

Social Media & Influencer Marketing Assistant

Location: Beijing, Sanlitun

Sector: Social Media

Starting date: ASAP

ABOUT THE COMPANY

Our client is a fast-growing exclusive branding and content studio based in central Beijing. Working with both international and local clients, their objective is to underline and sharpen brand image and develop awareness in order to build impactful brands and enhancing engagement within Chinese social media.

MISSIONS

As the Social Media & Influencer Marketing Assistant, you will participate in defining social media strategies, and the planning and execution of successful social media influencer campaigns.

The ideal candidate will have multitasking skills, a creative way of thinking, understanding the brand, social media savvy and can be comfortable presenting ideas and results to both clients and internal teams.

Previous experiences in social media operation and influencer marketing strategy are strongly preferred.

RESPONSIBILITIES

- Participate in creation of social media editorial calendar
- Produce persuasive and creative content
- Social media community engagement and operation
- Social media performance monitoring
- Generate innovative ideas that helps to grow online communities
- Identify reliable and trendy influencers
- Monitor and report the latest social media trends
- Effectively manage client campaigns
- Video editing skills are preferred

REQUIREMENTS

- Creative, dynamic and enthusiastic but well-organized
- Bachelor's degree or advanced degree
- Chinese native speaker
- Must be fluent in English (French skills are preferred)
- Excellent writing skills in Chinese , ability to deliver creative content ideas
- Strong organizational skills and detail-oriented
- Positive attitude and willing to learn
- Study abroad experience is a plus

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APPLICATION

Please send your resume to: zhao.fleur@ccifc.org

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