

Company Profile

公司简介

The Melchers China organization is a member of the globally operating Melchers Group. Headquartered in Bremen, Germany, C. Melchers GmbH & Co. KG is privately owned and established its first Asian branch in 1866 in Hong Kong. The company has been engaged in doing business in Asia ever since.

美最时中国隶属于美最时跨国集团。总部位于德国不莱梅的 C. Melchers GmbH & Co. KG 是一家私营企业，由卡尔·美最时（1781-1854）和卡尔·福克于 1806 年创立。于 1866 年在香港设立了第一家亚洲分公司，此后便一直从事亚洲业务。

The consumer business unit of Melchers China benefits from the strength and heritage of the Melchers Group, with a distinguished history in China dating back to the early 20th century when we introduced a range of European consumer brands. Our commitment to quality and customer service has solidified our reputation as a reliable partner in the luxury sector. Today, our portfolio in China has expanded into a diverse range of categories in which we offer our expertise: watches, jewelry, leather, toys, home & living, and fashion.

美最时中国的消费品业务单元得益于美最时集团的实力和传统。我们早在 20 世纪初将一系列欧洲消费品牌引入中国，在中国拥有悠久历史。我们对品质和客户服务的执着，已让我们在奢侈品领域树立了可靠合作伙伴的声誉。如今，我们在中国的产品组合已扩展至多个不同品类，并在这些品类中展现我们的专业能力：手表、珠宝、皮革制品、玩具、家居生活产品以及时尚产品。

Digital Marketing Assistant Manager

数字营销助理经理

Location: Shanghai

工作地点: 上海

Report to: E-Commerce Manager with dotted line to Managing Director

汇报对象: 向电商经理直接汇报，同时向董事总经理进行虚线汇报

Job description:

工作职责:

1. Digital Marketing Strategy: Create and execute end-to-end digital marketing strategies tailored to the Chinese ecommerce business, including but not limited to digital marketing calendar, budget, campaign planning, etc.
数字营销策略: 制定并执行针对中国电商业务的全渠道数字营销策略，包括但不限于数字营销日历、费用预算、活动策划等。
2. Seeding Management: manage relationships with external digital marketing

agencies, KOL/KOCs, and technology vendors. Collaborate on campaign execution, review deliverables, and ensure that vendors, KOL/KOC meet the agreed-upon service levels and quality standards.

种草/博主营销：负责与数字营销机构、KOL/KOC 及第三方供应商的沟通与协作。协同执行营销活动，审核交付成果，确保供应商、KOL/KOC 达到约定的服务水平和质量标准。

3. **Social Media Marketing:** Manage social platforms relevant to the target audience (e.g., WeChat, RedNote, Douyin, Weibo, etc). Create engaging social media content, run paid social media campaigns, manage social media communities, etc.

社交媒体营销：负责品牌用户相关的社交平台（如微信、小红书、抖音、微博等）。创作有吸引力的社交媒体内容，开展付费社交媒体营销活动，管理社交媒体社群等。

4. **Business Development Support:** Support the business development department of Melchers consumer business unit and senior management for pitches towards new brand partners by supporting research, sharing insights and best practices, preparing slides and data.

业务发展支持：通过市场调研、分享策略建议和实际经验、准备竞标方案及数据，为美最时消费品业务的 BD 部门及高级管理层向新品牌合作伙伴的提供支持。

Requirements:

任职要求:

1. Bachelor's Degree or above in marketing, business administration, or related disciplines.
市场营销、工商管理或相关专业本科及以上学历。
2. 3-5 years of solid working experience in digital marketing operations of consumer discretionary brands. Experience in working with and marketing of slow-moving premium and luxury brands is an asset
3-5 年耐消品品牌数字营销运营的扎实工作经验。有高客单及奢侈品牌合作及营销经验者优先，熟悉小红书平台优先。
3. Preferred strong category base experience in one of the following categories of over two years: leather products, handbags, luxury fashion, lifestyle products, home & living
优先考虑在以下任一品类拥有两年以上丰富品类基础经验者：皮革制品、包袋、时尚、奢侈品、生活方式产品、家居生活。
4. Open-minded, practical, hands-on person who is comfortable working in a dynamic environment
思想开放、务实肯干，适应在动态环境中工作。

5. Excellent business communication and collaboration skills across different departments and locations. Proficiency in English is a must.
具备出色的跨部门及跨地区业务沟通与协作能力，必须精通英语。
6. Strong data analysis skills with good business insight.
强大的数据分析能力与良好的商业洞察力。
7. Have the spirit of ownership, work results-oriented, strong execution, problem-solving, and a proactive work attitude.
具备主人翁精神，工作结果导向，执行力强，具备问题解决能力和积极主动的工作态度。

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

申请人请将您的简历及期望薪酬发送至：jacquelynli@melchers.com.cn