

Company Profile

公司简介

Margaret Steiff GmbH is a world-renowned manufacturer of collectibles, plush toys and children's clothing. The company was founded in the southern German town of Giengen in 1880. For more than 140 years, Steiff has been a model of high quality, first-class materials, perfect design and high safety standards. In 1880, when our founder Margaret Steiff made the elephant plush toy, it immediately won the children's love and laid the foundation for the company's development. Her guiding principle is "only the best is good enough for children". Today is still our company philosophy, which shapes our work and every product. In 1902, Margaret's nephew Richard invented the first joint bear, and soon adopted the world-famous name "Teddy Bear" inspired by Theodore Roosevelt and brought an international breakthrough for our Steiff brand. Today, Steiff sells well in more than 50 countries and regions around the world, and is welcomed and fascinated by families, children and collectors.

Margaret Steiff GmbH 是一家世界知名的收藏品、毛绒玩具和童装制造商。该公司于 1880 年在德国南部的京根镇成立。140 多年来，史戴芙（Steiff）一直是高品质、优选材料、精美设计和高安全标准的典范。1880 年，当我们的创始人 Margaret Steiff 制作大象毛绒玩具时，它立即赢得了孩子们的喜爱，并为公司的发展奠定了基础。她的指导原则是“对孩子来说，只有最好的才足够好”。今天仍然是我们的公司哲学，它塑造了我们的工作和每一种产品。1902 年，玛格丽特的侄子理查德发明了第一只关节可动的熊，并很快采用了受西奥多·罗斯福启发的世界著名名称“泰迪熊”，为我们的 Steiff 品牌带来了国际突破。如今，史戴芙（Steiff）在全球 50 多个国家和地区畅销，深受家庭、儿童和收藏家的欢迎和着迷。

Steiff has a sales history in China for more than 10 years, and our products are found in high-end mall in core cities such as Beijing and Shanghai. In order to further expand the Chinese market, Steiff China entity is gonging to be established in 2023 and is committed to the brand promotion, business development and customer service of Steiff brand in China.

史戴芙（Steiff）在中国有超过 10 年的销售历史，我们的产品遍布北京和上海等核心城市的高端商场。为了进一步扩大中国市场，史戴芙（Steiff）中国实体将于 2023 年成立，致力于史戴芙（Steiff）品牌在中国的品牌推广、业务发展和客户服务。

At Steiff, everyone is very important. The diverse and inclusive working environment and an equal and mutually supportive working atmosphere, so that your uniqueness can be fully respected and appreciated. As an important part of the international blueprint, we look forward to more like-minded and talented people working with us to build Steiff into a household brand in China and create happy memories for more families and users through our market insight and innovative products.

在史戴芙（Steiff），每个人都很重要。多元化和包容性的工作环境以及平等和相互支持的工作氛围，让您的独特性得到充分尊重和赞赏。作为国际蓝图的重要组成部分，我们期待更多志同道合、才华

横溢的人与我们合作，通过我们的市场洞察力和创新产品，将史戴芙（Steiff）打造成中国家喻户晓的品牌，为更多家庭和用户创造美好回忆。

Marketing Assistant

市场助理

Location: Beijing

Report to: Commercial & Brand Rep -China & New Markets NEA

Job description:

工作描述

- ✓ Assist in exhibition, event and marketing activity execution include material preparation, social promotion, internal& external coordination, on-site support and follow up, etc.
协助展会、活动和营销活动的执行，包括材料准备、社会宣传、内部和外部协调、现场支持和跟进等。
- ✓ Responsible for assisting in the creation and review of brand communication media and content, including but not limited to news releases, social media releases, website releases, offline and offline brand displays, translation and proofreading of promotional content.
负责协助品牌沟通媒介以及内容的创作和审核，包括但不限于新闻稿件，社交媒体发布内容，网站发布内容，线下和线下品牌展示，宣传内容的翻译和校对等。
- ✓ Assist in analyzing marketing data and generating reports including but not limited to market budget investment return analysis reports, social media audience analysis, consumer analysis reports, etc.
协助市场营销数据的分析和报告的生成，包括但不限于市场预算投资回报分析报告，社交媒体受众分析，消费者分析报告等。
- ✓ Assist in the management and daily communication of media and marketing material vendor.
协助媒体和市场物料供应商的日常联系和管理。
- ✓ Assist in the production and allocation of market materials.
协助市场物料的制作和分配。
- ✓ Responsible for recording, archiving, and reporting market activities
- ✓ 负责市场活动的记录、存档和报告。
- ✓ Other work arranged by the superior.
上级安排的其他工作。

Requirements:

岗位要求:

1. University graduate and Major in Marketing is a plus.
大学本科，市场营销专业优先。
2. Effectively bilingual in English and Mandarin.
可用英文和中文进行有效沟通。
3. Accepting fresh graduates, with 2 experiences in the same position is plus.
接受应届毕业生，有 2 年同岗位经验加分。
4. Strong office software skills, excellent PPT skill is a must. Skill of Excel, Adobe or CRMs is a plus.
较强的办公软件能力，优秀的 PPT 技能是必备的。熟练使用 Excel、Adobe 或 CRM 者优先。
5. Well-organized, patient, detail-oriented, friendly, confident speaking to people at all levels.
有条理、有耐心、注重细节、友好、自信地与各级人员交谈。
6. Team player but with ability to work unsupervised.
具有团队合作精神，但能够在无人监督的情况下工作。

Applicants are requested to send their motivation letter, CV, and expected annual salary to Jacquelyn Li at jacquelynli@melchers.com.cn