

Marketing Executive (Shanghai)

About your role

The Marketing Executive will be part of Hawksford global marketing team, responsible for increasing Hawksford's brand awareness and implementing the marketing plans on the ground. The successful candidate will be based in Shanghai and report to the Assistant Manager of Marketing and BD in China.

Key responsibilities:

- Work closely with the marketing team locally and globally to develop and execute marketing campaigns and communication activities, including drafting internal and external comms, creating social media posts, coordinating with agencies for visual creation (video, graph) and paid ads promotion
- Conduct industry research and competitor analysis to support the marketing strategy planning and campaign execution
- Manage the WeChat content calendar and regularly post to increase new followers and user engagement, evaluate account performance and prepare reports with insights for improvements
- Coordinate content calendar with the China BD team to write new content (e.g. thought leadership articles, industry trends, business guides) for driving online traffic to our website and generating leads; ensure the content is up to date
- Review and localise the Chinese translation of marketing collaterals, including articles, campaign landing pages, brochures, videos, etc.
- Maintain a good relationship with the local and regional intermediaries and chambers; regularly share our content and campaigns with them
- Support the China BD team to organise online webinars or offline seminars, including inviting guest speakers, coordinating agendas and venues, drafting event announcements and distributing invitations
- Identify opportunities across channels for speaking engagement, event/content sponsorships, and other collaborations
- Liaise with local suppliers to produce branded marketing materials
- Support the local China team or the global marketing team with ad hoc administrative requirements

Job requirements:

- Bachelor's degree or equivalent in marketing, communications, PR, journalism, or other equivalent fields
- 1-2 years' experience in B2B marketing, media or PR field

恒可富企业咨询服务（上海）有限公司

Hawksford Corporate Consulting Service
Shanghai Limited

苏州恒可富企业咨询服务有限公司

Hawksford Corporate Consulting Service
Suzhou Limited



- Hands-on experience in digital and social media marketing (e.g. WeChat, LinkedIn, SEO, website, video making) is preferred
- International experience via work/study abroad is preferred; experience of working in a multilingual/multi-culture context is preferred
- With business acumen, self-motivated and able to work proactively and solve problems with a “can-do” attitude
- Creative, flexible and detail-oriented
- Well-manned with excellent communication skills and team spirit
- High proficiency in written and spoken English and Chinese (English as working language)
- Good knowledge of MS Word, Excel, PowerPoint, SharePoint, Outlook, etc.
- Good learning capability, being able to acquire new knowledge and skills in a short time

Office location:

Room 205, 2/F, Yuanshen Financial Building (Tower B), 355 Yuanshen Road, Pudong New Area, Shanghai

How to apply

Please send your resume to Hawksford People team by email: china.careers@hawksford.com

Deadline for application: 14 April 2023

About Hawksford

our clients including tech and innovation, manufacturing and trade, consumer and retail, and luxury/fashion.

Hawksford is an international and award-winning corporate, private client and fund administration business where expertise, drive and an ambitious nature are rewarded. In China, we are dedicated to guiding foreign enterprises through each step of setting up a business and providing efficient corporate administration services, including accounting, tax compliance, corporate governance, HR and payroll solutions. We have a global presence with more than 500 professionals in key locations across Europe, Asia-Pacific, Africa and the Americas – enabling us to provide global solutions to our clients.

www.hawksford.com