

## Marketing & Communication Specialist

### 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

- In charge of corporate 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
- Participate in organizing, planning and preparing online webinar events, take in charge of hosting online and offline events
- Participate in preparing and organizing different kinds of 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.
- Participate in preparing marketing promotion plan and materials for new property projects
- Elaborate new marketing material and marketing tool plan with creativity
- Monitoring and collecting newest information and trends about overseas property investment& china tourism property investment, tracking and analyzing relevant data
- Participate in developing new marketing cooperation and co-branding opportunities and finding new marketing platforms
- Prepare daily reports and creative content& events proposals
- Assist in communicating between different departments of the company

### Requirement

- Bachelor or Master's degree, journalism, advertising, marketing, communication strategy related majors or with business school profile
- Overseas study or work experience is better, English or French speaking is better
- Have social media operation experience, good at writing marketing content, with work experience of operating brand official wechat account or Wechat KOL account is better
- With internship or work experience in real estate/tourism property/finance/investment related industries is better
- Strongly responsive to investment related news, trends, industry reports and expert analysis
- Very creative, have good sense of marketing promotion and online/offline activities planning, with experience of hosting online/offline events is better
- Good at communication and net-working, with strong team spirit
- Like to meet challenges, have strong and continuous ability of learning, good at multi-tasks and finding solutions

- Appreciate corporate culture, have strong sense of responsibility, strong ability to work under pressure
- Familiar with Office software, with Photoshop/AI/IMovie skill is better

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