

## Marketing Specialist

### Company

Our client is an international group of tourism property, its Chinese branch based in Shanghai at Jing An district.

### Responsibilities

Marketing Specialist oversees the marketing & communication contents, material, and events for promoting company's property projects, and should contribute to the achievement of the team KPI and better awareness of the company in the tourism property market.

- Participate in team work to manage corporate official accounts and other social medias platforms, responsible for account operation, brand communication, promotion of tourism properties, etc.
- Assist in communication and cooperation with external media, agencies, and other partner brands
- In charge of planning, organizing, and executing online and offline events, including property projects launching ceremony, roadshow, sales event, co-branding event, high-end expo, press conference, investment forum, VIP dinner, sponsoring event, PR event, etc. review and analyze the performance of events
- Participate in developing new marketing cooperation/ co-branding opportunities
- Assist in preparing marketing promotion plan and materials for new/existing property projects, contribute creative ideas for promotion planning.
- Monitor and collect latest information and trends about tourism property, track and analyze relevant data
- Regular market benchmark and competitor analysis
- Prepare daily reports and creative content & events 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 advertising, marketing, brand communication and business-related majors
- Interest in tourism market, hotel and resort management, tourism property
- Overseas study or work experience is preferred, fluency in English, French is a plus
- Experience in new media operations, strong copywriting skills, experience in operating brand's WeChat account or WeChat KOL is preferred
- Internship or work experience in real estate/cultural tourism real estate/investment industry is preferred
- Have a strong sensitivity to latest industrial news, trends, industry reports, and good at analyzing
- Strong creative ability, strong marketing thinking and logic, strong online/offline event planning ability, event hosting experience is a plus
- Strong communication and social skills, good teamwork spirit, and start-up spirit
- Like to meet challenges, strong learning ability, good at multitasking and finding solutions
- understand and agree with the corporate culture, has a strong sense of work responsibility, and can deal with pressure
- Proficiency in Office software, Photoshop, AI, video editing is a plus

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

## 市场营销专员

### 公司介绍:

我们的客户是一家全球旅游物业集团，他们在中国的分支机构位于上海静安寺附近。

### 岗位职责:

- 负责新媒体官方账号、社交媒体的运营管理、品牌传播及度假房产项目的推广营销，协助与媒体、广告方及合作品牌的沟通与合作的对接
- 参与组织、策划及执行线上/线下活动工作，包括但不限于房产项目开盘、路演活动及项目推广活动，品牌联名活动，高端展会，新闻发布会，投资论坛，VIP晚宴，赞助商活动，公关活动等，并针对活动效果进行复盘分析
- 协助对度假房产项目的市场推广计划，筹备并跟进项目推广活动，为推广计划贡献创意及想法，并跟进制作后续的市场营销素材
- 监测并收集中国市场文旅地产投资行业及市场的最新信息，负责市场调研，市场数据跟踪及分析
- 参与拓展新的品牌合作渠道
- 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，广告、市场营销、品牌传播战略及商科相关专业
- 对文旅市场、酒店及度假村运营、度假房产感兴趣
- 有海外留学或工作经验者优先，英语或法语流利加分
- 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或微信KOL 大号运营经验者优先
- 有度假村品牌/房地产/文旅地产/投资行业实习或工作经验者优先
- 对投资领域新闻热点、趋势、行业报告、专家分析有很强的敏锐度
- 创意能力强，市场营销思维逻辑强，线上/线下活动策划能力强，有线上/线下活动主持经验者优先
- 沟通及社交能力强，有良好的团队合作精神、具有初创企业精神
- 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
- 认同企业文化，工作责任心强，抗压能力强
- 熟练掌握 Office 办公软件，掌握 Photoshop、AI、iMovie 等图片、视频处理软件者加分。