

CN – Tires – Social Communication Specialist

Vaše náplň práce

- Yearly social strategy developed
- Manage and maintain the social official accounts of CO, GT and other own tire brands on main social media platforms, according to company multi-brand business strategy
- Develop and launch new social official accounts on promising social media platforms. ▪ Create high-quality social content regularly according specific content including but not limited to website, social media and EC platform with various creative form
- Integrate and sort out current content materials of both product info and brand message of CO, GT and other own tire brands
- Plan and organize Social/Marketing campaign according to specific communication direction and yearly business strategy.
- Support seasonal digital campaign, including but not limited to content adaptation, communication on own media and website, social traffic drive to follow up digital campaign KPI achievement.
- Manage and maintain official websites of CO, GT, VK and other own tire brands including but not limited to content update, function operation, EC conversion and ICP authentication, with collaboration with APAC/Central Web team and IT/BS department.
- Support content request from other functions or interdepartmental projects and provide BI/VI suggestions for content production of other functions including but not limited to system building, UI design, VI check
- Manage internal communication through Horse Express for marketing activities and support other functions through own internal communication tools



ID pracovní pozice
REF96825R

Obor
Marketing a Obchod

Lokalita
Šanghaj

Úroveň vedení lidí
Vedení sebe

Flexibilita práce
Práce v kanceláři

Právnícká osoba
Continental Tires Co., Ltd.

Váš profil

- BA in business or literature,
- Good in English and communication Above 2 years experience in online communication, especially social media
- Good at topic planning and sense of humour
- Familiarity with SEO, SEM, web analytics, and affiliate programs;
- Understanding in internet best practice and trends; Above 2 years experience in project or process management
- Advanced experience in cooperation with external customers and vendors Able to handle short time project independently Multi-international company working or cooperation experience
- Having personal social brand is preferred;
- Favor of football and driving is preferred;

Co nabízíme

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O nás

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2006年，德国马牌轮胎乘用车与轻卡车胎业务正式进入中国市场，并迅速以其精湛的德国工艺和值得信赖的品质独树一帜。德国马牌轮胎的零售网络遍布全国，凭借安全与领先的德国科技，德国马牌轮胎为合作伙伴创造价值，为消费者带来卓越的驾乘体验。

*大陆马牌轮胎在中国市场以德国马牌注册并著称