

Torras Indonesia Recruitment Needs

【Submission Method】

Send your resume and preferred position directly to hutianyu@lanhe-tech.com. For any inquiries, feel free to contact this email address at any time. We will be happy to assist you.

Our official website: <https://www.torras.cn/join>

Learn more about us:

https://lanhevip.feishu.cn/docx/EUB9dwBOhoghZ6xTYbncQJNqnyc?from=from_copylink

Local Editor and Influencer Collaboration Specialist (Preferably with Editing Focus)

Location: Jakarta (On-site work required; remote work not accepted)

Employment Type: Full-time

Department: E-commerce Operations

Reporting Line: Regional Manager

I. Key Responsibilities

Localized Content Creation & Editing

- Edit and post-produce short videos for mobile accessories (high-frequency product launches). Prioritize editing skills over filming capabilities.
- Integrate Indonesian viral memes and online trends (e.g., TikTok BGM, dialect jokes) to enhance content engagement and user interaction rates.

Reinterpret provided script frameworks (supplied by China-based team) within Indonesian cultural contexts (e.g., Ramadan gifting, street fashion culture). Refine localized expressions in translated copy to prevent contextual errors from literal translations.

Pre-plan thematic content for major sales events (618, Double 11, Double 12). Produce “soft-sell” short videos (e.g., story-driven reviews, scenario-based product placements).

Influencer Partnerships & Collaborative Content Creation

Liaise with TikTok and Tokopedia influencers/MCNs/TSP agencies to identify creators aligned with mobile accessory product aesthetics (tech, geek, lifestyle niches), facilitating content co-creation and livestream collaborations.

Monitor influencer content metrics (completion rates, conversion rates), deliver post-campaign reviews with editing/script optimization recommendations.

Local Market Insights & Product Testing Support

Research Indonesian consumer electronics trends, assist domestic teams with new product testing (e.g., designing gold/gradient phone cases for Muslim audiences), and propose content creation directions.

Track competitors' localized content strategies and produce “cultural sensitivity” reports (e.g., avoiding religious taboos, color preferences).

II. Position Requirements

Mandatory Requirements

Language: Indonesian candidates must be fluent in Indonesian and capable of independently proofreading/translating copy; Chinese candidates must demonstrate Indonesian listening, speaking, reading, and writing skills (testing required).

Editing Skills: Proficient in tools like CapCut/PR/AE; must provide portfolio showcasing localized adaptation projects (template-based editing rejected).

Cultural Sensitivity: Deep understanding of Indonesian social media culture (e.g., TikTok viral challenges, Instagram aesthetic trends), with the ability to quickly capture local user sentiment.

Preferred Experience

1+ years of short video editing experience, preferably with e-commerce content (3C electronics/mobile accessories preferred) or MCN agency background.

Familiarity with TikTok e-commerce backend operations (product showcase links, live streaming control panel). Experience with live stream clip editing is a plus.

Chinese candidates must have lived/studied in Indonesia or served Southeast Asian markets within cross-border teams.

Soft Skills

Quickly grasp domestic scripts (e.g., “minimalist tech aesthetic”) and balance headquarters requirements with local implementation.

Adapt to fast-paced product launches (5-10 mobile accessories monthly) and handle high-intensity content production during major promotions.

Compensation

Indonesian Local Employees: RMB 3,000-9,000/month (includes performance bonus, capped)

Note: Salary negotiable, but candidates must provide salary verification documents (pre-employment background check required).

Indonesia Local Business Development Manager (Influencer Partnerships)

Location: Jakarta (Requires on-site presence)

Employment Type: Full-time

Department: Business Development

Reporting Line: Regional Manager

【I. Key Responsibilities】

Influencer Resource Development & Management

Establish connections, screen, and negotiate long-term partnerships with local influencers (KOL/KOC) on platforms like TikTok and Tokopedia, as well as MCN and TSP service agencies. Build a comprehensive database of Indonesian influencer resources.

Based on mobile accessory product characteristics (e.g., frequent new releases, consumer electronics attributes), precisely match influencers in tech, lifestyle, and consumer electronics verticals. Develop tiered collaboration strategies.

Regularly analyze influencer follower demographics, content metrics, and monetization capabilities to optimize the partnership roster.

Short Video & Live Streaming Collaboration Execution

Lead influencer content planning, including short video concepts (unboxing reviews, scenario-based product promotion) and live stream scripts (promotional events, product feature demonstrations), ensuring alignment with brand identity.

Coordinate internal teams (content, operations, supply chain) with external influencers/MCNs/TSPs to drive efficient project execution, controlling content quality and release schedules.

Monitor livestream metrics (viewership, conversion rates, GMV), produce post-event debrief reports, and propose optimization plans.

Localized Relationship Management & Ecosystem Insights

Gain deep understanding of Indonesia's TikTok e-commerce policies, traffic rules, and user preferences (e.g., Ramadan, Eid al-Fitr marketing), developing influencer collaboration strategies tailored to the local market.

Maintain long-term relationships with TikTok's official team and top MCNs/TSPs to secure priority access to platform resources (e.g., traffic support, event slots).

Conduct regular competitor influencer collaboration case studies and produce market trend reports.

II. Position Requirements

【Basic Requirements】

Indonesian candidates preferred; fluent in Indonesian and English (basic business Chinese communication skills a plus).

1-3 years of experience in business development, influencer management, or e-commerce operations; familiarity with TikTok/Tokopedia ecosystems.

Possess a network of local Indonesian influencers/MCNs/TSPs with deep understanding of regional content styles and user behavior.

