

Détail de l'offre : SOCIAL MEDIA ACCOUNT MANAGER

Partenaire	 MB Projects
Adresse	733 Wanhangu Lu (near Wuding Xi Lu), Jing'An District
Ville	Shanghai
Référence	23D1677207235
Titre	SOCIAL MEDIA ACCOUNT MANAGER
Description du poste	Full-time, based in Shanghai

MB Projects is looking for a bilingual Social Media Account Manager to join the Communication and Social Media Team and successfully manage and strategically develop the activity of our clients on Chinese social media (mainly foreign cultural institutions and creative industry companies).

KEY RESPONSIBILITIES

Devise and deploy a strategy (editorial and marketing plans) for our clients on Chinese digital platforms
 Ensure the creation of high-quality content (WeChat, Weibo, Bilibili, Red etc.): coordinate and supervise the content creation by Copywriters.
 Identify and implement relevant partnerships and expand the KOL network
 Manage the relationship with clients (presentations, validations etc.) and develop new clients
 Project coordination and reporting (planning, monitoring, budget, reports etc.)

Type de contrat	Emploi
Métier	Communication / Création
Description de la société	Would you like to work for Centre Pompidou, Fondation Cartier, Château de Versailles, Paris Musées, and many more? Organize exhibitions and dance festivals? Devise partnerships or communication strategies for art institutions or brands? Join MB Projects, a leading consultancy specialized in cultural strategy and management based in Shanghai! We accompany prestigious international cultural institutions in their development in China and assist world-class companies, such as Cartier or Kering, with their cultural strategy and projects. Become part of a dynamic and multicultural team in the fast-growing arts sector!

To apply, please submit the following materials in English or in French:
 your Resume,
 your Cover Letter explaining your qualifications for the position.

Localisation	Office Location 733 Wanhangu Lu (near Wuding Xi Lu), Jing'An District
Pays	 Shanghai Chine
Profil recherché	Native Chinese speaker with excellent English. French would be a plus. University degree or higher in Communication, Marketing, Media, Journalism, Arts administration, or a related field Very good knowledge of social media platforms with demonstrated experience Strong interest in the cultural sector Proficiency in Word, Excel, and PowerPoint. Excellent presentation and interpersonal skills Creative, strategic, with a high degree of initiative Dynamic, motivated, good team player
Secteur	Communication Media / Publicité

