

### **Job Opening at Melchers China**

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 was founded by Carl Melchers (1781-1854) and Carl Focke in 1806. Establishing its first Asian branch in 1866 in Hong Kong, the company is engaged in doing business in Asia ever since.

Melchers is a global company with a wide range of services and trading know-how in diverse business areas. The services cover the entire value chain – from product development and manufacture through sales and retailing to marketing and after-sales service. The highly diversified group operates from over 17 locations in Greater China and serves customers in 15 industries in the machinery and industrial products, healthcare, and retail sectors.

It is our mission to create long-term value through customer-centric and customized approaches. Rooted in our entrepreneurial mindset and openness, we seize market opportunities without industry boundaries or predefined constraints.

To support our growth, we are looking for a

#### **Digital Marketing Manager**

**Location:** Beijing or Shanghai

**Reporting to:** CEO

#### **Working at Melchers**

We give major importance to mutual respect and tolerance in any relationship regardless of the person or position. Our flat hierarchies allow for quick feedback and access to management. Our low staff turnover reflects our reliability and stability as an employer. In order to drive success, we work with annual objectives for each staff member and operate in an environment of providing feedback and seeking continuous improvement from all teams and employees.

#### **Responsibilities:**

### **Overall**

- Developing and implementing marketing strategy and activities of Melchers China and selected brand partners of our core businesses in China.
- Corporate Website Melchers China operation.
- Local social media planning and management.
- International social media collaboration with the Europe-facing Marketing Manager.
- Business Units and local principal websites and social media construction and operation.
- Managing social media and e-commerce of business departments and close collaboration with the team.
- Budget management and agency/vendor coordination.
- Support business units for digital marketing activities on demand.

### **Website Operation**

- Management and development of Melchers China's official website in English, German, and Chinese
- Localize and execute content plans
- Management and implementation of Melchers China brand partner local websites
- Internal and external communication and coordination for content update, revision, and launch activities
- SEM and SEO
- Close monitoring and regular measurement and reporting of user behaviors

### **Social Media**

- Management and implementation of social platforms, covering WeChat, Weibo, Zhihu, Red, Douyin, LinkedIn, and other social platforms (of corporate and selected brand partners).
- Execution and planning content calendar: driving the creation of compelling and engaging texts, and localization of photos and videos.
- Driving, engaging, and managing relationship building with traditional and new media.
- Developing, engaging, and relevant support for all online and offline campaigns.
- Analytics and reporting on social media insights.

### **E-commerce of Brands**

- Overseeing e-commerce and operations of our selected brand partners in China, including online store management on the website, WeChat mini-program, and Little Red Book

- Know well-marketing tools on relevant platforms, optimizing store and product rankings, and proposing application schemes to increase click-through rate, page views, and conversion rate.
- Familiar with e-commerce operation process and marketing way, able to complete the overall planning of brand stores, product marketing and promotion, sales management, and other work.
- Coordinate the construction of online and operation management platforms, establish and optimize systems and processes related to commodity management etc.

**Requirements:**

- Bachelor's degree, major in (Digital) Marketing, Communications, Business, or other related fields preferred.
- 5+ years of experience in digital marketing
- WordPress backend editing, WeChat post design, experience with graphics software, including Photoshop, After Effects, Premiere, etc.
- Working experience with TPs, marketing agencies, PR agencies
- Strong project management skills and the ability to manage multiple projects simultaneously.
- Excellent communication and collaboration skills, with the ability to work effectively with cross-functional teams.
- Fluency in English and Chinese (both written and spoken) is required.

Applicants are requested to send their motivation letter, CV, and expected annual salary to Jacquelyn Li at [jacquelynli@melchers.com.cn](mailto:jacquelynli@melchers.com.cn)