

Job Description

Title: Marketing & project assistant

Based in: Shanghai

1. Company Background

About Swiss Center: Founded in 2000 as a non-profit, Sino-Swiss, public-private partnership, Swiss Center is by far the largest cluster of Swiss enterprises in Asia. With five locations strategically located on the dynamic East coast of China (Shanghai, Beijing and Tianjin), Swiss Center does not only offer virtual and instant office space as well as ready-to-use workshops and showrooms, but also supports member companies with government relations, technology transfer and a broad network of experts. Swiss Center served more than 300 companies in China – both SMEs and large enterprises. Among other, the Swiss Center experts have established 30 production companies and more than 50 commercial offices for Swiss companies. Swiss Center also conducts surveys and expert analyses of China's business opportunities and challenges, and at the same time promotes the Swiss Made brand and Switzerland as a country for innovation and an industrial leader.

For more information, kindly visit: www.swisscenters.org

2. Job Description

Specific Responsibilities:

Marketing & Communications

Objectives

- ✓ Increase number of channels, media and contacts interested in Swiss Centers activities and publications.
- ✓ Develop and execute projects according to the business requirements of the Swiss Centers and its customers.

Activities

- ✓ Develop and manage the content of all Swiss Centers communications in order to strengthen the company image, including:
 - Articles, Press releases, research (incl. the Swiss China Business Survey)
 - websites and social media

- online and print advertising
- brochures, presentations and sales & marketing materials in general

- ✓ **Manage and coordinate the distribution of Swiss Centers' 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

- ✓ **Develop and manage custom projects**
 - According to the requirements of management of the Swiss Center and its customers, develop and manage specific marketing projects, to promote specific companies, products, and/or projects.
 - Ensure timely delivery of the satisfactory results, thrive to meet the customers' demand, transparent and efficient communication representing the Swiss Center quality image.

- ✓ **Translating, 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.
 - Translation of English-to-Chinese & Chinese-to-English

3. Candidate Profile

- ✓ **Personal Attribute**
 - Pro-active, creative and solution oriented
 - Service and result oriented
 - Very well organized and independent
 - Naturally likes to build up networks and relations
 - Identifies with and recognizes the need for the organization's vision and strategy
 - Reliable, responsible, loyal, honest and straightforward

✓ **Skills**

- Excellent writing and communication skills in English & Chinese, knowledge of French/German is an additional asset
- Event organization, Marketing, and PR
- Computer Skills with Office (Word, Excel, Powerpoint, Outlook) and Web tools (social media)

✓ **Requirements:**

- Native Chinese
- Overseas university education, focus in marketing and business, economics or management is a plus
- Experience in marketing/promotion, event organization, or media and press relations
- Experience with western companies and cultures, and knowledge of their ways of “doing business”
- 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)
- Good skills with design software, such as photoshop and illustrator
- Content Management System and general HTML + CSS experience a plus

Remark:

- **Full time position**
- **Starting from August 2016**
- **Kindly send applications together with passport photo, certificates and resumes in English to marina.queiroga@swisscenters.org.**