

Communication & Content Manager

Location: Shanghai

Company

Our client company is a well-known French bakery chain in Shanghai.

Job Purpose

The Communication and Content Manager will play a crucial role in shaping and promoting the brand's voice across multiple platforms. This position is responsible for developing and implementing content strategies that enhance our brand presence, engage our audience, and drive business growth. The ideal candidate will have a deep understanding of our customers, a passion for storytelling, and the ability to create compelling content that resonates with our audience. By working closely with the product team, the digital team, and other departments, the Communication and Content Manager will ensure that all content aligns with our overall marketing objectives and business goals. Additionally, this role will involve analyzing content performance, understanding customer behavior, and continuously improving our content strategies to ensure we stay ahead in the competitive market.

Job Responsibilities:

- **Develop Content Strategies:**
 - Align content strategies with marketing goals and brand identity.
 - Plan and execute content calendars.
 - Focus on understanding customer demographics, preferences, and behaviors to tailor content effectively.
- **Communication Planning and Execution:**
 - **Coordinate with Product Manager:**
 - Collaborate closely with the Product Manager to develop communication plans that align with product planning.
 - Ensure that all product launches, updates, and promotions are supported by strong communication strategies.
 - **Broader Communication Initiatives:**
 - Beyond product-related content, develop and implement broader communication initiatives that support overall brand and marketing objectives.
 - Engage with the community, build media relationships, and manage social media content and engagement.
 - Analyze and adjust communication strategies based on performance metrics and feedback.
- **Content Creation:**
 - Produce engaging content, including text, photos, videos, and print materials.
 - Ensure high-quality and compelling storytelling.
 - Write and manage the official WeChat posts, acting as the primary channel for newsletters and customer updates.

- **Brand Voice and Consistency:**
 - Maintain a consistent brand voice across all content pieces.
 - Conduct regular content audits to ensure brand consistency and relevance.

- **Collaboration:**
 - Work with the Digital Manager to optimize content for digital platforms, excluding WeChat which will be under your direct management.
 - Coordinate with designers, photographers, and videographers for content production.
 - Collaborate with the PR Manager on communication campaigns.

- **Marketing Materials:**
 - Oversee the creation of marketing materials.
 - Write and edit marketing copy for various channels.

- **Performance Monitoring:**
 - Monitor content performance and adjust strategies accordingly.
 - Communicate with target audiences and gather feedback to improve content.
 - Analyze customer behavior, preferences, and trends to inform content creation.

- **Customer Focus:**
 - Conduct regular research to understand who our customers are, what they are looking for, and why they choose us over competitors.
 - Implement strategies to engage with customers and enhance their experience with us

- **Leadership and Mentorship:**
 - Lead and mentor the content team.
 - Provide guidance and support to team members.

Requirements:

- Bachelor's degree in Marketing, Communications, Journalism, or related field.
- Minimum of 3-5 years of experience in content creation, marketing, or communications.
- Excellent writing, editing, and proofreading skills.
- Proficiency in social media platforms and content management systems.
- Strong understanding of SEO and digital marketing best practices.
- Creative mindset with the ability to think strategically.
- Strong organizational and project management skills.
- Ability to work collaboratively with cross-functional teams.
- Leadership experience is a plus.

Please send your resume to: sh-recruitment@ccifc.org