



### **Job opening at Melchers China (Beijing)**

The Melchers China organization is a member of the globally operating Melchers Group. Headquartered in Bremen, Germany, C. Melchers GmbH & Co. KG is privately-owned and was founded by Carl Melchers (1781-1854) and Carl Focke in 1806. Establishing its first Asian branch in 1866 in Hong Kong, the company is engaged in doing business in Asia ever since.

Melchers is a global company with a wide range of services and trading know-how in diverse business areas. The services cover the entire value chain – from product development and manufacture through sales and retailing to marketing and after-sales service.

The demand for luxury goods on the Chinese market has been increasing with its economic growth. Melchers' longstanding experience and knowledge of the Chinese retail landscape, deep understanding of local customer behavior, and well-established distribution network enable the company to offer tailored and brand-oriented market approaches for its partners. We are the selected partner of several well-known international luxury and premium consumer brands in Greater China and Asia and manage and operate their entire retail and online operation in different markets.

Melchers has partnered with the English high-end handmade leather shoe manufacturer Tricker's and has recently launched the Tricker's brand in China Mainland and Hong Kong. To support our team for our mission to make Tricker's a well-known brand in China, we are looking in Beijing for an experienced multi-talent to join the team as soon as possible as

### **Marketing Assistant – Tricker's**

#### **Responsibilities**

- Develop, support, and steer marketing and branding activities, including social media
- Communicate with the retailer, department stores, and shopping malls about marketing needs and joint events for VIP customers
- Develop and customize marketing and POS materials
- Lead customer discovery activities, i.e., communicate with customers at retailer POS in order to collect firsthand customer feedback and observe market trends
- Stay up to date on the latest developments of digital platforms and assess marketing potential for the brand
- Build up, maintain, and manage brand relevant KOL and KOC network
- Support the development and implementation of communication/PR/media relations activities
- Research and prepare market insights with data analysis for enhancing and fine-tuning the sales and marketing strategy
- Communicate with third-party marketing vendors
- Prepare management and market reports, presentations, etc.
- Work closely with sales and digital marketing department

**Skillset**

- Bachelor degree in business administration, marketing, media & communications, or similar
- At least 3 years relevant work experience
- Proficient in spoken and written English
- Premium retail consumer experience with a sense for working in the premium retail field (preferred categories experience: jewelry, watches, high-end fashion, high-end leather products, high-end handmade products, or similar)
- Has first contacts and experience dealing and engaging with premium products KOL and KOC
- Strong communication and interpersonal skills
- Creative mindset with editing and cutting experience of digital media (videos, pictures, etc.)
- Likes to work as a pioneer and ambitious to be part of the journey to build up a brand in China from the ground
- Open-minded all-rounder who collaborates with the team to achieve the joint targets
- Capable of multitasking but prioritizing work and working well under pressure
- Knows how to operate efficiently within a given budget
- Willingness to challenge the status quo and advocate critical thinking
- Willingness to travel
- Embracing learning opportunities and determination for continuous self-improvement

**Working at Melchers**

We give major importance to mutual respect and tolerance in any relationship regardless of the person or position. Our flat hierarchies allow for quick feedback and access to management. Our low staff turnover reflects our reliability and stability as an employer. In order to drive success, we work with annual objectives for each staff member and operate in an environment of providing feedback and seeking continuous improvement from all teams and employees.

Applicants are requested to send their motivation letter, CV, and expected annual salary to Jacquelyn Li [jacquelynli@melchers.com.cn](mailto:jacquelynli@melchers.com.cn)