

## Project manager

### Company

Our client is a brand management firm based in Hong Kong specializing in the premium & luxury markets in Greater China.

Their services enable their clients to establish and strengthen the footprint in Greater China by accompanying them in their brand building and sales expansion.

Our company client's strength lies in their deep understanding and knowledge of both the premium & luxury industry and the Greater China.

Their team of experts is immediately operational to save time, money and energy for the clients.

Most-of-all they avoid fatal mistakes in a brand's market entry in terms of brand positioning, distribution network and customer database building.

With 15 years' experience in Asia, they have the right connections to pitch the brand to the relevant players (distributors, shopping malls, landlords, department stores, retailers, online marketplaces, TP partners...).

Job Location: Based in Shanghai

### Responsibility

- You have experience dealing with international brands and in O2O channels. You show a passion for affordable luxury / lifestyle brands. You are ready to roll up your sleeves and take control of everything from spotting the right Chinese partners to Brand Marketing, Field Sales, O2O distribution (develop top Tier partnerships with department stores, specialty retailers and e-commerce platforms).
- You lead a project (building a brand) from zero to hero.
  - Step 1: Market study: a brand wants to enter China and we are here to provide a market overview and business plan.
  - Step 2: You identify the right partner in China to grow the brand and negotiate distribution contracts with online and offline partners
  - Step 3: Brand management: for each of our client (brand) you will be acting as their China team and for that you will be in charge of developing the sales and the brand awareness of those brands in the territory:
    1. Build brand distribution and marketing strategy
    2. Follow up with local partners on implementation and execution of marketing plan and logistic issues
    3. Negotiate with online platforms and local retailers for corners / shop in shop in department store and execute the opening and shop maintenance (retail activities) in support to the local partner if relevant
    4. Build partnership with agencies in various fields (PR, KOL, celebrities, event. Media...)
    5. Business development: lead and secure new business development opportunities in the China market (both consulting assignment and brand management contract)
    6. Develop relationships with key people : business partners, landlords, departments stores, distributors, consulting companies as it can lead to business opportunities

### Requirement

- 8 to 10 years' experience in Marketing / Sales;

- Knowledge of international fashion & accessories industry;
- Good communication skills, presentable, team player;
- Positive attitude, persistent and assertive, with initiative;
- Organized, Reliable and Independent;
- Solid knowledge of Microsoft office, particularly Excel and PowerPoint.
- Fluent in English and Mandarin, French is a plus but not compulsory.

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