



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: **Marketing Head - B2B or B2C**

Job Description (100 words):

- Build and implement Channel development Plans in Food and Beverage channel to deliver volume and value growth target ;
- Application/Solution development for Food and Beverage channel to deliver the sell-in and maintain of target customers;
- Responsible for NPD management – global roll-out and local brands to enhance the competitiveness of China CD portfolio;
- Develop or landing Service Brand in China to strengthen the B2B solution selling proposition of China CD;
- Lead Digital transformation for China with an integrated digital eco-system between China CD and customers;
- As a key member of China CD leadership team to support the overall strategy/org/culture planning/implementation.

Job location: **Shanghai**

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

Required experience: **N/A**

Starting date: **2020.08**

Salary (if indicated): **N/A**

Candidates' requirements (100 words)

- At least 10 years in Marketing team leader position responsible for both brand development and brand building planning and execution;
- At least 5 years in B2B or B2C Marketing team leader position responsible for category/channel activation campaign in the related food categories and being able to co-work with sales team to drive the result/performance;
- Responsible for new product development process from ideal to post launch stage with successful result;
- Familiar with the cooperation with official associations to leverage their influences;
- Real operation experience in digital marketing / CRM by integrating with social media and e-commerce;
- Excellent command of Mandarin and Good English (comprehension, speak, read, write);
- Comfortable to work with global team members and matrix organization and be able to communicate clearly about local market situation and request;
- Good finance acumen with good sense on return on investment;
- A team player with effective communication skills;
- Sense of agility with China speed.



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Company Information

Company Name:

Company Description (100 words):

A global dairy company. Their organisation has branch offices in 36 countries and employs more than 20,000 people. And their products find their way to more than 100 countries. There are four business groups as the main business of this company. Milk and dairy may be at the heart of what they do, but they makes more than just cheese and yogurt, also produce dairy nutrition for specific groups of consumers, such as toddlers or adults with specific requirements. And they provide the food industry and the pharmaceutical industry with ingredients for their own products.