

Company Profile

公司简介

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 established its first Asian branch in 1866 in Hong Kong. The company has been engaged in doing business in Asia ever since.

美最时中国隶属于美最时跨国集团。总部位于德国不莱梅的 C. Melchers GmbH & Co. KG 是一家私营企业，由卡尔·美最时（1781-1854）和卡尔·福克于 1806 年创立。于 1866 年在香港设立了第一家亚洲分公司，此后便一直从事亚洲业务。

The consumer business unit of Melchers China benefits from the strength and heritage of the Melchers Group, with a distinguished history in China dating back to the early 20th century when we introduced a range of European consumer brands. Our commitment to quality and customer service has solidified our reputation as a reliable partner in the luxury sector. Today, our portfolio in China has expanded into a diverse range of categories in which we offer our expertise: watches, jewelry, leather, toys, home & living, and fashion.

美最时中国的消费品业务单元得益于美最时集团的实力和传统。我们早在 20 世纪初将一系列欧洲消费品牌引入中国，在中国拥有悠久历史。我们对品质和客户服务的执着，已让我们在奢侈品领域树立了可靠合作伙伴的声誉。如今，我们在中国的产品组合已扩展至多个不同品类，并在这些品类中展现我们的专业能力：手表、珠宝、皮革制品、玩具、家居生活产品以及时尚产品。

Digital Marketing Specialist

市场营销专员

Location: Shanghai

工作地点: 上海

Report to: Digital Marketing Assistant Manager with dotted line to EC manager

汇报对象: 向市场营销副经理直接汇报，同时向电商经理行虚线汇报

Job description:

工作职责:

1. Social Media Account Management: Responsible for the daily operation of the company's mainstream social media accounts (Xiaohongshu, WeChat, Weibo, Douyin, etc.), including content publishing, comment interaction, and fan maintenance; optimize account operation strategies to increase account activity, fan count, and content exposure and conversion.

社媒账号管理: 负责公司主流社媒账号（小红书、微信、微博、抖音等）日常

运营，包括内容发布、评论互动、粉丝维护，优化账号运营策略，提升账号活跃度、粉丝量及内容曝光转化。

2. **KOL Collaboration Process: Responsible for KOL (Key Opinion Leader) screening, contact, negotiation, and collaboration follow-up; establish and maintain a KOL resource pool; coordinate KOL collaboration details (content requirements, sample management, scheduling, settlement); follow up on collaboration effects, review and optimize the KOL collaboration model.**
达人对接流程：负责达人筛选、联系、洽谈及合作跟进，建立并维护达人资源库，协调达人合作细节（内容要求、样品管理、排期、结算），跟进合作效果，复盘优化达人合作模式。
3. **Track trends in social media platforms, competitors' social media operations, and KOL collaboration strategies; output analysis reports and optimization suggestions.**
跟踪社媒平台动态、竞品社媒运营及达人合作策略，输出分析报告及优化建议。
4. **Plan and manage paid media placement, accurately target the intended audience, and optimize the conversion path from marketing to purchase; cooperate with suppliers and platform parties to explore and utilize the latest advertising products and formats (continuously monitor and analyze advertising effects).**
规划并管理付费媒体投放，精准定位目标客群，并优化从营销到购买的转化路径，与供应商及平台方合作，探索并利用最新的广告产品与形式（持续监控、分析广告效果）。
5. **Coordinate with internal teams and external suppliers to plan and execute campaigns or marketing events.**
配合内部团队与外部供应商，策划并执行 Campaign 或营销事件。
6. **Internal process coordination, including coordination with departments such as Finance and Legal.**
内部流程对接，包括和财务，法务等部门的对接工作。

Requirements:

任职要求:

1. **Bachelor's degree or above in Marketing, Digital Media, Fashion Management, Art and Design Management, Business Management, or related majors.**
市场营销、数字媒体、时尚管理、艺术设计管理、商业管理、相关专业本科及以上学历。
2. **More than 3 years of relevant work experience in social media account operation and KOL collaboration; familiar with the operation rules of mainstream social media platforms (such as Douyin and Xiaohongshu) and**

KOL collaboration processes; priority will be given to candidates with experience in the fashion or luxury goods industry.

3年以上社媒账号运营、达人对接相关工作经验，熟悉主流社媒平台（抖音、小红书等）运营规则及达人合作流程，时尚或者奢品行业优先。

3. Familiar with China's digital media ecosystem and advertising placement system.

熟悉中国数字媒体生态和广告投放体系。

4. Possess excellent communication and negotiation skills, be able to efficiently connect with KOLs and internal teams, and accurately convey collaboration needs.

具备优秀的沟通洽谈能力，能高效对接达人及内部团队，精准传递合作需求。

5. Proficient in written and spoken English.

熟悉的英文书面及口语沟通能力。

Applicants are requested to send their CV and expected annual salary to Jojo Zhang at jojozhang@melchers.com.cn

申请人请将您的简历及期望薪酬发送至：jojozhang@melchers.com.cn