

FRITZ HANSEN A/S

MARKETING MANAGER, CHINA

Job title: Marketing Manager, China (MM-China)
Reporting line: Head of China
Date: 1 July 2021

Objective:

The Marketing Manager China (MM-China) is responsible of ensuring that the Brand Strategy, which is based upon the Global Brand Management Plan, will be implemented within all channels in collaboration with the local sales team. The MM-China will report to the Head of China and have a close contact with the Brand Management Team to create awareness and media exposure of Fritz Hansen, our products, our launches, company news and all other activities related to the brand.

The MM-China is responsible of coordinating, implementing and follow up on all Brand activities in China. The MM-China must have a natural passion for sales, marketing, coordination and working internationally. The worktime must be overall divided between the following main areas:

1. Marketing plan and execution. Build a local marketing plan to be aligned with the global brand strategy. Execute the plan with the main focus of increasing brand awareness in China
2. Sales activation. Manage events, fairs and sell-out marketing campaigns.
3. Media. Build and maintain relationship with the local Press, manage Communication in China, including newsletters, social media, advertisement.

Responsibilities:

- Execute, coordinate and follow up on Marketing Strategy and Marketing Plan
- Manage the Marketing Budget in cooperation with the Head of China
- Plan and coordinate selling in of new products/campaigns, in co-operation with the local sales team
- Support sales in business plans on marketing bonus related activities
- Assess the effectiveness of the marketing mix elements and resource to optimize outcomes, and ensure all implementation and resource utilization is aligned with strategy
- Distribution of relevant marketing information internally and to different segmented partners
- Identify possible upcoming PR stories/events and coordinate with PR in HQ
- Align local product placement in media, movies, commercials and photo shootings

Qualifications:

- Education background: High Diploma or Degree in Marketing / Communication or any other related discipline
- Major: Good written and conversational English
- Working experience: Minimum 15 years relevant experience, especially in high-end/luxury retail industry; strong in branding is preference.
- Capability: Self-motivated; Strategic and systematic thinking; Attentive to details, Good interpersonal and presentation skills, Capability to handle multi-tasks, Positive to embrace changes and ad hoc tasks, Work independently with team collaboration spirit.