Digital Marketing and Content Manager

Location: **Yuyao, Zhejiang. Remote work available**
Starting date: **ASAP**

ABOUT THE COMPANY
Our client provides prototyping and low-volume manufacturing services using multiple production technologies, helping businesses turn ideas into finished products.

Role Overview
They are looking for someone who enjoys writing, creating content and making websites and social media useful to customers. Your priority will be to develop the company's online presence and help generate relevant enquiries. You will work with their sales and technical teams and coordinate their external digital agencies.

RESPONSIBILITIES

1. Website and content

- Write and publish clear English content for their website, including articles, service pages and customer case studies, with input and technical validation from their engineers.
- Keep website content, images and links up to date. Coordinate technical maintenance and improvements with their web partners.
- Collect project stories, photos and short videos from their teams, respecting customer confidentiality and publication approvals.

2. Social media

- Build a content calendar with a strong focus on LinkedIn, covering their projects, manufacturing processes, expertise and team.
- Create and schedule posts, visuals and short videos with support from their digital agency. Monitor comments and messages and pass enquiries to the sales team.

3. SEO and paid search

- Coordinate our SEO agencies for France, Germany and the US, turn their recommendations into content tasks, and follow up on delivery.
- Help define paid search priorities with their SEA agency and management. Review campaign results, suggest improvements and track the agreed budget.

4. Other marketing responsibilities

- Prepare and coordinate 3–4 newsletters per year, working with the sales team on relevant topics and content.
- Update brochures, presentations and other sales materials, and maintain an organised library of photos, videos and brand assets.

- Support trade fair preparation and follow-up, and coordinate annual customer gifts.
- Track marketing spending and prepare a simple monthly report on website enquiries, content performance, LinkedIn activity and agency progress.

REQUIREMENTS

- Excellent written and spoken English, with the ability to write clear, accurate and engaging content. Experience studying or working abroad is a plus.
- Practical experience in digital marketing, content creation or social media, with examples of your work to share.
- Comfortable updating a website through a content management system, such as WordPress, and using tools for visuals, newsletters and basic video editing.
- A working understanding of SEO, paid search and website analytics, and the ability to work effectively with specialist agencies.
- Curiosity about manufacturing and technical subjects. You enjoy asking questions and turning complex information into content that customers can understand.
- Organized and proactive, with good attention to detail. You can manage several tasks, follow deadlines and collaborate with colleagues across teams.
- Experience in B2B marketing, manufacturing or an international business would be an advantage.

APPLICATION

Please send your CV in English, a short introduction and 2–3 examples of relevant work, such as articles, website pages, LinkedIn posts, newsletters or videos to: sh-recruitment@ccifc.org. Briefly explain your contribution to each example and include your availability.