

Marketing Manager, China

Control Risks is a specialist risk consultancy that helps to create secure, compliant and resilient organisations in an age of ever-changing risk. Working across disciplines, technologies and geographies, everything we do is based on our belief that taking risks is essential to our clients' success.

We provide our clients with the insight to focus resources and ensure they are prepared to resolve the issues and crises that occur in any ambitious global organisation.

We go beyond problem-solving and give our clients the insight and intelligence they need to realise opportunities and grow. From the boardroom to the remotest location, we have developed an unparalleled ability to bring order to chaos and reassurance to anxiety.

Our people

Working with our clients, our people are given direct responsibility, career development and the opportunity to work collaboratively on fascinating projects in a rewarding and inclusive global environment.

Location

Shanghai, China

Engagement

Permanent, full time

Department

Marketing

Manager

Senior Marketing Manager – Greater China & North Asia

Job Purpose

Support the Control Risks China business in expanding its profile through creative, targeted and well executed marketing programs and activities.

Tasks and responsibilities

- Develop and support the execution of a strategic, actionable marketing and communications plan that enhances the brand with multinationals in China, but also Chinese companies investing overseas.
- Using best practice marketing techniques, identify and execute multi-channel campaigns to deliver key messages
- Develop and manage a calendar of initiatives, both internal and external, which will support the strategic marketing plan
- Identify key trade associations and professional bodies which Control Risks should engage with and manage those relationships to obtain maximum value
- Identify and qualify external events for relevance to Control Risks, negotiate sponsorships deals, and manage engagement with the event organisers
- Plan, manage and deliver all company events including venue selection, budget management, attendee list, invitations, collateral and post-event follow-up
- Lead on the development of the firm's WeChat strategy, including development and

- maintenance of an editorial calendar, creative material and supporting platforms.
- Actively work with regional and global marketing teams and business development teams to leverage campaigns wherever appropriate
- Monitor regional and global initiatives to ensure the correct clients are targeted and supported
- Oversee Chinese translation and proofreading support for marketing materials targeted at Chinese clients

Knowledge and experience

- Experience marketing and communications, supporting both multinational and Chinese companies
- Proven experience in developing and executing a creative marketing plan that aligns with key business objectives
- Content marketing and event management experience
- Experience in marketing knowledge and research to a business audience
- Detailed knowledge of and interest in the current business environment, world economics and geo-politics
- 8+ years working experience in supporting and executing marketing and communications activities.
- Excellent command of English and Chinese, with a flair for writing marketing copy in both languages.

Qualifications and specialist skills

Essential

- High-level attention to detail
- Ability to create and manage budgets effectively
- Willingness to be hands-on Experience using Microsoft Dynamics, CRM and Click Dimensions or similar
- Educated to degree level or equivalent

Preferred

- Experience in a similar role, especially within professional services

Competencies

- Focuses on delivery and strives to exceed expectations
- Understands the business as a whole, strategic priorities and own contribution to goals
- Embraces a changing environment, adapts well to changing demands and ambiguous situations and adapts own behaviour accordingly
- Express self clearly and displays sensitivity to develop constructive relationship with others

Behaviours

- Ability to work in a team
- Results-orientated and meticulous
- Excellent organisation, efficiency and multi-tasking
- Manage projects and deadlines independently
- Willingness to work in an environment with competing work priorities and strict deadlines

All employees are expected to display behaviours reflective of our company values: Integrity and Ethics, Collaboration and Teamwork, Commitment to People and Professionalism and Excellence.

How to apply

If your qualifications, experience and aspirations match our requirements, email a covering letter and CV, stating your current salary to: chinacareers@controlrisks.com by 10 August 2018.
