

6-month Internship
Junior Business Developer
International Marketing x Sales x Ecommerce

ROLE DESCRIPTION

Location: Paris, France. **Remote possible if excellent communication skills.**

Start date: ASAP.

Contract: Internship (6 months)

Title: Junior Business Developer

Compensation: Market-based

COMPANY

TheChinaStudio® is a digital marketing agency, centered around Chinese Consumers. We aim at being the agency of choice for Consumer Health brands. We offer 2 services.

For brands not yet in China, we offer **Full Services in Cross-Border Ecommerce**, and this is structured in 3 phases: **Phase 0** - market entry strategy. **Phase 1** - activate the brand assets & communities over the social media in China. **Phase 2** - manage the cross-border e-commerce business for those brands.

For brands already sold in China, we offer the **LeaderBoard**, a consumer-centered Executive Brand Management tool. In the process of being launched right now, it provides global brand managers, with deep quantitative and qualitative consumer insights, dynamically assessed and reported monthly, within a panel of competitive brands. It helps brand owners to regain full visibility, control with the power to react way quicker than ever before.

TheChinaStudio® team is established in Nantes, Shanghai, Hong Kong & Paris. 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 Intern will be essentially dedicated to pre-sales of the **Phase 0** of the Full Services Cross Border Ecommerce. The Phase 0 is a one-month marketing strategy project where we determine the potential of a brand in China. We do so by analyzing the product category in China as well as by looking at a benchmark brand. During the internship, she/he will report to the Head of Phase 0 practice, Mayeul de Kerros. Activities will look as follows:

1. **PRELIMINARY.** Be clear on commercial strategy (target category, company size, target decision maker, geography, status in China)
2. **LEAD SEARCH:** find brands with salient positioning and potential for China.
3. **LEAD QUALIFICATION:** Make sure the brands fit in the preliminary criteria.
4. **LEAD ENGAGEMENT:** Use Hubspot and LinkedIn to engage lead and track the progress.
5. **DEAL CLOSING:** Open Phase 0 discussion and support Company team in closing deal if necessary.

CANDIDATE PROFILE

The company looks after candidates with marketing or business management master's degree. The candidate has to hold a genuine learning agility, to be quality focused, to hold excellent communication capacity and to be a great team player. Last but not least, a great attention to details is expected.

As a must: Marketing and brand positioning mindset. Fluent in English.

As a plus: Knowledge in Google Ads.

SKILLS DEVELOPED

The skills developed will be pre-sales, lead qualification, business development, management consulting, digital marketing, international project management, international communication.

RECRUITMENT PROCESS

Pre-selected candidates will be invited to face-to face interviews. Please send us your resume and a 1' self-introduction video to jobs@thechinastud.io. You may also add Mayeul de Kerros on LinkedIn.