

Digital Manager

Location: Shanghai

Company:

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

Job Purpose:

The Digital Manager is responsible for developing and implementing a comprehensive digital strategy to enhance online presence and drive customer engagement. This role includes overseeing CRM management and strategy, optimizing customer segmentation, engagement, and retention, and leading delivery platform initiatives. Collaboration with the Marketing Manager is crucial to align digital initiatives with overall marketing strategies.

Job Responsibilities:

- Develop and implement a comprehensive digital strategy to enhance online presence and customer engagement.
- Oversee online and offline CRM management and strategy, ensuring effective customer segmentation, engagement, and retention.
- Lead delivery platform strategy to drive growth, maximize visibility, and enhance customer acquisition and sales.
- Collaborate with the Marketing Manager to align digital initiatives with overall marketing strategies.
- Provide feedback on content optimization to improve engagement and brand messaging.
- Organize and facilitate customer research activities, including focus groups and surveys.
- Analyze digital performance metrics and provide insights for optimization.
- Manage a team, including a Digital Assistant, Platform Specialist, and Data Analyst.
- Collaborate with external agencies, vendors, and partners to enhance digital presence.
- Develop pricing strategies.
- Manage and support team professional development.
- Monitor brand performance and adjust the strategy as necessary.
- Develop and execute successful campaigns that drive awareness, engagement, and conversion.
- Stay updated on digital trends and identify opportunities for innovation.

Requirements:

- Proven experience in a similar digital management role, preferably within the food and beverage industry.
- In-depth knowledge of various digital platforms, including WeChat, Weibo, Douyin, Xiaohongshu, and website management.
- Strong understanding of CRM strategies and practices for customer segmentation and engagement.
- Excellent collaboration skills to work closely with the Marketing Manager and align digital initiatives.
- Proficiency in data analysis to evaluate campaign performance and optimize strategies.
- Ability to manage and support a team, fostering professional development.
- Strong networking and relationship-building skills to enhance digital presence through partnerships.
- Proactive and self-motivated with a passion for digital trends and innovations.
- Excellent communication skills in both Chinese and English.
- Results-oriented mindset with a focus on achieving business objectives.

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