



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 7th, 2017**

Job Description

Position: Marketing Manager _____

Place of Work: Beijing _____

Type of Job: Minimum 2 years _____

Industry: HVAC heating and cooling system _____

Required Experience: Minimum 2 years in marketing and communication position _____

Salary: To be defined based on real experience _____

Job Description

The candidate will be responsible for:

1. BUSINESS LINE

Draft and implementation of the marketing plan and budgets, including: product pricing, communication and advertising (ATL and BTL).

2. PRICING

Pricing according to proportions (among different price lists and families), and filling of the form for importing into the system.

3. COMMUNICATION ACTIVITIES

Official website administration and update company website in English and Chinese versions, News report on specialized magazines in China. Social media marketing on We Chat group and Weibo. Institutional Adv design (on the basis of Italian campaigns), Visual design of Invitations, cards, and other documents.

Implement PPT presentation for internal communication and external communication.

Create content for company social media channels. Create company presentation both for external and internal communication.

4. PRODUCT LAUNCH

Planning strategies and activities, Design presentations and brochures, Coordinating activities on the basis of roadmap. New products development planning.

5. EVENTS

Planning events schedule and budget, Organization of exhibitions with the exhibition companies, Communication with contractors and designers, Take care of all communication tools. Coordination and supervision of exhibitions, events and seminars in the Asia – Pacific market,



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6. RELATIONSHIP WITH INSTITUTION

Italian Chamber of Commerce, ICE, Italian embassy, etc.

IPR (intellectual property rights)

Supervision of the process.

Candidate's Requirements

1. ITALIAN NATIONALITY

2. DEGREE AND WORK EXPERIENCE:

Bachelor's degree or above, more than two year work experience on marketing activities.

3. LANGUAGE KILL:

- English: Fluent in written and spoken.
- Chinese: is a plus

4. PROFESSIONAL SKILL:

- Good command of Microsoft software (Word, Excel, PowerPoint, Adobe InDesign, Adobe Photoshop...)
- Good at writing articles related to marketing promotion, website maintenance.
- With strong communication and coordinating skills, strong ability at organization of events.
- With Intellectual property and Trademark protection knowledge is preferred.
- Team working and communication skills