

## Role summary

Working under the direction of the Head of Communications and the Marketing and Communications Manager, you will be part of the Marketing Team assisting in the development and implementation of the Foster + Partners global marketing strategy in China. Working in a fast-paced communications team you will report to the Digital Marketing Lead to produce marketing material and content to support the practice in acquiring new work, and to promote the work of the practice through our traditional and digital media channels, with a specific focus on raising our profile in China.

## Role Definition

**Job Title:** Marketing Coordinator (Shanghai/Beijing)

**Reporting to:** Digital Marketing Lead

- Assist in maintaining the Foster + Partners WeChat account including drafting and publishing of news items, project pages and lead generation.
- Liaise with the Digital Marketing Lead to plan and maintain the WeChat content calendar.
- Liaise with key stakeholders from our offices across China and Asia to gather news stories to potentially share on WeChat.
- Develop and drive campaigns to boost engagement with our digital and local communities.
- Assist the Digital Marketing Lead with content generation, subscriber audiences, deployment, and reporting on the Foster + Partners external newsletter.
- Research emerging trends and competitor analysis of our digital channels and software, identifying opportunities to support our digital presence and profile in China.
- Assist the Digital Marketing Lead in compiling reports on press campaigns and listening intelligence.
- Proofread all marketing material for correction of grammatical, punctuation and spelling errors and ensure they comply with Foster + Partners style guidelines.
- Acquire thorough knowledge of all Foster + Partners projects and teams.
- Assist in the creation and production of Foster + Partners standard and bespoke brochures using InDesign for both print and digital outputs.
- Liaise with the Press Team for English to Mandarin translation of press releases ensuring they reflect the style guide and tone of voice.
- Liaise with the Press Team on the deployment of press releases to China press databases and WeChat.
- Liaise with the Press Team on interview/coverage requests from Chinese publications.
- Support with reporting, tracking and measuring campaigns in line with KPIs and benchmarks.
- Liaise with the Marketing and Communications Manager to create and maintain an events calendar for all Asia studios including Hong Kong and Singapore.
- Support the marketing promotions and logistics to build the local reputation and brand awareness.
- Working with the London-based Awards Coordinator to manage applications, content generation and stakeholder inputs on China-based awards.
- To contribute, or otherwise assist, as required.
- Must be fluent in both Mandarin and English

## Qualities and skills required

## Essential

- Able to demonstrate ability to undertake the above responsibilities
- Interest in architecture and the built environment
- A passion for content creation
- Experience in producing social media campaigns in WeChat, Red or Weibo
- Knowledge of CMS
- Good knowledge and understanding of Adobe Creative Suite, specifically InDesign, Photoshop and PremierePro
- Experience using email marketing software
- Fluent in Mandarin and English with excellent written and verbal communication
- Interest in keeping up to date with digital trends
- Excellent attention to detail and organisation skills
- Ability to work under pressure and to tight deadlines
- Ability to manage sensitive and sometimes confidential information
- Self-motivated and able to take responsibility
- To manage time efficiently and prioritise tasks
- Demonstrate initiative, with a proactive approach to daily tasks
- Good interpersonal skills and able to work independently and as part of a team
- Flexible can-do attitude
- Able to build good relationships at all levels, internally and externally
- Legally able to work in the country in which the position is based
- Due to the nature of the position and requirement to meet deadlines there will be a requirement to work additional hours on occasions

This description reflects the core activities of the role but is not intended to be all-inclusive and other duties within the group/department may be required in addition to changes in the emphasis of duties as required from time to time. There is a requirement for the post holder to recognise this and adopt a flexible approach to work. Job descriptions will be reviewed regularly and where necessary revised in accordance with organisational needs. Any major changes will be discussed with the post holder.

April 2024