

## **Vacancy: Marketing & Communication Manager** **International Development Zone near Suzhou**

### **Introduction:**

Our company is in charge of developing a Sino-European Business Development Zone close to Suzhou. Besides finding foreign leads, we offer a full range of services that make it attractive for companies to settle in our zone. Besides a complete marketing program (promotion, research, targeting, road trips, media, ...) , we define the strategy to make us stand out from the crowd. Through a close cooperation with the local government we can also make sure the infrastructure meets the needs of the leads.

A Western style management is headed by the GM, and supported by a board of directors consisting of high influential seniors from various industries and regions.

In the local office, the GM, with a European nationality, leads a team of 15 people with a healthy mix of seniority and young talent. Another 3 foreigners are responsible for business development in each a different geographic region.

### **Position:**

For the position of Marketing Manager, we're now looking for the following **profile and skills:**

- Native Chinese, proficient in English
- At least 3 years experience in working for Economic Development Zone, Trade Development, or similar
- Able to cooperate with sales team and develop efficient marketing plan with budget, targets and vision
- Experience with doing market research and able to report and make reasoned conclusions

Main job **tasks and responsibilities:**

- Research:
  - o Comparative study of similar zones, track trends
  - o Define requirements of the targets and build the right answers
- Management:
  - o Formulation of marketing strategies with budgets
  - o Marketing planning and implementation
  - o Building and communicating value for the leads
  - o Implement a basic CRM system
- Promotion:
  - o Select and take part in related exhibitions, seminars or trade missions
  - o Organize events, road trips and seminars
  - o Use modern communication channels
  - o Coordinate with government and improve cooperation
- Public Relations:
  - o Manage and be the point of contact for the Chinese media
  - o Communicate clear Mission & Vision

**We offer:** nice remuneration, new apartment (in Huangdai), good perspectives

Please send to a short paragraph about why you're interested, as well as your CV to: [frederic@eusinobc.com](mailto:frederic@eusinobc.com)