

Junior Brand Manager (Intern)
Great Learning Opportunity. Career Accelerator

ROLE DESCRIPTION

Location: Nantes, France
Start date: January, 2020
Contract: Internship
Title: Junior Brand Manager (intern)
Compensation: Market-based

COMPANY

Our mission is to connect SkinCare brands with Chinese consumers.

TheChinaStudio™ team is established in Nantes, Shanghai and Hong Kong. In Nantes, we develop brand awareness and generate traffic for our Brands through Digital Marketing in China. Digital Marketing activities range from setting & designing Brand Accounts (WeChat, Weibo Blue V, RED), developing & engaging Brand Communities, running SEO activities and KOL campaigns. In Shanghai, the local team supports the operational marketing. Our team consists of Chinese & European nationalities.

Founded in 2015, TheChinaStudio™ is an international startup, with different nationalities, which has been awarded in France by the largest CEO network “Réseau Entreprendre” and raised funds in 2018, with BPI France.

Our working principles are:

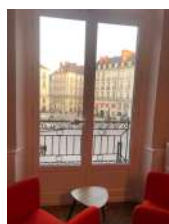
Put the Customers First. 客户至上.

Think with depth, with attention to details. 用心思考.

Maintain a Positive Attitude. 积极态度.

Ensure regular communication. 真诚沟通.

Current Brand portfolio consists of personalized SkinCare, ultra-premium SkinCare, nutrition, and drug-free travel sickness. As TheChinaStudio™ is acquiring new Brands, we have to expand the team!



ROLES & RESPONSIBILITIES

The Junior Brand Manager is an internship position. She/he is essentially responsible for the following roles:

1. Brand Management.
 - Search information for daily/weekly posts on social medias.
 - Design, copywrite and push contents (content marketing).
 - Design and copywrite marketing collaterals: sales aids, brochures, training.
 - Support Baidu SEO activities (media posts, Zhidao, Zhihu...)
 - Upload content on brand websites.
 - Support cross-border e-commerce activities, including end-customer interactions.
 - Support various updates on social media.
2. Office Support.
 - Backoffice support.

CANDIDATE PROFILE

The company looks after candidates, with marketing education, and master's degree. The candidate has to be self-motivated, very well organized and holding excellent communication and copywriting skills. The candidate must be Chinese national and fluent in English. A first internship experience at an international start-up in China will be appreciated. Adobe PS and AI will be a plus. Last but not least, the candidates need to be familiar with Chinese social media, feel comfortable using Weibo/WeChat/RED in daily life.

SKILLS DEVELOPED DURING THIS INTERNSHIP

The skills, developed during this internship, will be project management, copywriting (with the brand strategy in mind), social media platform management & optimization, and last but not least, international communication.

RECRUITMENT PROCESS

Once pre-selected (resume and motivation letter), candidates will be invited to several interviews. The interviews will then focus on capabilities, engagement and cultural fit. Please send us your resume and motivation letter to jobs@spireventures.com.

