

### **Job Opening at Melchers China (Beijing)**

The Melchers China organization is a member of the globally operating Melchers Group. Headquartered in Bremen, Germany, C. Melchers GmbH & Co. KG is privately-owned and was founded by Carl Melchers (1781-1854) and Carl Focke in 1806. Establishing its first Asian branch in 1866 in Hong Kong, the company is engaged in doing business in Asia ever since.

Melchers is a global company with a wide range of services and trading know-how in diverse business areas. The services cover the entire value chain – from product development and manufacture through sales and retailing to marketing and after-sales service. The highly diversified group operates from over 17 locations in Greater China and serves customers in 15 industries in the machinery and industrial products, healthcare, and retail sectors.

It is our mission to create long-term value through customer-centric and customized approaches. Rooted in our entrepreneurial mindset and openness, we seize market opportunities without industry boundaries or predefined constraints.

To support our growth, we are looking for a

#### **Digital Marketing Specialist**

**Location:** Beijing

**Reporting to:** Digital Marketing Manager

#### **Responsibilities**

- Website: Work closely with business departments and develop and maintain SEO optimized local landing websites for principal businesses towards Chinese clients
- Website: Work closely with local vendors and global technical teams to design, build, and optimize web and mobile presence in China. Proactively suggest and update content via the website(s) backend to ensure the website remains up-to-date, engaging, and relevant.

- Work with principals and the sales and marketing teams of the different business departments to create and execute long-term digital marketing campaigns to boost sales growth.
- Social Platforms: Manage Melchers' and principals' local social accounts (i.e., WeChat, Weibo, Social app), including content localization & creation, follower acquisition & engagement, and optimization.
- Social Advertisement: Identify critical social media platforms and KOL/KOC for brand digital advertising & content campaign to present the brand creativity and amplify brand awareness.
- Support E-Commerce activities of selected business departments if required, such as working closely with vendors and help to drive brand visibility through partners' social and digital platforms
- Analysis Reports: Develop the functional analysis reports for website, social account, and digital marketing activities, evaluate the results, and conduct regular market study.

#### **Skillset**

- Bachelor's degree or above
- 2 years work experience of relevant digital marketing experience.
- Solid knowledge and understanding of new media operations.
- Demonstrate exceptional computer skills and software application proficiency such as Microsoft Office programs and Adobe programs for graphic design, video editing skills advantageous
- Native speaker of Chinese, fluent in spoken and written English
- Capable of multitasking but prioritizing work and working well under pressure
- Experience working in a multi-cultural environment
- Strong communication, collaboration, and interpersonal skills
- Creative mindset
- Willingness to challenge the status quo and advocate critical thinking

- Embracing learning opportunities and determination for continuous self-improvement

### **Working at Melchers**

We give major importance to mutual respect and tolerance in any relationship regardless of the person or position. Our flat hierarchies allow for quick feedback and access to management. Our low staff turnover reflects our reliability and stability as an employer. In order to drive success, we work with annual objectives for each staff member and operate in an environment of providing feedback and seeking continuous improvement from all teams and employees.

Applicants are requested to send their motivation letter, CV, and expected annual salary to Jacquelyn Li at [jacquelynli@melchers.com.cn](mailto:jacquelynli@melchers.com.cn)