 - ◆ Media survey, analysis, plan and release supervision
 - ◆ Other related affairs
- Market Survey
 - ◆ Market survey and analysis (including economic background, competitors, market potential, media and etc.)
 - ◆ Survey report and suggestion
 - ◆ Other related affairs
- CIS
 - ◆ Company Identity System setup (including CIS handbook)
 - ◆ CIS training (VIS, MIS, CIS)
 - ◆ Other related affairs
- Customer development
 - ◆ OBI Bonus Card program
 - ◆ Customer development
 - ◆ Other related affairs
- Other affairs
 - ◆ Public Relations and Events etc.
 - ◆ Department work handling, management, coordination and controlling

3. Job Relation:

Internal: the Head Office Depts., the store operation,

External: the Media, the Suppliers, the Advertising Agents and local authorization.

4. Performance Review:

JOB DESCRIPTION

Job Title	Project Leader		Job Code	SZ-MK-PL-04	
Dept./Division	In-store-Advertising		Report to	GM of Marketing Mgr	
Salary Level		Prepare Date		Job Holder	Tang Bei
1. Qualification		A) Basic :			
Sex	<input checked="" type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Not Care	Marital Status	<input checked="" type="checkbox"/> Married <input type="checkbox"/> Unmarried <input type="checkbox"/> Not Care	Age	Between <u>30</u> and <u>45</u>
Residence	<input type="checkbox"/> Local <input type="checkbox"/> Non-Local <input checked="" type="checkbox"/> Not Care	Education	Min. Education Level : <u>College</u>	Major	English, Administration, or Management
English Requirement	<input checked="" type="checkbox"/> Very Good <input type="checkbox"/> Average <input type="checkbox"/> Not Care	PC Skill	<input checked="" type="checkbox"/> MS-Office <input type="checkbox"/> Programming <input type="checkbox"/> Others	Working Period Requirement	Min. <u>8</u> yrs.

<p>Specific Skills</p>		<p>Diploma/Certificate</p>		<p>Working Location</p>	<p>Shanghai</p>
<p>B) Others :</p>					
<ul style="list-style-type: none"> ➤ General knowledge of publicity; ➤ Creative Design, Promotional Policy; ➤ MS-Office, AutoCAD, the layout of the merchandising center; ➤ the implantation of the commodities; ➤ the effective evaluation. 					
<p>1. Narrative Description :</p>					
<p>General operation and support of the promotional activities by means of the Visual supporting materials and activities.</p>					
<p>2. Duties & Working Contents:</p>					

- The yearly promotional plan and the preparation of the media publicity;
- The collection of the promotional proposals and overall action and follow-up of the activities;
- To design and plan the shopping environment for the specific period of time such as the Grand New Opening; the Festivals, SP/PR Activities;
- The ordering and distribution of the promotional products /gifts such as Beaver, Key-Hanger, Pin & etc..
- The preparation of ordering and application of the store consuming products, POP, such as Posters, the promotional Signs;
- General survey of the CS and solutions for improvement;
- The general guide and support to the store Decoration Center;
- Annual Budget planning and control;
- The public relations
- The support of the relevant work of the other dept.,
- Other incidental work.

3. Job Relation:

Internal: the Head Office Depts., the store operation,

External: the Media, the Suppliers, the printing houses and local authorization.

4. Performance Review:
