

<p style="text-align: center;">Junior Brand Manager Great Learning Opportunity Digital Marketing x SkinHealth category x ECommerce</p>

ROLE DESCRIPTION

Location: Nantes, France
Start date: immediately
Contract: CDI, full time
Title: Junior Brand Manager
Compensation: Market-based

COMPANY

Our mission is to connect SkinHealth brands with Chinese consumers.

We usually first develop the market entry strategy (Phase 0), then, move to activate the brand assets & communities over the social media in China (Phase 1), and, manage the e-commerce business for those brands (Phase 2).

TheChinaStudio® team is established in Nantes, Shanghai and Hong Kong. In Nantes, we run Market Entry Consulting projects, 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), content marketing, developing & engaging Brand Communities, running SEO activities and KOL/KOC 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, SkinHealth, ultra-premium SkinCare, nutrition, and drug-free travel sickness. As TheChinaStudio® is acquiring new Brands, we have to keep expanding the team!

Among our Clients, we are very pleased to have been recently selected by **FILORGA, PCA SKIN, ELTA MD, COLGATE-PALMOLIVE, MAYOLY-SPINDLER, EVOLEUM, ELLINE, SEA-BAND ...**

To know more, please click on www.thechinastud.io.

ROLES & RESPONSIBILITIES

The Junior Brand Manager is a permanent employee position. She/he is essentially responsible for the brand operations marketing, for a portfolio of brands¹, to be expanded further. She/he reports to the Brand Manager.

1. Pre-launch Consumer Health Brand(s) on Tmall Global, *FlagShip Store(s)*

- Setup and design social media accounts
 - i. Certification translation
 - ii. Design according to Client's branding guidelines
- Setup Global Alipay Account
- Setup Supply Chain
 - i. Customs registration
 - ii. ERP setup
 - iii. KOL/KOC samples management, inventory, flow.

KPI: Timely launch of the FlagShip Store(s) *with full readiness to launch*

2. Monitor and support Third Party agency, on day-to-day basis.

- Oversee/monitor store design, recommend improvements
- Monitor store daily performance (UV, conversion...), recommend improvements
- Monitor customer service performance, pre & post-service
- Follow-up and close customer complaints

KPI: Store quality score (DSR)

3. Manage Brand Marketing, inside TmallGlobal, *Weitao*

- Oversee selection, monitor performance of livestreaming sessions
- Liaise with inside Taobao video producing contents
- Liaise and engage with any inside Taobao influencers, live streamers.

KPI: internal search traffic to the store(s), UV and conversion.

CANDIDATE PROFILE

The company looks after candidates, with marketing education, and master's degree. The candidate has to be self-motivated, very well organized, holding excellent communication capacity and a great team player. Excellent command of PowerPoint and Excel is expected. The candidate must be Chinese national, fluent in English with a good potential in French.

SKILLS DEVELOPED

The skills developed will be brand management, ecommerce on TmallGlobal, digital marketing, international project management, and last but not least, international communication.

RECRUITMENT PROCESS

Pre-selected candidates will be invited to face-to face interviews, in Nantes. Please send us your resume and a 1' self-introduction video to jobs@thechinastud.io.

¹ Right now, Sea-Band and Elline.