

## Détail de l'offre : Business and Marketing coordinator/manager

<b>Partenaire</b>	Rail Europe
<b>Adresse</b>	Jing'An district
<b>Code postal</b>	200127
<b>Ville</b>	Shanghai Shanghai
<b>Référence</b>	23D1672803348
<b>Titre</b>	Business and Marketing coordinator/manager
<b>Description du poste</b>	<p>The primary role of this position is to formulate business development plans, budgets and strategies in achieving sales target, boosting local sales, consolidating sales networks, developing new business, establishing strategic partnerships and strengthening local competitiveness in the industry. This position works closely with local marketing, communications, operation and technical distribution team. Candidates with more experience will be considered as Business Development Marketing coordinator or manager (depending on the experience).</p> <p>Job Responsibility:</p> <ul style="list-style-type: none"> <li>- Develop new Key account ( and establish new strategic partnerships and cooperation with travel trade partners (tourism offices, airlines, hotels, retail partners and travel agencies)</li> <li>- Enhance the relationships with current KAs, travel agencies and travel trade partners- work closely with marketing team for the production and distribution of newsletters, sales and marketing materials, product catalogues, brochures , social media (wechat and weibo) and press releases</li> <li>- Prepare , monitor and maximize the sales incentives/marketing plan, budget and campaigns (online/offline) with local KAs</li> <li>- Identify the needs of local key Accounts and travel agencies with sales visit, product trainings and face to face communication on regular basis</li> <li>- Provide timely support and handle the enquiries and requests (products, operation/technical, accounting and group bookings etc.) of local GSAs and travel agencies with headquarters</li> <li>- Maintain and update internal contact database and reporting system</li> <li>- Prepare the sales and marketing proposal and report</li> <li>- Organize and participate in sales calls, roadshows, trainings, workshops and FAM trips to Europe</li> <li>- Coordinate the online training program (Rail Europe Professionals) with local agencies ensuring the content update and maximizing the participation rate- collaboration with Inside sales to animate our social media (wechat, weibo)</li> <li>- Perform business trips with frequent domestic and oversea travel</li> <li>- Perform other occasional duties as assigned.</li> </ul>
<b>Type de contrat</b>	Emploi
<b>Métier</b>	Communication / Création
<b>Société</b>	RAILEUROPE
<b>Description de la société</b>	<p>Rail Europe is a leading global distributor in European rail products train tickets, rail passes and more. Rail Europe is headquartered in Paris, with subsidiary and regional offices in China, India, Australia and North America. Rail Europe Shanghai office manages the sales, marketing, branding and public relations of Greater China market with local team via its extensive network of Key accounts KA (For details about Rail Europe, please visit <a href="http://www.raileurope.cn">www.raileurope.cn</a> and <a href="http://trade.raileurope.cn">trade.raileurope.cn</a> , or follow our Weibo <a href="http://www.weibo.com/raileurope4a">www.weibo.com/raileurope4a</a> ) and WeChat (raileurope).</p>
<b>Localisation</b>	<p>📍 Shanghai</p>
<b>Pays</b>	Chine
<b>Profil recherché</b>	<ul style="list-style-type: none"> <li>- Bachelor's degree or above in tourism or related disciplines, with minimum 3 years' working experience in related industries</li> <li>- possess excellent command of spoken and written English and Chinese; met the English proficiency requirements of College English Test (CET) Band 6.</li> <li>- have high proficiency in Microsoft Office (Word, Excel and PowerPoint), skills in social media tools, Adobe Illustrator, Photoshop and InDesign is an advantage</li> <li>- be a team player with have good interpersonal, communication, presentation, time and</li> </ul>

project management skills and excellent statistics analysis and problem solving ability

- strong analytical and quantitative skills
- be mature, self confident, responsible, cooperative, initiative and independent with high level of self motivation and innovative thinking
- able to work under pressure and international environment
- able and willing to frequent domestic and overseas travel
- preference will be given to candidates with exchange study/travel experience in Europe or overseas

**Expérience** Expérimenté (3-10 ans)

**Secteur** Transports

**Langues** Anglais