

## Job Description 职位描述

Department : Marketing 部门 : 市场营销部	Job Designation : Snr. Manger/ Manager, Branding 职位名称 : 高级经理/ 经理, 品牌
Grade : 级别 : M1/ P3	Location : 工作地点 : Shanghai – HQ
Direct Reports to (Title): 汇报人 (职位) : DD, Branding	Direct Reports (Title, if applicable) 下属 (职位, 如适用)
<p><u>Overall purpose of the job</u> <u>职位概述</u></p> <p>Responsible for corporate branding and communications in China.</p>	
<p><u>Main responsibilities</u> <u>主要职责</u></p> <ol style="list-style-type: none"> <li>1. Develop and execute PR/media communications plan, incl. feature article write-up and distribution, media interviews and media buy negotiations.</li> <li>2. Develop and execute media engagement program in focus cities, incl. media relationship maintenance, media monitoring and issue management.</li> <li>3. Develop and implement branding strategies &amp; initiatives in focus cities</li> <li>4. Manage corporate marketing collaterals and supervise the copy writing of corporate profile in project marketing collaterals.</li> <li>5. Work with GCC for corporate communications and affairs in China, i.e. press releases, company announcement, corporate events, Annual/Sustainability Report, trademark applications.</li> <li>6. Manage the production of corporate publications</li> <li>7. Complete other feasible tasks assigned by line manager.</li> </ol>	
<p><u>Competencies required</u> <u>能力要求</u></p> <ol style="list-style-type: none"> <li>1. Initiative.</li> <li>2. Good ability of managing internal/external customer relationships.</li> <li>3. Critical thinking &amp; sound decision making. (apply to who has subordinate)</li> <li>4. Good at building effective teams and developing people. (apply to who has subordinate)</li> <li>5. Have strong business sense and show the ownership, entrepreneurial drive.</li> <li>6. Ability to speak up, open and able to come up/accept new ways of doing things.</li> <li>7. Honest, dependable and collaborative.</li> <li>8. Passionate, result-oriented and seeking for long-term development.</li> </ol>	
<p><u>Qualification and experience required</u> <u>资历及经验要求</u></p> <ol style="list-style-type: none"> <li>1. Diploma degree or equivalent with major in Marketing or related.</li> <li>2. At least 5 years of experience working in marketing in a well establish Real Estate Company.</li> <li>3. 3 years of Chinese copywriting experience.</li> <li>4. 3 years of experience in producing marketing collaterals.</li> <li>5. Work with Advertising agency.</li> </ol>	