

	<h1>Job description</h1>	<p>Created: A. Fung Edition: 1 Date: Jan 3, 2011</p>
---	--------------------------	--

<h2>Marketing Communications Manager, China</h2>
--

Target: The position is located at HARTING China office in Shanghai. The roles and responsibilities expected for the position include managing and organizing the public perception of the Company in China.

Reporting Line: Marketing Communications Manager, Asia Pacific
Managing Director, China

Job Responsibilities:

1. Event Management

- a. In order to manage and organize the public perception of the company, the candidate has to select fairs/events to participate to promote HA products in line with our company strategy.
- b. To organize fairs/events in China together with HK and in close cooperation with GBUs, Sales department and Product Marketing & Application department. He/she has to define the correct theme statement, product focus for the fair/event; and arrange the booth, in its design and hardware.
- c. To fully utilize the exhibiting materials from HQ in a cost efficient way.
- d. To lead event contact follow-up process and analyze outcome, effectiveness of each event.
- e. To attend fairs, seminars, events organized by professional bodies/associations to increase company exposure. To follow-up event outcome for future evaluation and monitor visit via yearly plan.

2. Press Releases

- a. To cooperate with CP, GBUs in Germany and ensure the visibility of the Company in China through publications.
- b. To ensure all printed documents and publications follow the corporate design guidelines.
- c. To translate press releases which suit to China market.

3. Advertising

- a. To select magazines, newspapers, industry portal for advertising that can promote HA products in line with company strategy.
- b. To develop and follow a yearly media plan which includes all planned advertisements.

4. Public Relations

- a. To maintain & improve HA recognition in China market. Arrange press interviews with editors and HA executives during fairs, roadshows and conferences, or equivalent.
- b. To build and maintain close relationship with media for increasing our brand exposure.

	<h1>Job description</h1>	<p>Created: A. Fung Edition: 1 Date: Jan 3, 2011</p>
---	--------------------------	--

5. Market Intelligence

- a. To monitor and keep track of key customers' activities as well as our competitors' activities.
- b. To define benchmarking of MarCom activities in China.

6. Promotion materials

- a. To select catalogues suited to China market and translate depending on necessity.
- b. To create brochures suited to China target markets in cooperation with GBUs, CP, Sales and Product Marketing departments.
- c. To maintain local site of HA China.
- d. To source appropriate novelties to keep up business relationship with customers.
- e. To ensure that all novelties follow the corporate design guidelines.
- f. To handle sample operation and initiate order.

7. Budget

- a. To prepare budget annually.
- b. To monitor expenditure and keep it within budget.

8. Direct Mailing projects

- a. To lead operation of company direct mailing projects "e-newsletter" and "tecNews".
- b. To translate "tec.News" and give feedback to CP in a timely manner.

9. Other Support

- a. To coordinate programme of customers' visit to Germany fairs, plant tour and meetings.
- b. To contribute articles to internal newspaper "PEOPLE".

Requirements

- Tertiary education in Marketing/Communications or related disciplines.
- The position requires that the candidate has at least 6 years' relevant working experience, preferably in multinational companies and/or electrical/electronic field.
- Able to demonstrate excellent communication skills and with good analytical mind.
- Willingness to learn, supportive, detailed, organized and presentable.
- Mature, independent, outgoing, initiative with good interpersonal skill. Self-motivated, energetic, and an excellent team player.
- Pro-activeness to involve the whole organization is highly needed.
- Good command of English and Chinese is a prerequisite.
- Frequent travel to other China cities is required.