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# Example of Marketing Manager, China Job Description

Our growing company is looking for a marketing manager, china. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for marketing manager, china

* Create localized value proposition and messaging for influencing customer decisions
* Develop sales tools and collateral for the China market
* Craft the luxury brand strategy for China aligned with China Commercial, Global and Asia Pacific goals
* Develop Brand Marketing campaigns to build and differentiate luxury brands positioning and awareness
* Develop, lead and execute all Luxury Brand Marketing activities in partnership with digital, PR and social media teams
* Develop and drive luxury brand partnership programs to provide enhanced experiences and marketing value
* Ensure hotel compliance with brand identity and graphic standards
* Engage in sourcing, negotiating, contracting and managing creative and offline media agencies under the guidance of Director, Brand Marketing
* Partner with China Brand Marketing Team to identify suitable Public Relations, Social and Online Media agencies in China
* Establish campaign opportunities and key performing metrics, track and evaluate ROI, report and share results

## Qualifications for marketing manager, china

* Strong in content development, ideal with degrees in journalism, Chinese, communications and law
* Experience preferred in government or media (responsible for content development)
* Familiar with IPR (patent) industry
* Strong capabilities in editing, writing, topic planning and execution
* Pay attention to Internet and enjoy content development
* More than 7 years marketing communication experience, industry of building material, sanitary, future, kitchen appliance will be preferred