

Product Executive China (Beauty/FMCG)

Location: Shanghai

Company

Our client is a well-know French skin care company.

Primary Objective:

Contribute to the growth of the brand and core product franchises by driving new product launches and building effective marketing campaign concepts.

Job Responsibilities:

- Develop sharp and effective marketing messages for campaigns and new product launches with unique competitive selling points.
- Analyze sales, market and consumer data to provide valuable marketing insights and define local product strategy.
- Collaborate with regulatory teams and Paris headquarter to facilitate the product registration process.
- Coordinate with our studio to localize global creative assets for the Chinese market, ensuring consistency across all platforms (product pages, campaign visuals, etc.).
- Create monthly competitive reports on new markets, products, and brands in China.
- Analyze and evaluate the effectiveness of product launches and marketing campaigns to maximize sales and foster growth.

Requirements:

- Degree holder in Marketing or other related disciplines.
- Minimum 2 years of marketing/product management experience, in Beauty/FMCG retail industry.
- Creative, with sense of beauty, and a passion for the industry.
- Result-driven, detail-oriented, and well-organized with strong communication and interpersonal skills.
- Professional and positive approach, self-motivated with entrepreneurial spirit, team player, dynamic and proactive.
- Excellent spoken and written English required.

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