

Digital Marketing Specialist

Location: Beijing

Starting date: ASAP

About the Company:

Our client is a French company in the production of meat in the livestock industry, but also provides technical services, consulting services, and the company is currently expanding its business and growing rapidly.

我们的客户是一家法国独资公司，是主营畜牧业设备批发及售后服务，鲜肉，饲料添加剂，清洁剂等批发，提供技术服务，咨询服务的公司，公司目前正在扩大业务，飞速发展。

Mission:

- Responsible for writing and publishing part of the company's WeChat, Weibo, and other social media platforms (PR, festival and industry event articles).
负责公司微信公众号、微博、头条号等社交媒平台的部分文案（公关稿件、节日及行业大事件内容）写作和发布。
- Responsible for planning, editing, and maintaining daily push content on WeChat/Weibo.
负责公司官方微信、微博日常推送内容的策划、编辑、维护。
- Responsible for the promotion of social media official account and increase the number of effective fans of each platform.
负责新媒体公众号的推广，提升各平台的有效粉丝数量。
- Responsible for writing online promotional copy, design promotional images, and edit videos.
撰写线上推广文案，设计宣传图片、视频编辑。
- Responsible for the statistical summary and analysis of social media operation data, summarizing experience and adjusting strategies.
负责新媒体运营数据的统计汇总和分析，总结经验与策略调整。
- Responsible for building the company's online brand based on the company's strategic goals, including brand positioning, brand strategy, brand creativity, and promotion.
根据公司战略目标，负责公司线上品牌建设工作，包括品牌定位、品牌策略、品牌创意及宣传等。
- Connect with BU and industry media, assist in editing professional copywriting.
对接业务线与行业媒体，协助编辑专业性文案。

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- Design and production of company brochures, advertisements, and other materials.
公司画册、广告等物料设计制作。
- Cooperate with other work.
配合市场部其他工作。

Requirements:

- Bachelor Degree.
大学本科学历。
- At least 1 years of experience in social media operations; agricultural industry preferred.
一年以上微博、微信等社交媒体运营经验；农牧业行业优先。
- Proficient in using PS, AI, InDesign, and video editing tools.
熟练使用 PS, AI, InDesign, 及视频剪辑工具。
- Familiar with online traffic driving, analyze data and optimize digital marketing plan.
熟悉流量获取渠道，能根据数据做出一定的分析及优化数字营销方案以帮助销售及销量。
- Have content writing skill, familiar with digital marketing and social media marketing.
有一定的软文，内容撰写能力，熟悉数字营销。
- Work diligently and responsibly, be proactive, and be good at communication; Market oriented thinking.
做事认真负责，积极主动，善于沟通；拥有市场导向思维。
- English/French communication ability.
可用英语或法语进行沟通交流。

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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