

Job Description

Title: Manager - IT & PR Marketing

Report to:

- HRADM Manager for internal matters;
- Founding Partner & COO for PR Marketing matters;
- KA for external IT projects;

Based in: Shanghai

Personal attributes:

- Honest, loyal, personable, positive, straightforward and outgoing
- Interested in learning and working on a variety of tasks
- Pro-active, self-driven, solutions- and results-oriented
- Detail-oriented with a passion for quality work
- Team player, sense of responsibilities
- Fast learning, creative
- Analytical, structure and logical thinking

Specific Responsibilities:

IT Concepts & Solutions

- Understand clients' IT needs and objectives, propose proper concepts and solutions in order to achieve clients' objectives, make proposals and sell to clients
- Develop new IT products, offer more services
- Organize and manage IT projects (software development, network/hardware set up, ERP implementation, domain) to ensure quality and delivery, and according to concept
- Manage customer relations and act as key account manager for IT customers, write mandate proposals for IT projects
- Actively promote and sell IT as well as other services, be able to conclude contract, contribute to overall company sales performance
- Be responsible for hardware and software vendor search, quotation and purchasing handling, in order to achieve best price, quality and performance, for internal clients and external customers
- Install, upgrade, maintain and provide troubleshooting of storage servers, backup processes, workstations, laptops, mobile devices and printers in a Windows-based environment, to ensure a smooth and efficient office daily operation
- Strictly and systematically follow company internal IT process, instruction, continue improve IT process, update IT documents, in order to deliver professional services to internal and external customers
- Keep good relationship with various IT vendors
- Contribute to the research in term of new technologies and solutions to management when requested
- Implement IT concept for internal IT projects
- Ensure effective IT system operation

- Provide first line help desk function to trouble shoot the problem that colleagues encountered
- Manage IT resources to optimize the profitability of IT projects
- Support management for other IT matters

Marketing & Communication

Objectives

Based on China Integrated's key company objectives and USPs, continuously, significantly and measurably:

- grow China Integrated's intellectual capital and thought leadership by increasing awareness and depth of perception of the company's China expert status
- increase number of channels, media and contacts interested in China Integrated's publications
- increase China Integrated website ranking in search engines and inquiries to it
- generate leads in the form of existing and potential clients making contact with China Integrated
- support clients in the integration of content strategy and digital resources into their overall China entry and expansion strategy

in summary: "Bring potential clients into our shop" in a sustainable way and for the long term

Activities

- Develop and manage the content of all China Integrated communication in order to strengthen the company image, according to existing China Integrated sales & marketing and communication principles; including:
 - Operational Letter
 - websites and social media,
 - online and print advertising,
 - brochures, presentations and sales & marketing materials in general
- Manage the distribution of China Integrated's publications to its target audience, through:
 - Direct mailing to existing clients and contacts
 - LinkedIn (and other social media as decided) and website
 - Print & Web media
 - China Integrated channels (one-to-one and multilateral)
- Maintain and develop China Integrated network of partners, media, channels, and academic institutions in the business and executive education field through:
 - maintaining joint activities with the existing network and proposing new ones
 - researching and identifying of most suitable and prestigious contacts
 - acquiring them into the network through one to one communication
- Promote traffic of general public to China Integrated website, through:
 - Search Engine Optimization (SEO) via technical optimization of website
 - increasing quality inbound links (including in social media)

Public Relations

- Execute and promote PR services for China Integrated clients (Including press release creation, media outreach, content strategy, social media and digital strategy)

- Other PR related to Swiss activities

Proofreading & Quality Assurance

- Proofread and improve the language and structure quality of documents to external clients/partners including mandates, agreements, reports, and meeting minutes
- Ensure the documents are following the company's documents standards in terms of format, logic and content organization
- In charge of overall company root document templates

Reporting

- Measure activities results according to company process and key objectives
- Report on a weekly basis in a chart-based and management-friendly manner

Requirements

Education, Skills & Experience

- English native, German or French a plus
- At least HSK 4 proficiency
- Overseas university education, focus in marketing and business, economics or management is a plus
- Excellent writing and communication skills
- Very good people skills and communication skills
- Ability to work in a Chinese environment
- Able to think and make own judgement based on company guidelines and processes
- Able to develop concepts, express them clearly and to convince with concise, specific and relevant facts and examples
- Familiarity with operation of Chinese social media and web resources, including registration of public accounts, back-end operation, and usage of analytics
- Experience with WeChat public accounts (微信公众平台), Weibo (微博), Baidu Tongji (百度统计) and Webmaster (百度站长平台)
- Strong system analysis, specification and documentation skills based on UML terminology
- Up to date knowledge about IT solutions, both on infrastructure and information systems (hardware and software)
- Good understanding of advantage and disadvantages of mainstream technologies and of MS Office, SharePoint Server and MS Project products.
- Track recorded full life cycle IT project management (from business requirements analysis to technical specification, development, testing, deployment and maintenance)
- ERP understanding and experience is a plus
- Team and project management skills or experience
- Good skills with design software, such as photoshop and illustrator
- Content Management System and general HTML + CSS experience a plus
- Experience with Google web tools: Google Analytics, Google Webmaster, Google Adwords

Remark:

Applicants with no previous China experience will be offered to start with a 6 months internship

Kindly send applications together with passport photo, certificates and resumes in English to inthr@ch-ina.com

About China Integrated

China Integrated is a solution provider dedicated to support international companies to successfully establish and develop their business in China. Our main target is to add higher value through, both, developing strategies most adequate and efficient to our clients' situation and ensuring they are successfully implemented.

Over the last 10 years, we have successfully set-up and expanded operations for around 100 international companies in China.

We achieve this through a set of main “products”:

- Research, Strategy & Concept
- Business and Action Plans
- Full Subsidiary Set-up
- M&A, Joint-Ventures
- Management & Back Office Support

Thanks to the ability we have built up to fully integrate

- clients business concepts and their execution,
- the above set of in-house professional competences,
- the hands-on management of operations,
- 20 years of China experience and contacts,

We have a unique ability to ensure successful operations for our clients in China.

We co-organize the most extensive surveys in the business community in China and regularly publish their results and our analysis.

China Integrated supports mostly European and US companies leaders in their field and is a member of the Swiss Center Shanghai (www.swisscenters.org), appointed expert of the Swiss Trade Promotion (www.s-ge.com) the China member of the international IPG Network of tax and law firms (www.ipgnetwork.org) and the exclusive due diligence partner in China for the International Referral network (www.international-referral.com).

For more general information, kindly visit www.ch-ina.com.