

JOB DESCRIPTION AND PERSON SPECIFICATION

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by from time to time.

Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

Job title	Marketing Executive	Division/Team	China&NEA
Contract type	Permanent	Location	Shanghai
Date	14/01/2020	Salary/Range	RMB 96,609-132,838 per annum

Context
<p>As the marketing activities in China start to get more complex and sophisticated, there is a need to evolve the marketing and communications team into 2 sections, specialising in 2 interconnected and interdependent marketing functions.</p> <p>One function focuses on content and data; the other charges channels including (but not restricted to) campaigns and activities both on and offline.</p> <p>This position is hence created to refill the Marketing Executive role to develop and execute on campaigns and partnership activities, both planning and delivery.</p> <p>This position will report into Marketing & Campaign Manager and work closely with other members of the marketing team.</p>

Main purpose of the role
<p>VisitBritain is Britain's national tourism agency, responsible for marketing Britain as a tourism destination worldwide.</p> <p>This position will be part of VisitBritain's Marketing and Communication team in China, responsible for supporting the delivery of marketing and partnership activities in China to inspire more Chinese consumers to visit Britain, mainly focus on online digital campaigns and media buy delivery.</p>

Resource management and key relationships	
Staff managed¹	0
Budget managed	Deliver up to 1m pound worth of marketing/partnership activities
Reports to²	Marketing & Campaign Manager, China&HK
Key Relationships (and indication of level/nature of interactions)	
Support Marketing & Campaign Manager, working collegially with Content/Digital team and B2B team, manage media buy agency, establish good relationship with partners, media and KOLs	

Main Duties	
1	Plan and deliver online marketing campaigns and activities for branding inspiration and destination promotion; manage media buy agency to effectively choose the right media channels(both ATL and BTL) and KOLs to deliver the campaigns; continuously optimize media buy performance with close monitor of marketing metrics data
2	Develop and deliver commercial partnership campaigns by working closely with various partners to carry-out co-branded media buy; optimize every step of the online customer journey from awareness to purchase; boost the conversion sales of online tourism products where

¹ Please note VisitBritain reserves the right to increase or reduce the number of staff managed according to the needs of the organisation.

² Please note VisitBritain reserves the right to change the line of management according to the needs of the organisation.

	relevant
3	Coordinate and negotiate with media and KOLs to generate high-quality content, maximise content distribution and impact through all paid/earned/owned channels
4	Work closely with London headquarter on branding, evaluation, reporting and sharing to make sure campaigns and partnership are evaluated and shared effectively, efficiently and compliantly; make continuous efforts to improve marketing ROI
5	Effectively manage agencies and vendors
6	Deliver offline events targeting at different audiences such as media, consumer, partners or government senior officials etc.
7	Basic budget control and financial management during campaign delivery and events

Person Specification	
Essential knowledge, skills and experience	
	Requirement
1	Familiar with the market dynamics and culture in China, especially the media environment, consumer behaviour and latest digital trends; passion for Britain
2	Educated to university-level standard and above, preferably with a marketing qualification
3	At least two-year experience in marketing, including digital and social media, with a proven track record of delivering online marketing campaigns and activities
3	Experience of media buy is a must. Good management skill of media buy agency to clearly brief the campaign asks and ensure the best choices of media channels and KOLs; ensure high quality media proposals with maximized cost effectiveness
4	Have good sense of content and copy writing, able to write creative and attractive advertisement copy that are appealing to consumers
5	Work closely with London designers to prepare assets needed for various media channels including banner design and resize, video script localization etc., and make sure all align with branding guideline
6	Good data analytical skills to look at media data performance, reports and evaluation results and make continuous optimization to improve results and ROI
7	Experienced in delivering offline events, able to manage complex projects, balance various partners' interest and different requirements within limited time and budget
Essential personal style and behaviours	
	Requirement
1	Communication, negotiation and coordination skills
2	Multi-tasking
3	Good time management
4	Well organized and detail oriented
5	Able to work independently while good team-working spirit
6	Responsible and accountable
7	Open-minded and creative

Desirable requirements	
1	Abundant media and KOL resources and relationship
2	Experience of managing other travel brands is a plus