Core Competencies

Strong negotiation skills: Independently negotiate contract terms and commission models (CPS/CPM, etc.).

Data-driven mindset: Proficient in TikTok Creator Marketplace and third-party analytics tools (e.g., NoxInfluencer, FastMoss).

Results-Oriented: Thrives under fast-paced work pressure, driving projects with GMV and ROI as core objectives.

Preferred Qualifications

Experience in live streaming operations or short-form video content production.

Familiarity with mobile accessory supply chain dynamics (e.g., new product release cycles, inventory management).

Prior experience at China-based enterprises preferred; adaptable to cross-cultural team collaboration.

Salary: RMB 3,000–9,000/month (includes performance bonus, capped system)

Assistant/Business Assistant

Location: Jakarta (Requires on-site presence)

Employment Type: Full-time

Department: Business Development

Reports to: Regional Manager

【Responsibilities】

1. Cultural Integration & Local Support

Assist in rapid familiarization with Jakarta's local culture, social etiquette, and daily life scenarios by providing cultural orientation and connecting with local resources.

Accompany on local social events and business meetings to help establish and maintain local networks.

2. Translation & Communication Coordination

Provide bilingual (Chinese-Indonesian) interpretation and written translation (e.g., meeting minutes, emails, documents) to ensure efficient and accurate cross-language communication.

Facilitate daily interactions with local staff and partners, resolve cross-cultural misunderstandings, and foster team collaboration.

3. TikTok Business Support (Required)

Participate in short video planning, filming, and post-production; assist with localized content creation (e.g., script translation, scene coordination).

Analyze local TikTok market trends and provide culturally relevant recommendations to optimize content reach.

4. Administrative & Operational Management (Preferred)

Arrange schedules, travel, and daily affairs; handle unexpected issues to ensure smooth business operations.

【Position Requirements】

1. Language Proficiency

Fluent in both Chinese and Indonesian (speaking, listening, reading, writing). Basic English skills are a plus (refer to similar job requirements on BOSS Zhipin).

2. Cultural Understanding

Familiarity with Indonesian culture, social customs, and local life in Jakarta, with strong cross-cultural sensitivity.

3. Experience Background

Prior experience in translation, assistant roles, or cross-cultural communication preferred. Familiarity with short video production or social media operations is advantageous.

4. Soft Skills

Strong communication skills, ability to thrive in high-pressure environments, rapid learning capacity, and problem-solving mindset.

Interest in TikTok or the short video industry, willingness to accommodate flexible working hours and short-term business trips.

Specific Compensation and Benefits

Salary Range:

Entry Level: Approx. IDR 8 million - 12 million/month (approx. RMB 3,700 - 5,500),

emphasizing bilingual proficiency and cultural adaptability.

Intermediate Level: Approx. IDR 12 million - 20 million/month (approx. RMB 5,500 - 9,200), requiring translation, cross-cultural coordination, and basic business support capabilities.

Indonesia E-commerce Operations Specialist (Shopee or TikTok)

Location: Jakarta (On-site work required; remote work not accepted)

Employment Type: Full-time

Department: E-commerce Operations

【I. Key Responsibilities:】

Platform Store Management: Oversee daily operations of Shopee and TikTok Indonesia stores, including product listing, listing optimization, pricing strategy development, and campaign submissions.

Sales Target Achievement: Develop and execute monthly/quarterly sales plans, accountable for core metrics including store GMV and profit margins

Content Operations & Promotion:

- Plan and produce short-form video content tailored to Indonesian market preferences
- Formulate TikTok livestreaming strategies to boost store visibility and conversion rates
- Manage social media accounts to enhance follower engagement and brand influence

Data Analysis & Optimization:

- Monitor core store metrics (traffic, conversion rates, sales, ROI, etc.)

Regularly produce operational analysis reports to adjust strategies based on data

Analyze competitor activities and market trends to inform product development and marketing decisions

Cross-Departmental Collaboration:

Partner with supply chain teams to ensure inventory management and logistics timeliness

Collaborate with marketing departments to plan and execute promotional campaigns

Coordinate with customer service teams to improve satisfaction and repeat purchase rates

Influencer Partnership Management: Identify and collaborate with local Indonesian KOLs/KOCs to plan co-branded promotional activities

【II. Qualifications】

Language: Fluent in Chinese; English as a working language with strong listening, speaking, reading, and writing skills; Indonesian speakers preferred

Professional Skills

Platform Proficiency:

Familiar with Shopee/TikTok platform rules, operational mechanisms, and promotional tools; proficient in ERP systems (e.g., BigSeller); capable of managing multiple stores

Data Analysis:

Skilled in using Excel, Google Analytics, and other data tools; data-driven operational mindset; ability to optimize strategies based on insights

Content Creation:

Basic skills in short video planning, filming, or editing (e.g., CapCut, Premiere); understanding of Indonesian market culture, customs, and content preferences

Marketing Promotion:

Familiarity with in-platform marketing tools (Shopee Ads, TikTok Ads, etc.); experience in

creating viral content and event planning

Soft Skills

Strong communication, coordination, and teamwork skills; quick learner capable of adapting to the Indonesian market environment

Strong resilience under pressure, capable of working efficiently in a fast-paced e-commerce environment

Innovative mindset and problem-solving abilities

Work Location

Jakarta, Indonesia (Requires permanent residency)

Compensation:

Local Indonesian Employees: RMB 3,000-9,000/month (Includes performance bonus, capped system)

(Negotiable based on experience and capabilities)