

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	Digital & Content Manager	Division/Team	China & NEA
Contract type	Permanent	Location	Shanghai
Date	11 th October, 2019	Salary/Range	CNY 186,616 - 256,597 per annum

Context

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.

One function focuses on content and data; the other charges channels including (but not restricted to) campaigns and activities both on and offline.

This position is hence created to lead on social, digital and content, both planning and delivery, based in Shanghai, PR China

This position will work collegially with Marketing Manager, B2B & Partnership Manager, Head of Tourism Projects, reporting into China Country Manager.

Main purpose of the role

To set the strategy and direction of both digital and content focusing on owned channels but also supporting other strands of marketing, B2B and Tourism Projects.

To identify the right online tool, platforms and digital trend etc for enhancing the inspiring, data analysis for making right decision to achieve overall objective.

Resource management and key relationships

Staff managed¹	2
Budget managed	GBP10k as budget limit, but deliver up to GBP 100K worth of marketing activities
Reports to²	Country Manager China, Deputy Regional Director C&NEA
Key Relationships (and indication of level/nature of interactions)	
Mid management role in China team, support Deputy Regional Director, Leading an Digital Exe and Content Exe, working collegially with B2B team and Marketing team, Head of Tourism Projects	

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.

Main Duties	
1	<ul style="list-style-type: none"> Work with Digital team in London for Strategy development for VB owned channels and content that reflects the latest consumer trends. To set KPI of Sina Weibo, Wechat, website performance etc and annual overall content plan (10%)
2	<ul style="list-style-type: none"> Be responsible for content management on CMS, Content creation through London HQ as well as agency and adapt them for different channels/purposes (25%)
3	<ul style="list-style-type: none"> Be responsible for all VB owned Digital channels including but not limited to official website, weibo, wechat, e-News Letter, mini program and data analysis through online tool(10%)
4	<ul style="list-style-type: none"> Support HOTP, regional director and country manager to deliver PDP events/programmes, meeting the KPIs and ensuring satisfaction of the partner (10%)
5	<ul style="list-style-type: none"> Support Marketing Campaign team and B2B team on channel, content when requested. Ensure all digital side activity is with overall objective of Campaign team (20%)
6	<ul style="list-style-type: none"> To identify and devise various online tools for tracking and data analysis for strategic decision making. Developing & Providing digital insights to wider regional team (10%)
7	<ul style="list-style-type: none"> Ensure all financial & procurement procedures are followed and carefully managed (5%)

Person Specification	
Essential knowledge, skills and experience	
	Requirement
1	5+ Years of professional experience in online marketing, preferred in tourism industry.
2	Extensive digital expertise, with an in-depth knowledge of the online landscape & digital/social consumer trends in China including but not limited to SEM, SEO, mini program, Social Media, CRM, Tracking tool etc
3	Comfortable with data and using an analytical approach/tools for strategic decision-making
4	Marketing & communications experience, preferably in tourism, with a proven track record of successfully engaging customers with marketing campaigns and media buy
5	Effective communication and presentation skills with both internal & external stakeholders at all decision-making levels in both English and Mandarin
6	Proven experience of annual budget management and control

Essential personal style and behaviours	
	Requirement
1	Collaborative and collegial working
2	Positive thinking and constructive approach
3	Resourceful and sharing
4	Willingness to go extra miles on delivery to maximise outcome
5	Attentive to detail, vigilant about accuracy and relevance of information being managed

Desirable requirements	
1	Knowledge, expertise and experiences in South Korea and Japan
2	Managerial experiences in relevant areas
3	Know about and have strong interest in the UK destination and culture