

Communication Manager

Location: Shanghai

About the company

Our client is a leading worldwide shipping group present in more than 160 countries.

Mission

As the Communication Manager, you will work closely within China communication team to manage the communication needs in the Greater China cluster region, and report to the Communication Director directly.

Responsibilities

1. Communication:

- Manages the development and execution of comprehensive communications and brand strategies that align with CMA CGM China' overarching goals and values, ensuring all initiatives support the company's vision.
- Oversees and ensures the consistency of brand positioning and tone of voice across all brand touchpoints and communication channels, maintaining a unified and recognizable brand identity.
- Drives the planning and execution of integrated external communications and brand strategies, ensuring the seamless implementation of campaigns that effectively reach and engage target audiences, such as trade shows, exhibitions, naming ceremonies, client events, etc.
- Basic understanding of the shipping and logistics industry with past corporate communication/marketing experience, the ability to communicate effectively with regional and head offices in English.
- Facilitates cross-functional collaboration with internal and external stakeholders such as event organizers, vendors and department heads to synchronize communication efforts.
- Supports the internal communication campaigns and activities, including internal CSR events management, HR/IT campaigns, etc.
- Familiar with the common communication tools such as WeChat, newsletter, video tools, ability to learn to adapt to the changing communication landscape, such as AI tools.
- Establishes performance objectives, monitors progress, and provides regular feedback, ability to work independently with proven record.
- Manages budget allocation and resource planning to ensure efficient execution of communication and brand activities, maximizing return on investment and achieving strategic goals.
- Build up solid relationships with our external partners, such as shipping logistics organizations, chambre of commerce, media, etc.

2. Marketing support:

- Act as a key contact for the APAC marketing development, take the leadership to ensure the proper marketing materials adaptation from head office, such as flyers, brochures, corporate deck, videos, etc.

- Ability to identify and drive local marketing campaigns to support local business development.
- Guides to the creation of compelling Marketing content across various formats for communications and brand activations, ensuring alignment with target audience preferences and reinforcing key messaging.
- Ensure the highest standard in language quality in Chinese and English spoken and written language communication.

3. Strictly follow the company's and local agency compliance rules. Be responsible for any other assignments as and when requested by Company Management or ARO/HO Management.

Requirements

- Bachelor's degree (or equivalent) in Communications, Marketing, International Business, or a related field.
- 8+ years' experience in Corporate Communications or Marketing.
- Knowledge of the shipping and logistics industry is strongly preferred.
- Proven project management and strategic planning capabilities.
- Hands-on experience in marketing campaign management, from ideation to execution.
- Strong problem-solving and conflict management skills.
- Demonstrated ability to drive process and continuous improvement.
- Solid understanding of corporate communications principles and marketing best practices.
- Excellent communication and interpersonal skills, with the ability to engage effectively with diverse internal and external stakeholders.
- Strong spoken and copywriting skills in both English and Chinese; proficiency in French is a plus.
- Self-motivated and able to perform responsibilities with minimal supervision.
- Results-driven, with the ability to take initiative and lead independently.
- Commitment to the highest standards in ethical conduct.

Please send your resume to: sh-recruitment@ccifc.org