



# COMMUNICATION MANAGER

**LOCATION:** Shanghai

**PROFILE:** Local

## ABOUT THE COMPANY

This group designs, manufactures and markets innovative solutions for baking, food flavor, nutrition and health, and biotechnology. This is a company who dedicated to working with confidence to better nourish and protect the planet, to providing product solutions for customers and promoting the development of the domestic yeast industry.

## JOB PURPOSE:

- Promote our client's company overall image and reputation through external communication, digital and off-line means;
- Ensure company's sustainable development through proactive and active communication, understand. How to deal with crisis if happened any;
- Strengthen governmental and public relationship through constructive communication, build network for China president as resources;
- Coordinate with our client's group on internal and external communication through transfer group resources to local China.
- Responsible for our client's China CSR projects which could be beneficial to our client's image in China.
- Build brand's reputation by proactively managing external stakeholders' relations esp. media(WeChat, off-line activities, Magazine)
- Create a positive media environment for the company.
  - Build and enhance media relations, both mainstream and social media, in line with company's strategic and business priorities.
  - Support various business activities through targeted media and placements. Ensure quality of the coverage in addition to of quantity.
  - Act as media's contact point and provide accurate information to media in a timely manner.
- Event management
  - in charge of CIIE (China international import expo)
  - Pre: proposal, contract, information analysis
  - payment follow-up, internal LMS system tracing, local production (printing, artwork , event and other goodies materials)
- Post event analysis (evaluate event visitor, improvement and related information collect for report)
- Administration and Communication Depart Budget
- Communications (CRS, company internal communication purpose)

## REQUIREMENTS

- Bachelor degree with more than 10 years' working experience in Corporate Communication. CET-6
- Baking industry related working experience.
- Rich resources of the mass media and social media (baking industry preferred)
- Rich knowledge of hot trends in mass media and database
- Rich experience of organizing large activities/event and exhibition (experience of organizing CIIE)
- Strong ability of pitching executive interviews and press release tracking and follow up
- Strong ability of project planning, management and execution
- Professional in press releases and copy writing ability.

## APPLICATION:

Please send your resume and your motivation letter to: [sh-recruitment@ccifc.org](mailto:sh-recruitment@ccifc.org)

**Mail subject:** Communication Manager