

Job Description

Title: Marketing Manager, China

Department: Marketing

Categories: Full Time

Start date: Immediate

Location: Shanghai

Job Purpose:

To work with the Management team of Guiddoo to build the Strategy for Customer Acquisition and Community Building through extensive use of Viral Content and Organic Marketing across Chinese Social Media Platforms

Description:

- Build the overall Strategy for User Acquisition, Content Marketing, Social media and Community building for the Guiddoo Chinese Platform.
- Recruit, Train and Maintain a team of Social media and Content executives
- Maintain strong presence across chinese social media platforms
- Evaluate the Usage Analytics and Growth Parameters for the platform

Key Competencies:

- Startup Experience a plus
- Minimum 1 year experience in Online Marketing & Social Media with either an Online Platform or an agency in Mainland China
- Knowledge or Interest in Travel will be advantage
- Excellent communication skills both written and verbal
- Time-management, planning and organizing skills
- Discipline and stress resistant
- Flexible, hard-working and team player Limits of authority to ensure that the clients' expectations are met by offering high-quality information content as well as high quality services.

Working Schedule:

Work 6 days in a week.

Expected results:

- Maintain Growth Metrics for Users and Customers
- Weekly Presentation on Key User Metrics
- Effective teamwork is delivered through structured delegation and supervision

Salary and benefits:

Rewarding salary and benefits, the opportunity to work in a dynamic and entrepreneurial travel company and progress your career.

Contact

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