

MARKETING PROJECT MANAGER

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

- **Social Media Operation & Management:** Execution of social media strategies and community management: to support on digital media, e.g. Wechat, Weibo, TikTok etc. for content creation and copywriting, support planning and implementing internal and external communications projects.
- **社交媒体运营管理:** 执行公司的社交媒体策略，如社交媒体账号的运营及内容撰写，包括但不限于微信、微博、抖音等；协助策划实施内部外部的市场宣传项目。
- **Digital Marketing:** Assistance on reservation website and wechat mini program creation and operation; SEO and key words searching; online media analysis and purchase strategy; data tracking and analysis etc.
- **数字营销:** 协助预订网站及小程序的建立与运营，搜索引擎优化及关键词搜索，协助线上媒体分析及采购，数据整理与分析等。
- **Brand Management:** Support in brand evolution and adaptation, brand asset management, content management.
- **品牌管理:** 品牌内容更新及延展，品牌资产管理支持。
- **Benchmarking of China holiday market:** to do regular benchmark of competitive products or projects of the similar kind.
- **中国度假市场竞品分析报告:** 定期对同类竞争产品或项目进行分析并写出分析报告。
- **Other daily matters to support the Marketing & Communication team**
- 其他支持市场及传播团队的日常工作

Requirement

- Bachelor degree, major in journalism, marketing, communication, or other related majors
- 全日制本科毕业，新闻学、市场营销、传播学，或其他相关专业
- **Capability to establish good relationship with local media and industry media.**
能够与当地媒体及行业媒体建立与维护良好的关系
- **More than 3 years of working experience, digital marketing experience is a plus.**
- 有3年以上相关工作经验者，数字营销相关优先
- **Have good sense of communication and comprehension, excellent organizational and interpersonal capabilities, have creative thinking, learn things very fast**
- 沟通及理解能力强，出色的组织能力和人际交往能力，创意思维强，学习能力强

- Excellent copywriting skill, expert on design and video software including Photoshop, AI, InDesign, Adobe Premiere, Illustrator ,iMovie, etc.
优秀的文案技巧；熟练掌握平面设计及视频剪辑软件，包括 Photoshop、AI、InDesign、Adobe Premiere、iMovie 等
- Languages: Proficient in Mandarin and English (mandatory); French will be a plus.
中英文流利，会法语者优先。

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