



## JOB DESCRIPTION

Job Title	Department	Location	Reports to
Senior Marketing Manager	CAST	Beijing, China	Sales & Marketing Director

### JOB SUMMARY/OVERVIEW

Fixed term contract: Dec 2022 to June 2023

The Senior Marketing Manager will be to deliver the annual B2B Marketing plans for the China region. This will be delivered by working closely with the Sales & Marketing Director, Head of Brand Comms (China), the China sales team and Global Consultancy Marketing Team.

The role will require you to have a strong understanding of B2B marketing, delivering campaigns across the following pillars – events, partnerships, above the line advertising, digital, lead generation, customer experience and market research.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- 1. Utilizing the pre-defined campaign pillars and working closely with the China Sales & Marketing Director and other regional offices develop and implement the annual commercial marketing plans, ensuring they are in line with GWR brand and product strategy and objectives.**
  - a. The procurement and management of any internal resources and external agencies to ensure all campaigns delivered to a high standard, delivered on time and within budget.
  - b. Effective analysis of campaign performance, establishing reach, value and return on investment, ensuring key learnings are applied to future strategic planning.
  - c. Own and report on the measurements and statistics of PARDOT marketing activity to analysis campaign performance
  - d. Based on customer attributes, create customer segmentation and contents to implement effective database marketing
  - e. Create effective PDCA cycle and optimize B2B materials to engage with customers
  - f. Create annual plan for database marketing of existing customers
  - g. Devise effective online acquisition plan and manage third party vendor
  - h. Manage and execute web seminar (or in-house seminar or clients sharing sessions)
  - i. Plan and create B2B articles in collaboration with the Senior Content Manager or third-party vendor
  - j. Work in collaboration with the Head of Brand Communications and Senior Content Manager to improve traffic to the website.
  - k. Provide marketing support during pitches and presentations, and develop a suite of sales materials and assets to support the commercial sales team
  - l. Work in collaboration with the Head of Brand Communications and Senior Content Manager to develop a digital strategy to build relevant followers, increase engagement and amplify our brand value.
  - m. Co-ordinate annual and mid-year commercial presentations, working closely with the Sales & Marketing Director, China, Commercial Sales Team, Head of Brand Comms, China and Marketing teams in regional offices, demonstrating strong commercial acumen and strategic planning.
  - n. Outreach to potential clients to raise GWR B2B brand awareness through networking and direct contact.
  - o. Champion for creativity and innovation within GWR marketing discipline, striving to deliver best-in-class marketing and brand campaigns.



## **2. Lead and manage brand, consumer and product market research.**

- a. Work with commercial clients to gain insight into our products and services and how they are received by the end users. Use this feedback to inform Product Marketing on how to localize for our markets.
- b. Monitor marketing industry, reporting on size, key players, competitors, trends etc on a quarterly basis.

## **3. Act as a link between Global Marketing, Regional Marketing teams, Product Management and Commercial Leadership and the China Marketing, PR and CAST teams.**

- a. Ensure that information on product and brand strategy, coming from Global Marketing, is disseminated and understood by the wider China team.
- b. Work collaboratively with Global Marketing and Regional Marketing teams, on ideas and strategies to improve product and performance, all the time championing the needs of the China region.

## **4. Regional Brand approvals and assets creation**

- a. Acting as a brand guardian and advocate within the China team, managing internal brand usage training and the creation and understanding of any localized brand assets.
- b. Oversee the management of Brand Approvals process for China region including both consumer and commercial usage.

### **JOB REQUIREMENTS AND QUALIFICATION**

#### **Education:**

Undergraduate degree

#### **Training, License, Certification Requirements:**

N/A

#### **Other Knowledge, Skills and Abilities:**

- Strong experience in lead generation, nurturing, data analysis, DM, EDM and events marketing required.
- Strong experience in digital marketing including SEM and SNS (Weibo, Wechat, Douyin)
- Experience of B2B marketing including IP industry
- Salesforce and PARDOT or Marketo experience required.
- Experience all round marketing fields (brand/entertainment/media) and across a number of countries over 8 years
- Strategic brand and product planning.
- Experience of PR is preferred as a strong element within a media mix.
- Experience in consumer product markets and media.
- Experience in product development and marketing experience.
- Project management experience for 5 years
- Cross functional awareness and appreciation
- Experience of preparing and contributing at pitch presentations required.
- Highly organized with strong attention to detail
- Ability to work efficiently and solve problems independently.



- Relevant experience 5-8 years

## **Our commitment**

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*If you are interested in the job opportunity, pls feel free to send your CV to:*

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