

Brand Manager 品牌经理

Location: Guangzhou

Sector: Clothing industry / retails

Starting date: ASAP

Job Reference : CDS-2023-019

ABOUT THE COMPANY

Our client has two brands of men's clothing in China. With more than 20 years of experience in the clothing industry and has over 300 stores all over the country. We are committed to providing an energetic environment and a good development platform for employees. One of our brands is a well-known French brand, it is the first batch of international brands to enter China after the re-establishment of diplomatic relations between China and France. Mainly engaged in men's smart casual clothing and the target customers are mature management.

RESPONSIBILITIES

- Internally : Influence the company's brand culture. 对内：公司内部品牌文化熏陶。
- External : brand promotion, event planning, and output of brand value. 对外：品牌推广、活动策划，输出品牌价值。
- Organize member activities, increase brand awareness, stickiness, and explore member value. 组织会员活动，增加会员的品牌认知、粘度，发掘会员价值。

REQUIREMENTS

- Foreign working experience is preferred. 有国外工作经验优先考虑。
- Clear organization, able to arrange various tasks, activity timelines, and effectiveness evaluation. 条理清晰，能清晰安排各项工作、活动时间节点及成效测评。
- Enthusiastic about the clothing industry, familiar with the information of domestic and foreign clothing activities. 热爱服装行业，熟悉国内外服装活动资讯。
- Must have a high sense of responsibility, a sense of teamwork, and a strong sense of project execution time. 高度责任心，有团队意识，时间观念强。

APPLICATION

Please send your resume and your motivation letter to:

sc-recruitment@ccifc.org

Mail subject : Your name | Brand Manager - Guangzhou [CDS-2023-019]

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