

Sales & Marketing Assistant (Employee)
Great Learning Opportunity. Career Accelerator

ROLE DESCRIPTION

Location: Shanghai
Start date: ASAP
Contract: Employment (entry level)
Title: Sales & Marketing Assistant
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:

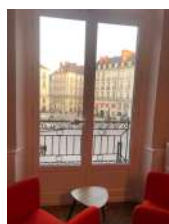
Put the Customers First. 客户至上.

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 Sales & Marketing Assistant (SMA) is essentially responsible for the following roles:

1. Marketing Assistant (70%)
 - Contribute to the selection and engagement of KOL for regular campaigns.
 - Support and engage Brand Communities.
 - Interact regularly with consumers.
 - Support the organization of Brand events.
 - Participate to meetings in Shanghai in order to stay up to date with Social Medias.
2. Sales Assistant (20%)
 - Support the organization of Sales events.
3. Office Support (10%)
 - Backoffice support.

CANDIDATE PROFILE

The company looks after candidates, with marketing education, and bachelor's degree. The candidate has to be self-motivated, very well organized and holding excellent communication skills. The candidate must be Chinese national and fluent in English. A first experience at an international start-up in China will be appreciated. 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 & PERSPECTIVE

The skills, developed during this experience, will be project management and international communication. A successful performance at this SMA position could lead to a Junior Brand Manager position. A great performance will potentially have one training per year at our headquarter in Nantes, France.

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.

