



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 Executive**

Job Description (100 words):

- To organize and arrange the wine training and related activities;
- To responsible for writing and updating the company's official WeChat account, Weibo, Website and other articles that used for publicity;
- To write articles which can enhance company's popularity, reputation, corporate culture etc;
- To strengthen the description of the wines, catalog and modify according to demands timely;
- To plan and arrange the related exhibitions, fairs and events;
- To translate the introduction of wineries and wines from English to Chinese.

Job location: **Shanghai**

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

Required experience: **N/A**

Starting date: **N/A**

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

Candidates' requirements (100 words)

- Loving reading and creative work , strong writing ability, open minded in ideas (need to provide original work when interview);
- Having a good visual aesthetic, strong learning ability, and maintain a positive focus on youth cul-ture and trend elements;
- Having the experience of New Media editing, including but not limited to WeChat, Weibo and other platform operations
- Very sensitive to data with data analysis ability. Independent, strong thinking and executed during work;
- Skillfully in operating video editing and graphics software like PS,AI etc;
- Capable of photography and video composition;
- Excellent in English Listening, Speaking and Writing and Chinese Expression;



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Company Information

Company Name: **Shanghai SinoDrink Trading Co., Ltd.**

Company Description (100 words):

SinoDrink was established in 2008 and Edward Liu is the founder and the president of the company. As a member of Generali, the 2nd largest insurance company in the world, Sino-Drink is the daughter company of Genagricola group. As an Italian wine specialist in China, SinoDrink is the leader of Italian wine importers and has introduced a wide variety of Italian fine wines to the Chinese Market. We are also specialized in wine investment, wine event or-ganization, fine wine collection and winery tour. Having more than 50 suppliers from 20 re-gions all over the Italy, SinoDrink aims to introduce fine Italian wines to Chinese customers and share with them the healthy Italian lifestyle.

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