Digital Project Manager (Digital Marketing), Greater China

Location: **Shanghai**
Department: **Digital, Greater China**
Reporting line: **Digital Director**
Starting date: **ASAP**

ABOUT THE COMPANY
Our client is an international communications and events consultancy with a growing Greater China presence, offering PR, digital marketing, brand content and event solutions.

MISSION
As the Digital Project Manager, you will oversee all tactical aspects of assigned digital marketing projects, ensuring that business and client objectives are achieved and that high quality is maintained throughout the project lifecycle.
The Company is entering a new phase of growth, broadening its client portfolio, its sectors and its range of solutions beyond integrated campaigns. Digital is a key lever of this diversification: you will run digital projects for our existing clients, and bring digital expertise into events and public relations engagements delivered with the company.
You should have a strong understanding of China's digital landscape and customer experience in at least two of the following industries: F&B, tourism, fashion, or luxury. You should also be able to leverage advanced technical and digital initiatives within the China ecosystem to deliver a seamless customer experience.

RESPONSIBILITIES

PROJECT DELIVERY & TEAM LEADERSHIP

- Lead the project team to deliver high-quality projects on time, on budget and within scope.
- Own project planning: timelines, budgets, resourcing and risk management; run regular status meetings and escalate issues early.
- Act as day-to-day contact for clients on digital projects; brief and steer creatives, developers and production partners.

DIGITAL STRATEGY & CREATIVE CONCEPTS

- Support the Digital Director in defining digital strategies aligned with client requirements.
- Contribute to brainstorming for digital campaigns, including trending topics, festive moments, incentive mechanics, etc., and develop innovative concepts and project ideas based on a strong understanding of business and client needs.
- Contribute to pitches and proposals with the Growth & Innovation Director: digital recommendations, planning and budget estimates for new clients and new sectors.

DIGITAL EXECUTION & CHINA ECOSYSTEM

- Coordinate with vendors and partners to ensure coherent execution across digital platforms, including social media, SEO/GEO, influencer campaigns, WeChat mini-programs, Xiaohongshu, Douyin, livestream and e-commerce platforms, etc.
- Integrate digital layers into events and PR projects (registration and on-site mini-programs, livestreaming, social and KOL amplification) in coordination with the Group's event and PR teams.
- Set up CRM and omni-channel tracking, and ensure compliance of campaigns with Chinese data-privacy regulations (PIPL) and platform rules.
- Explore and test AI-powered tools and formats (content, automation, analytics) to improve quality and efficiency of delivery.

VENDOR & BUDGET MANAGEMENT

- Select, brief, negotiate with and evaluate vendors (KOL agencies, developers, production partners); follow purchase orders and invoices with the Finance team and control project margins.

PERFORMANCE, ROI & REPORTING

- Support ROI forecasting and analysis to bring greater value to clients.
- Build campaign dashboards and post-campaign reports, with clear recommendations for the client and for internal learning.

MARKET INTELLIGENCE

- Track major digital marketing trends, best practices and innovations in the China market, and share insights with the company.

REQUIREMENTS

EXPERIENCE & QUALIFICATIONS

- Bachelor's degree or above.
- Minimum 3 years of experience in the F&B, tourism or luxury/fashion industry (or in other sectors targeted by the agency, such as beauty, health or institutional clients).
- At least 2 years of project experience in digital, CRM, omni-channel, or related domains.
- Proven experience managing budgets and external vendors.
- Tech-savvy and passionate about exploring high-tech and advanced practices.
- Strong planning, multitasking, and project management skills.
- Strong aesthetic sense and brand-image awareness.
- Excellent communication and relationship-management skills.
- Adaptable to change and uncertainty, with the flexibility to thrive in a fast-paced, start-up, and multicultural environment.
- Experience in an advertising/digital agency is a plus.

TECHNICAL REQUIREMENTS

- Proficient in Microsoft Office (Word, Excel, PowerPoint), especially Excel and PowerPoint.
- Excellent written and spoken English and Mandarin Chinese are required.
- French is a plus.
- Proficiency in design/video editing tools is a plus.
- Familiarity with analytics and social listening tools used in China is a plus.

INTERPERSONAL REQUIREMENTS

- Detail-oriented and precise.
- Logical thinker.
- Positive attitude and strong team player.
- Self-starter with initiative and a strong sense of ownership.
- Strong interpersonal communication skills.

APPLICATION

Please send your CV in English to: sh-recruitment@ccifc.org.