

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 Manager

市场营销经理

Location: Beijing

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

Job description:

工作描述

□ **Market strategy**

市场策略

- ✓ Develop and implement annual and monthly market strategy based on the company's business development strategy.
根据公司的业务发展战略，制定并实施年度和月度市场战略。
- ✓ Responsible for delivering our Brand Marketing OKRs in China, delivering programs that support our market expansion & growth plans.
负责在中国提供我们的品牌营销 OKR，提供支持我们市场扩张和增长计划的计划。
- ✓ Based on market insights, collect, and analyze a series of market information that affects consumption decisions, such as competitive product information, channel information, and consumer preferences, and make competitive strategies for each channel, as well as suggestions for product characteristics and target prices in new product development, to maintain product competitiveness in channels.
基于市场洞察，收集和分析一系列影响消费决策的市场信息，如竞争产品信息、渠道信息和消费者偏好，并为每个渠道制定竞争策略，以及对新产品开发中的产品特性和目标价格的建议，以保持产品在渠道中的竞争力。
 - ✓ New product launch and promotion strategy. Drive sales-oriented promotion strategies through new store openings activities, novelty launch, festivals, and gifting occasions in partnership with sales team. 新品发布和促销策略。与销售团队配合，通过新店开业活动、新品发布会、节日和礼品活动，推动以销售为导向的促销策略。

□ **Brand building**

品牌建设

- ✓ Committed to enhancing brand awareness through effective use of market budgets and media resources.
致力于通过有效利用市场预算和媒体资源来提高品牌知名度。

- ✓ Establish, operate, and manage media matrices, including but not limited to brand websites, official brand accounts on various social platforms, and SEO.
建立、运营和管理媒体矩阵。包括但不限于品牌网站、各种社交平台上的官方品牌账号和搜索引擎。
 - ✓ Comply with brand CI specifications, make full use of global marketing content, and combine the insight of China's target users to conduct localized compilation, development, and output of marketing content, including but not limited to promotional images, videos, copywriting, and other marketing content, to ensure the consistency of brand image in online and offline communication.
循品牌 CI 规范，充分利用全球营销内容，结合对中国目标用户的洞察，对营销内容进行本地化编辑、开发和输出，包括但不限于宣传图片、视频、文案和其他营销内容，以确保品牌形象在线上线下传播中的一致性。
 - ✓ Actively explore cross-over cooperation opportunities consistent with our brand positioning.
积极探索符合我们品牌定位的跨界合作机会。
 - ✓ Responsible for the design, production, and distribution of brand market materials that delivery brand core value based on channel needs, including but not limited to product catalogs, packaging gift boxes, display props, and other POS materials etc.
负责基于渠道需求传递品牌核心价值的品牌市场材料的设计、生产和渠道分配，包括但不限于产品目录、包装礼盒、展示道具和其他 POS 材料等。
 - ✓ Responsible for public opinion supervision and public relations maintenance of the brand. Write and release press releases of important events and marketing campaign.
负责品牌的舆论监督和公关维护。撰写并发布重要活动和营销活动的新闻稿。
- Organization and execution of market activities and events**
市场活动和事件的组织和执行
- ✓ Actively explore and promote activities conducive to brand exposure and sales such as POP UP store, brand event, and related propaganda.
积极探索和推广有利于品牌曝光和销售的活动，如快闪商店、品牌活动和相关宣传。
 - ✓ Organization, implementation and replay of industrial exhibitions, distributor conferences, marketing activities and events.
行业展会、经销商会议、营销活动和活动的组织、实施和复盘。
 - ✓ Other work arranged by the superior.
上级安排的其他工作。

Requirements:

岗位要求:

1. Bachelor's degree in marketing, media, or business-related field.
市场营销、媒体或商业相关领域的学士学位。

2. 5 years plus experience in the marketing field
五年以上市场营销领域的工作经验。
3. Effectively bilingual in English and Mandarin.
可用英文和中文进行有效沟通。
4. Strong digital and social media understanding and content creation acumen.
对数字和社交媒体有很强的理解力和内容创作敏锐性。
5. Proven experience developing and driving Digital initiatives from inception to execution.
从开始到执行，开发和推动数字化举措的丰富经验。
6. Excellent managerial skills, with a reputation for being flexible, energetic, hardworking, inspirational, enthusiastic.
优秀的管理技能，以灵活、精力充沛、勤奋、励志、热情著称。
7. Excellent written and verbal communication skills, Ms Office suite.
优秀的书面和口头沟通能力，熟悉办公软件的运用。

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