
Location: Shanghai, China

Objective: We are looking for a Marketing Coordinator to participate in our company's advertising campaigns. Your main responsibilities include conducting market research, producing promotional materials and analyzing sales data. Your job description will also include the entire process of defining requirements, visualizing, and creating graphics including illustrations, logos, layouts, and photos. You'll be the one to shape the visual aspects of websites, books, magazines, product packaging, exhibitions and more. For this, you need to have a creative flair and a strong ability to translate requirements into design. Our ideal candidate can interpret customers' behavior and suggest creative ways to increase brand awareness. If you have excellent communication skills and a passion for advertising strategies, we want to meet you. Ultimately, you will ensure our company's marketing efforts help us achieve our immediate and long-term business goals.

Department: **Marketing and Sales**

Reporting Line: **Marketing and Sales Director, Managing Director, CEO**

Marketing Responsibilities:

- Follow and enhance the company's strategy including its Vision and Mission
- Design and implement successful marketing campaigns
- Perform market analysis and research on products, materials, clients, target customers, suppliers, and competitors
- Set up tracking systems for online marketing activities
- Track progress with Company management
- Liaising and networking with a range of stakeholders including colleagues, customers, suppliers, and partner organizations
- Managing marketing and advertising promotional activities (e.g., social media, direct mail, and web)
- Managing the creation, production, and distribution of marketing materials, including leaflets, posters, flyers, newsletters, e-newsletters, etc.
- Organize marketing events
- Organize promotional activities for new products/services
- Collect quantitative and qualitative data from marketing campaigns
- Prepare reports by analyzing marketing and sales data
- Devising and presenting ideas and strategies
- Prepare (monthly, quarterly, and annual) forecasts
- Manage and update customer and target client databases as well as customer relationship management systems (CRM)
- General administration tasks assigned by superior

Marketing Responsibilities:

- Study design briefs and determine requirements
- Conceptualize visuals based on requirements and amend designs after feedback
- Prepare rough drafts and present ideas
- Develop illustrations, logos and other designs using software or by hand
- Use the appropriate colors and layouts for each graphic
- Test graphics across various media
- Ensure final graphics and layouts are visually appealing and on-brand

Requirements:

- Bachelor or Master's degree in Marketing or relevant field
- Degree in Design, Fine Arts or related field is a plus
- Proven work experience as a Marketing Coordinator or similar role
- Proven graphic designing experience
- A strong portfolio of illustrations or other graphics
- Knowledge of traditional and digital marketing tools
- Experience with research methods using data analytics software
- Expertise with SEO/SEM campaigns
- Solid computer skills, including MS Office, web analytics and Google AdWords
- Familiarity with Customer Relationship Management and Content Management System software
- Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)
- A keen eye for aesthetics and details
- Creative and flexible solution provider
- Strong presentational skills
- Able to work under pressure and multi-tasking ability
- Highly organized, straightforward minded, and comfortable working in a Team
- Committed and able to take initiative
- Excellent verbal and written communication skills in English
- Mandarin and other Asian or European languages are a plus

Salary Package:

- Competitive Basic Salary
- Exciting bonus and commission schemes
- Comprehensive company medical insurance
- Flexible working time