



Camera di Commercio Italiana in Cina

中国意大利商会

China-Italy Chamber of Commerce

China-Italy Chamber of Commerce
Career Day 2020

Job Description

Position: **Social Media Specialist**

Job Description (100 words):

- Building and executing social media strategy through research, platform determination, benchmarking, messaging and audience identification;
- Developing social media content plans that are consistent with the company's brand identity;
- Editing, publishing and sharing contents (original text, images, video, HTML, etc.) to improve social media engagement;
- Preparing monthly reports on social media marketing efforts;
- Staying up to date on best practices and emerging trends in social media.

Job location: **Shanghai**

Type of job (full-time, part-time, internship): **Full-time**

Required experience: **N/A**

Starting date: **N/A**

Salary (if indicated): **Negotiable**

Candidates' requirements (100 words)

- Bachelor's Degree in Communication, Marketing, Business or related fields;
- 1+ year experience as a Social Media Specialist or similar role;
- Demonstrable social network experience and social analytics tools knowledge;
- Excellent consulting, editing (photo/video/text), presentation and communication skills;
- Familiarity with web design, web development, CRO and SEO;
- Excellent written and spoken communication skills in Chinese;
- Fluency in English;
- Italian language not a strict requirement, but very appreciated;
- Great interpersonal and communication skills;
- Critical thinker and problem-solver;
- Availability to travel outside Shanghai occasionally;
- If required, availability to work during weekends.



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Company Information

Company Name: **DP Group**

Company Description (100 words):

The mission of DP Group is to make the world a better place where to do business. To fulfill this mission, DP Group has aimed to establish a series of service companies in order to provide its clients a full range of services, namely, Legal, Investment, Tax, Accounting, Marketing, Communication, Educational activities etc.

In order to provide the best services in the fastest way to our clients, DP Group now has a variety of branches around the world including locations based in major developing economies.

For more information about DP Group and it's entities & services please check: dpgroup.biz