

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。总部位于德国不来梅的 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 Intern

数字营销实习生

Location: Beijing

工作地点: 北京

Report to: Digital Marketing Manager

汇报对象: 向数字营销市场经理汇报

Job description:

工作职责:

1. Responsible for press release translation in English or Chinese
公司新闻稿的中英翻译工作。
2. Visual content layout design and video editing
基础视觉内容设计及视频编辑工作

3. Assist in operating official social media (such as WeChat Official Account, Xiaohongshu, Douyin, etc.), including content editing, typesetting, publishing and preliminary data statistics.
协助运营官方社交媒体（如微信公众号、微博等），包括内容编辑、排版、发布及数据初步统计。
4. Assist in handling daily administrative affairs of the department, including document transmission, cross-departmental communication and docking, etc.
协助处理部门日常行政事务、文件传递、跨部门沟通对接等。
5. Other work assigned by the superior.
部门安排的其它工作。

Requirements:

任职要求:

1. Education Requirement: Undergraduate or above, majoring in Marketing, English, Advertising, Communication, Journalism and other related majors is preferred; excellent candidates from other majors are also considered.
学历要求：本科及以上在读，市场营销、英语、广告学、传播学、新闻学等相关专业优先，其他专业表现优秀者也可考虑。
2. Fluent in English writing and speaking; competent in preliminary review of English/Chinese contracts and in daily oral English communication.
英语要求：优秀的中英文书面和口语能力，能进行中英文合同的初步审核和日常英文口语交流。
3. Skill Requirement: Have basic copywriting ability, proficient in using office software such as Word, Excel and PowerPoint; proficiency in design or editing software such as PS CANVA is preferred.
技能要求：具备基本的文案撰写能力，能熟练使用 Word、Excel、PowerPoint 等办公软件；会使用 PS、Canva, 剪映等设计或剪辑软件者优先。

4. Strong interest in to B marketing work, with strong learning ability, execution ability and sense of responsibility; serious and careful in work, good at communication and cooperation.

对 to B 市场营销工作有浓厚兴趣，具备较强的学习能力、执行力和责任心；工作认真细致，善于沟通协作，能快速适应团队节奏。

5. Work onsite in Beijing office for at least 2-3 days per week and 3-4 days during the summer vacation base on discussion. The internship period is 4-6 months

现场办公，实习时间：每周保证 2-3 天，暑假 3-4 天。具体可经双方沟通后，灵活安排。实习周期：4-6 个月。

Melchers would pay reasonable internship allowance, applicants are requested to send their CV and expected annual salary to Jojo Zhang at

jojozhang@melchers.com.cn

美最时支付符合市场标准的实习补贴，申请人请将您的简历及期望薪酬发送至：

jojozhang@melchers.com.cn