

## Sales Marketing Director

**Location: Shanghai**

### **Company**

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

### **Job Purpose**

The Marketing Director is in charge of overseeing all marketing operations of the company and developing its marketing strategy and vision. This primarily involves developing and implementing strategies to strengthen the company's market presence and help it find a "voice" that will make a difference. He/She is managing all aspects related to the Brand image and communication. He/She is responsible for strategizing and analyzing and leading their team while making sure everything runs smoothly from start to finish with clients or colleagues alike. The goal is to ensure the company's marketing efforts are successful in helping it outperform competition.

### **Job Responsibilities:**

- The Marketing Director will manage two teams: Communication & Content Team and Sales & Marketing Team.
- Develop and implement marketing strategies to boost brand awareness and sales.
- Lead and mentor the marketing team, ensuring alignment with company goals.
- Monitor market trends and adapt strategies accordingly.
- Manage the annual marketing budget.
- Build strategic partnerships to enhance brand presence.
- Analyze campaign performance and optimize future initiatives.
- Ensure brand consistency across all channels.
- Oversee the launch of new products.
- Create the communication plan, considering product planning.
- Set and track KPIs for the marketing team.
- 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.

- Identify and target new audiences to grow the customer base.

**Requirements:**

- Proven experience as Marketing Director.
- Demonstrable experience in developing efficient strategies and business plans for all marketing aspects (branding, product promotion, etc.).
- Solid understanding of market research and data analysis methods.
- Ability to apply marketing techniques over digital and non-digital.
- A leader with both creative and analytical capabilities.
- Exquisite communication and interpersonal skills.
- Excellent leadership and organizing skills.
- Analytical and creative thinking.
- Up to speed with current and online marketing techniques and best practices.
- Thorough knowledge of Chinese social media (WeChat mini program, Red, TikTok, etc.).
- Customer-oriented mindset.
- F&B experience is a real plus.
- Fluent in Chinese and English.

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