



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 Manager**

**Job Description (100 words):**

Developing and activating a comprehensive overall SIAD China marketing strategy and implementation plan for the ASU, Compression and Service & Spare Parts BUs, including market definition, segments and size, market channels and access, buyers, end users, gate keepers, etc.  
Preparing and implementing a marketing communication plan to build the brand profile and expand the brand awareness of SIAD China and includes print and digital media promotions and placements, publicity, updated China marketing brochures, power point decks, developing and implementing a social media strategy, ongoing and continuous customer and prospect contact, etc.  
In coordination with the DGM Compression and DGM ASU, determining the appropriate speaking events, trade shows and exhibitions to attend and manage the overall participation in the plans.  
Developing and leading the customer qualification process along with Operations and ASU and Compression sales and engineering to enable SIAD China and SMI to become a preferred supplier on the list of qualified bidders.

Job location: **Hangzhou**

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

Required experience: **Minimum of ten (10) years**

Starting date: **June. 1st , 2020**

Salary (if indicated):

**Candidates' requirements (100 words)**

**Education:** Bachelor Degree preferably in industrial marketing and/or engineering.  
**Capabilities:** Thorough understanding of capital goods equipment marketing with a successful track record of building a strong marketing. Solid understanding of technical and related issues and able to readily and clearly communicate marketing and technical concepts.. Knowledge and/or understanding of the sectors and channels that will provide ASU and Compressor sales opportunities.  
**Personal:** Demonstrated capability to build and maintain valued business relationships and networks in China, particularly at higher levels. Ability to work collaboratively in a team environment. Demonstrated aptitude for learning and quick learner. Creative industrial marketing practitioner.  
**Language:** Fluent in Chinese and English languages—speaking, writing and reading.  
**IT:** Skilled in use Microsoft Office, CRM and ERP systems, print typography, designs, layouts and fonts



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**Company Information**

Company Name: **SIAD Engineering (Hangzhou) Co., Ltd.**

**Company Description (100 words):**

**SIAD Engineering(Hangzhou) Co.,Ltd., established in 2012, is SIAD Macchine Impianti S.p.A 's first and sole subsidiary in China supplying Chinese customers Air Separation Units under the trademark "SIAD" for the China market and in support of SIAD Macchine Impianti's global business. SIAD Engineering (Hangzhou) intends to engineer and manufacture a full line of air separation and related systems for the China market, enabling SIAD to provide its advanced technology and quality to the China market at Chinese costs and pricing.**

**SIAD Macchine Impianti is a leader in the designing, manufacturing and installation, throughout the world, of Air Separation Units for manufacturing industrial gases, Nitrogen Generation packages - membrane and PSA type, LNG Liquefaction plant, Compressors for compressing all types of gas and Instrument Air packages. The company supplies the Refinery, Petrochemical, Chemical, Energy, Food and Beverage and Industrial Gases industries.**