

Digital Marketing Expert

Location: Beijing

Starting date: ASAP

About the Company:

Our client is one of the world's leading French companies in the field of transport and tourism. Its Beijing office is currently recruiting one staff for the following position.

我们的客户是一家世界领先的交通运输，旅游业领域法国企业。现北京办公室招聘下述岗位一名人员。

Mission:

- Define, execute, and monitor sales strategies for the company's digital platforms, online flagship stores, leveraging social media and localization of the international transport platforms.
利用社交媒体和国际交通运输领域公司本地化为公司的电子平台制定、执行和监控销售战略。
- Increase digital channel performance and customer satisfaction on our websites and Apps.
提高公司网站和应用程序的数字渠道绩效和客户满意度。
- Initiate and coordinate e-campaigns with central E-Sales teams and local agencies.
与中枢电子销售团队和当地代理商开展并协调网络广告活动。
- Increase the company's social media presence and fan base.
增加公司的社交媒体影响力和粉丝群。
- Manage and develop relationships with partners including Transport Partners, Digital partners and OTAs.
管理和发展与公司合作伙伴的关系，包括交通运输企业、数字企业和在线旅游平台。
- Manage relationships with key stakeholders, Digital, Revenue Management, Sales Development, Global Distribution (OTAs) and other departments involved in Digital activities and projects.
管理与关键利益相关者、数字、收入管理、销售开发、全球分销（在线旅游平台）以及参与数字活动和项目的其他部门的关系。
- Contributes to build the company's brands in Greater China Region.
为公司在大中华地区的品牌建设做出贡献。

With over 10 years of experience, CCI FRANCE CHINE Recruitment Department supports companies in their recruitment needs and helps candidates find a professional opportunity across China.

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Requirements:

- In depth knowledge of the Chinese digital ecosystem
深入了解中国数字生态系统
- Working experiences in the field of transport, tourism and digital marketing is preferred
有交通运输、旅游领域数字营销工作经验者优先
- Proven track of success in Digital Sales
有成功数字销售经验
- Interpersonal skills
掌握人际交往能力
- English, Mandarin, French & Cantonese are a plus
掌握英语、普通话，法语和粤语为加分项

Application:

Please send your resume to: **bj-hr@ccifc.org**

有意者请将简历投递至邮箱: **bj-hr@ccifc.org**

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