

Digital Marketing Manager: 数字营销经理

Company

Our company client is the Chinese subsidiary of French Center Parcs Group, which is the European leader in local tourism. Our company client has now a Joint Venture in China. The Joint Venture will be a leading platform in China for the design and operation of a new type of tourism destinations / resorts inspired by the concepts of our company client products in Europe.

The Group's holding company is listed on the Paris stock market on the NYSE Euronext Paris index.

Job Location: Based in Shanghai – JingAn District

Responsibility

- Plan, execute and manage digital marketing campaigns, including Website, SEO/SEM, EDM, KOL, online advertising campaigns, etc. Analysis and evaluate the work on daily basis and reporting according to data analysis
- Create social media strategy, manage and maintain social media platforms.
- Online Media buy: cooperate with online medias, negotiate the deal, create the planning, content management and reporting.
- Measure and report performance of all digital marketing campaigns and make the evaluation planning according to the goals and company success.
- Identify digital trends and insights of real estate sector, and optimize cost and performance based on the insights
- Analyze and evaluate end-to-end customer experience across our digital ecosystem and customer touch points
- Control and evaluate the digital cost and ROI.
- Weekly and monthly Digital Marketing ROI report, cost report, content analysis report and other related reports, make the improvement plan in the same time.
- Purpose new ideas and new digital tool make sure the company is always at the front of digital innovation.
- Cooperate and support frequently other teams and team members

Requirement

1. Bachelor or master degree, major in marketing or business related
2. Fluent in English required, good written skills in Chinese
3. At least 5 years of experience in digital marketing and has remarkable digital campaign experience.
4. Experience in identifying target audiences and create new digital campaigns
5. Media buy experience, good communication skill with media and KOLs
6. Analytical skills and data-driven thinking
7. Experience of SEM/SEO and different social media channels

8. Excellent team spirit and cooperative awareness to engage the collective success
9. Strong sense of responsibilities and initiative
10. Experience in an International company or have overseas experience
11. Experience with Adobe Creative Suite & good skills of PPT and Excel

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