

# Brand Marketing Coordinator

## Company

Our client , a global group, universal brands , operating in more than countries. Their brands offer products and services which benefit children all over the world . Their group counts over 11 million customers

Job Location: Based in Shanghai

## Responsibility

### 1. Deliver an efficient Marketing/Com & Commercial Operation support :

#### A. Internal Branding Communication

- Produce and adapt the Weekly News every week, based on both global guidance and local message, to ensure that Weekly is the only official and formal communication channel for all China team (both store and office staff). Besides, to support and supervise the stores to well implement the Weekly.
- Branding guidelines production (Products collection books)

#### B. Marketing Animation

- Follow-up and co-animation of the marketing plan animation support
- To co-define and coordinate the local marketing application, linked with the marketing French team : to participate to the Marketing coordination meeting and to follow-up the contents. Offline store support (videos, music, in-store materials, window campaign, DP point...)
- Marketing project leader (IDTROC, prize survey, local campaign such as CNY...)

### 2. Ensure the role of pivot / link between :

#### A. Brand DNA & Brand Experience

- Co-lead the 360° marketing plan animation in link with our Brand DNA & Territory team.
- Ensure the consistency between the marketing and commercial plan (Brand Experience) and the Social Media & Communication plan (Brand DNA)

#### B. OFF & ON channels

- Provide content & animate our C2C WeChat Groups communities.
- Consolidate the offline & online marketing plan

### 3. In charge of all the administration missions :

- Store number creation, promotion creation, etc...
- Sales & Promotion listings management with French Controlling
- To support and coordinate the offline stores and staff for daily operation, including training & conference arrangement, store administration...

#### 4. In charge of Non Merchant :

- Non marchand support: stores needs collection, stores materials inventory, store materials delivery, store materials purchase, simple communication with the supplier and the stores.
- Essential administration support: change the office window, send the materials delivery.
- Visual Modification: modify the pop visual or customer communication visual's size.
- Translation: do the simple sino-anglais translation

### Requirement

- Communication & Digital profile
- People and service oriented : generosity, empathy, sharing with the others
- Passionate about Client & Digital
- International mindset
- Start-up mindset
- Team player
- Autonomous & reliable
- Always willing to learn and improve
- Good at problem solving, communication & interpersonal skills across culture
- Can work under pressure, meet deadline
- Good interpersonal skills in figure analysis
- Excellent communication skills in Chinese, English and French. Native speaker of Chinese. French is compulsory.
- Bachelor degree is a must.

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