

About Oliver Wyman

Oliver Wyman is a global leader in management consulting. With offices in 50+ cities across 26 countries, Oliver Wyman combines deep industry knowledge with specialized expertise in strategy, operations, risk management, and organization transformation. Our 4700+ professionals help clients optimize their business, improve their operations and risk profile, and accelerate their organizational performance to seize the most attractive opportunities. Oliver Wyman's thought leadership is evident in our agenda-setting books, white papers, research reports, and articles in the business press. Our clients are the CEOs and executive teams of the top Global 1000 companies.

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Job specification

Job title:	Marketing & Communications Associate, Greater China (GC)
Department:	Marketing
Office/region:	Shanghai, APR
Reports to:	Marketing Manager, Greater China Region (GC)
Hours:	9am – 6pm including one hour for lunch

Job overview:

The Marketing & Communications Associate will work closely with Greater China Marketing Regional Manager, Greater China Partner Group and the global Marketing team to develop and implement high impact marketing programs that raise the brand awareness and help build relationships with clients and influencers, including the creation and adaptation (writing / editing) of content, public relations, direct and digital marketing campaigns and conferences/events.

Key Responsibilities:

- Develop social content plan, manage social calendar, and edit/write articles and posts.
- Create editorial and campaign calendars for social media platforms in China to build meaningful connections with different business units and encourage internal and external stakeholders to engage
- Stay on top of all new digital channels and opportunities.
- Provide assistance or lead the development and implementation of marketing and communication plans and strategies that include events, newsletters, etc.;
- Facilitate all areas of event management, such as venue scouting, room booking, budgeting, branding, content and conference kit compilation, printing of the event materials, on-site support and post event logistics
- Executive administrative duties including database maintenance and worksheets/files update;
- Be an active participant in the management of outside vendors.

Experience required:

- Minimum 3-5 years' marketing/communications experience within a multinational organization or PR agency, at least 1-2 years specifically working on social media operation

Skills and Attributes:

- Meticulous and detail-oriented in delivering quality and consistent work;
- Strong client service approach is crucial;
- Bachelor degree or above, ideally major in Marketing, Communication, Journalism or Literature;
- Passionate about social media and digital content marketing;
- Strong attention to time management, task completion, accuracy and details;
- Excellent communicator, both written and verbal, in English and Chinese;
- Ability to prioritize projects and tasks in accordance with marketing objectives; and
- Good team player

Finally, we are looking for someone who will be committed to the company and add to the life and culture of Oliver Wyman

Technical skills:

- Good Word, PowerPoint and Excel skills
- Working knowledge of Outlook

How to apply:

Please send CV and cover letter to:
betty.liu@oliverwyman.com

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