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| **Position: Marketing Specialist**  **Location: Shanghai**  **Contact person: Holly Zhu**  **Mailbox: holly.zhu@airbridgecargo.com**  ***Major tasks:*** |  |  |

* Internal and external communication
* Market research and analysis
* Business development and project management support
* Marketing events and PR activities support

***Key responsibilities:***

1. Internal and external communication

* Maintaining close communication with various departments across Regions, HQ and offline stations
* External relations management

1. Market research and analysis

* Gathering, processing, organizing and skilfully presenting information from all available internal and external sources; exploring and utilizing available and new sources of market intelligence
* Producing and optimising existing periodical reports within given deadlines
* Producing new and ad-hoc market research reports as required

1. Business development and project management

* Assist with business development and project management in the areas of Interline cooperation, GSA management, line maintenance, and various general fields

1. Marketing events and PR activities

* Assist with execution of marketing events, exhibitions and other activities
* Preparation of PowerPoint presentations, printing and other marketing materials, both periodical and ad-hoc

1. Additional tasks

* Any other tasks that may be assigned by the direct supervisor in view of company development and needs

***Key requirements:***

* Bachelor’s Degree or above, preferably in marketing
* Understanding of marketing functions through hands-on experience is a plus
* Proactive and able to fulfil assigned tasks according to set deadlines
* Strong analytical skills
* Highly proficient with MS Word, Excel and PowerPoint applications
* Proficient in English and Mandarin Chinese; exceptional writing skills in both languages
* Attentive to detail with good sense of design