

## Digital Marketing Specialist

### Company

Our client is a leading brand international group of tourism real estate, its Chinese branch based in Shanghai Jing An district.

### Responsibility

- Participate in official accounts on social medias, including account operation, brand communication, promotion of tourism properties, etc.; assist in communication and cooperation with external media, agencies, and other brands
- In charge of organizing, planning, and preparing online platform content updates, such as website, mini program, Douyin and WeChat Channel.
- Participate in digital marketing activities, including website, SEO/SEM, EDM, KOL, online advertising activities, etc. Analyze and evaluate work every day, and report based on data analysis.
- Participate in advertising materials and creative proposals
- Monitor and collect market information on the investment and operation industry of tourism real estate in the Chinese market, regular market benchmark and competitor analysis
- Participate in the expansion of digital cooperation channels and marketing platforms
- Summarize the daily reports and creative proposals
- Assist in communicating between different departments of the company, especially deal with demands from sales team

### Requirements

- Bachelor or master's degree, majors in journalism, advertising, marketing, brand communication strategy and business related.
- Some experience in social media operations, strong marketing writing skills, and experience in brand official WeChat account, WeChat KOL or Douyin operation is preferred.
- Working experience in real estate/tourism real estate/hotel/resort industry is preferred.
- Fluent in English, with excellent Chinese writing skills, fluent French will add points.
- Have a strong acumen for social media, digital marketing trends, industry reports, and expert analysis, and be good at market analysis.
- Have a good teamwork spirit, work proactively, have a strong sense of responsibility, and have a strong ability to withstand pressure.
- Have a strong continuous learning ability, good at multitasking, good at finding solutions.
- Proficiency in Office software, excellent PPT and Excel skills, and PS, AI, PR, IMovie and other image and video processing software will be preferred.
- Working experience in a foreign company or studying abroad is preferred.

*Please send your resume to: [sh-recruitment@ccifc.org](mailto:sh-recruitment@ccifc.org)*

## 数字营销专员

### 公司介绍

我们的客户是一家国际旅游地产领军企业，其在中国的分支机构位于上海静安寺。

### 岗位职责

- 负责社交媒体平台的运营管理、品牌传播及度假房产项目市场营销，协助与媒体、广告方及合作品牌的沟通与合作
- 参与组织、策划及执行新媒体平台的内容更新，如抖音、视频号等，拍摄并剪辑视频
- 执行数字营销活动，包括网站、SEO/SEM、EDM、KOL、在线广告活动等。每天对工作进行分析和评估，并根据数据分析报告
- 制作广告营销素材，参与素材创意提案
- 监测并收集中国市场文旅地产投资及运营行业的市场信息，负责市场调研，竞品分析
- 参与拓展数字化合作渠道及营销平台
- 总结汇报市场部日常工作及创意提案
- 协助公司各部门之间的沟通

### 岗位要求

- 本科或硕士，新闻、广告、市场营销、品牌传播战略及商科相关专业
- 有一定的新媒体运营经验，营销文案写作能力强，有品牌官方微信账号、微信 KOL 大号或抖音运营经验者优先
- 有房地产/文旅地产/酒店/度假村行业工作经验者优先
- 英语听说读写流利，拥有优秀的汉语写作能力，法语流利者加分
- 对新媒体、数字化营销趋势、行业报告、专家分析有很强的敏锐度，善于做市场分析
- 有良好的团队合作精神，工作积极主动、责任心强，抗压能力强
- 喜欢迎接挑战，持续学习能力强，善于多任务处理，善于寻找解决方案
- 熟练掌握 Office 办公软件，优秀的 PPT 和 Excel 技能，掌握 PS、AI、PR、iMovie 等图片、视频处理软件者加分
- 有外企工作经验或海外留学经历更佳

请寄简历至: [sh-recruitment@ccifc.org](mailto:sh-recruitment@ccifc.org)