

FRITZ HANSEN A/S

DIGITAL MARKETING, CHINA

Job title: Digital Marketing, China (DM-China)
Reporting line: Head of China
Date: 1 July 2021

Objective:

The Digital Marketing, China (DM-China) is responsible of ensuring that the Brand Marketing Strategy, which is based upon the Global Brand Management Plan, will be implemented within Digital channels in collaboration with the local sales team. The DM-China will report to Head of China and have a close contact with the Brand Management Team to create awareness and media exposure of Fritz Hansen, our products, our launches, company news and all other activities related to the brand.

The DM-China is responsible of coordinating, implementing and follow up on all Digital activities in China. The DM-China must have a natural passion for marketing, coordination and working internationally. The worktime must be overall divided between the following main areas:

1. Digital activation. Newsletters, social media, increase of permission base and traffic to digital channels
2. Conduct the brand's social & digital platforms in China, managing brand assets cross social accounts and search brand zone, Tmall brand zone;
3. Developing qualitative contents with digital media & influencers, to strengthen the brand visibility and alignment cross all digital marketing channels

Responsibilities:

- Manage the social media accounts
- Increase activity and local awareness of social media channels in the region
- Check and coordinate updates of fritzhanzen.com in Chinese language
- Ecommerce: To manage and work closely with TP for Tmall platform brand zone management to ensure KPI delivery.
- KOL: To build partnership with premier digital media and influencers to drive brand awareness
- Social Advertisement: Identify key social media platforms for brand digital advertising & content campaign, to present the brand creativity and amplify brand awareness.
- Stand for brand protection and strong campaign presence on search brand zone, with coordination of e-Comm PPC's practice; Develop the brand zone on Wechat eco system to drive consistent traffic to Brand Wechat e-comm Mini Program and follower recruitment.
- Develop the functional analysis reports for all digital marketing activities, evaluate the results and conduct regular market study.

Qualifications:

- Education background: High Diploma or Degree in Marketing / Communication or any other related discipline
- Major: Good written and conversational English
- Working experience: Minimum 5 years relevant experience, especially Ecommerce related
- Knowledge: Must demonstrate exceptional computer skills and software application proficiency, familiar with operating/posting/managing of major social platform
- Capability: Attentive to details, Good interpersonal and presentation skills, Capability to handle multi-tasks, Positive to embrace changes and ad hoc tasks, Work independently with team collaboration spirit, Respect deadline