



DEZAN SHIRA & ASSOCIATES

Your Partner for Growth in Asia

Position: Marketing Associate at UK and Ireland Desk

Location: Shanghai

Full time position.

Job description:

- Provide marketing support to UK & Ireland Desk team under the business development strategy in the UK & Ireland including (but not limited) :
 - Coordinate and maintain partner relationship independently and proactively identify new opportunities;
 - The role will include direct communication with senior management the partners through the conferences or email communication;
 - Track, maintain and analyze the deliverables under various marketing initiatives and define the approach for improvement;
 - Research on the leading industries, associations and other networks in UK & Ireland market and proactively approach for marketing opportunities; and
 - Lead and organize marketing campaigns and events in UK & Ireland.
- Compose marketing collaterals, promotional flyers and brochures in coordination with colleagues
- Promote the firm's thought leadership in the area of foreign direct investment in Asia
- Attend local networking events and build up new business connections
- Assist with digital marketing support in terms of marketing content creation
- Manage distribution channels of Asia Briefing publications in UK & Ireland to improve readership and enlarge audience base
- Manage assistants as they assist with major projects and perform routine tasks,

Requirements to desired candidates:

- 1-2+ years' experience in marketing, media, or public relations
- Bachelor's degree in business or marketing or a related field
- Strong understanding of content and digital marketing,
- Experience in legal and tax business environment in Asia is not mandatory but ability to learn fast on the technical aspect of FDI in Asia as required for successful marketing;
- Excellent communication skills in spoken and written business English;
- Strong initiative to lead new marketing efforts independently, creative approach and result oriented;
- Ability to multi-task and work independently under the deadline;
- Willingness to travel in the region;

- Native English speaker;
- Excellent knowledge of Microsoft Word, Excel, and PowerPoint; other design software tools is a plus;
- Strong motivation for continuous learning and growing to Marketing Executive under UK & Ireland Desk to lead the entire direction in the future; and
- Ability to work with multinational team from different backgrounds and cultures.

Offerings:

- Competitive salary and career advancement opportunities
- Opportunity to grow into Marketing Executive;
- Being part of a well-known and expanding organization in Asia
- Practical experience for managing and developing market strategy with frontiers and partners;
- Flexibility in conducting new campaigns and projects
- Experience working in highly motivated and engaged international team

For the candidates who haven't graduated from Chinese Universities, it is a must to have at least 2 years of official experience to qualify for working visa in China.

DSA is committed to creating a diverse work environment. All applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, or age. DSA is proud to be an equal opportunity employer.

To apply please visit our [careers website](#) or email **Maria Kotova** at maria.kotova@dezshira.com