

## **COMMUNITY MANAGER - CHINA | FREELANCE**

He/she should be an expert in social media management for the China market, with proven experience in the main platforms. Responsible for community operations, including online activities, paid media agency supervision, as well as KOL and KOC search and activation.

This role needs to understand the luxury market (Home Decor preferably or fashion/lifestyle otherwise), as well as customer insights from middle/upper class Chinese consumers.

The main tasks to be performed are:

### **Content and Community**

- Create the content (copy) for each publication, following the global calendar of campaigns.
- Weibo, WeChat, Red and Douyin and etc content maintenance
- Community management: content publishing, user comments...
- Calendar proposal for global and Seasonal campaigns development and execution

### **Paid Media Campaigns**

- Supervision of paid media agency
- KPIS monitoring
- Improvement proposals

### **KOL/KOC (influencer)**

- Proposal of collaborators
- Campaign management
- Monitoring of published content
- Loyalty actions with the network
- Social sentiment analysis

### **What we are looking for:**

- Native-level Chinese and high level of Spanish and English (C1). Excellent writing and communication skills in Chinese.
- Strong experience in community management (+4 years)
- Strong knowledge of social trends in the Chinese market
- Understanding of social media best practices for businesses

### **Qualifications**

- Bachelor's degree in Communication, Marketing, and other related fields or equivalent practical experience.
- 3 - 5 years of relevant work experience in Marketing Communication, Digital, Social, PR, CRM, or related quantitative field.

- Outstanding skills on communication and comprehension
  - Significant experience/strength with knowledge of social network, customer relations.
  - Ability to interact effectively with people and work in a collaborative, time sensitive and self driven environment.
  - Luxury or Fashion and/or home decor industry experience.
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- The candidate must be self-employed or registered in order to have a contract for work and service.
  - 20/25 hours of work a week and can be distributed according to accords.
  - At least 2 days must be during office hours from 09 – 18 for meetings ( European time zone).

**Deadline to send CV: 15/07/22**

**CV: [empleo@casaasia.es](mailto:empleo@casaasia.es)**