



Camera di Commercio Italiana in Cina

中国意大利商会

China-Italy Chamber of Commerce

China-Italy Chamber of Commerce  
Beijing Career Day, May 7<sup>th</sup>, 2017

### Job Description

**Position:** Marketing Manager

Place of Work: Beijing/Shanghai

Type of Job: \_\_\_\_\_

Industry: Retail

Required Experience: Relevant marketing/PR experience more than 5 years

Salary: \_\_\_\_\_

### **Job Description**

- To maximize Centre event and advertising spaces' revenue from internal tenants and external parties.
- In-charge of Centre background music and announcement system; LED; lightboxes and event space and roadshows rental to achieve costs and income targets.
- Forge close links with brand partners to ensure the sharing of marketing information and plans in order to improve sales and footfall to the Centre.
- Pre-event planning, on-site coordination with Marketing Directors, Events Executive, vendors and venue organiser.
- Development and implement marketing communications programmes and brand building events / activities to create awareness and drive traffic to the Centre.
- To work with and support a cross-functional team on an ongoing basis.
- Manage the relationships of local advertising, media, press, web or promotion agencies in support of the centre strategy and a centralised plan.
- In close liaison with tenants, develop and update a communication plan in order to maintain a good communication channel between tenants and the Centre.
- Monitor and report to Centre and Marketing Directors on potential communications issues/ crisis on a timely fashion.
- Deliver ROI analysis and provide marketing reports, as requested, to inform decision making. Provide complete and concise briefings and evaluations as required by the Centre Director on a timely basis to inform decision making.
- Achieve and maintain visual standards for centre devised by head office, in compliance with established guidelines.
- Communicate updated information regarding promotions, tenants, and other consumer-centric information on voice-out materials including advertisements, press releases and centre website and weibo.
- Manage the performance of direct reports, if any, developing and motivating those individuals to maximize their potential and value to the business.



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**Candidate's Requirements**

- Educated to degree level (preferably business) or equivalent
- Relevant marketing/PR experience, preferably in shopping centre or real estate sector
- Good connection with media & vendors preferred
- Experience in a customer handling environment
- New business development
- IT skills: Advanced level Microsoft Word and PowerPoint, Intermediate Excel and Outlook
- Spoken English & Chinese

**Note:** the form shall be downloaded, filled in and sent back to [info@cameraitacina.com](mailto:info@cameraitacina.com) by Wednesday April 26<sup>th</sup>, 2017 6 pm (Beijing Time).