

**EPIS|TE|MO|PHIL|IA, noun;**Passion for knowledge.  
Inspires us to always explore new things.

For over 270 years De Gruyter (pronounced: [d ɜ ʁ u ʏ t ɐ]) has found, published, and distributed the work of pioneering scientists and scholars. To this day, we publish cutting-edge research in 30 disciplines, ranging from Material Sciences to Theology and the Arts. From our offices Basel, Berlin, Boston, Munich, Beijing, Warsaw, and Vienna we make knowledge available to the world. And we never stop learning – we embrace new trends and constantly build on our expertise. Do you want to know? Welcome to De Gruyter!

## MARKETING EXECUTIVE CHINA (F/M/D)

📍 BEIJING | ⌚ FULL-TIME EMPLOYEE | 📅 01.08.2020

In this role you will work from our Beijing office, and report to the Regional APAC manager. You will be responsible for developing and implementing our China based Marketing strategy. This is a fantastic opportunity for an entrepreneurial marketer to develop creative campaigning solutions for our key target groups to achieve commercial goals in close cooperation with our local Sales and Editorial teams. The position is permanent.

### Your tasks

- Develop, execute and track marketing strategies and campaigns across various channels (email, website, Baidu, social media, events etc.)
- Work closely with internal stakeholders to manage and execute end-to-end WeChat digital activities of the channel
- Building target group knowledge for China to inform marketing and sales strategies
- Close collaboration with editorial colleagues in APAC to drive revenue, quality submissions and readership
- Work closely with China sales team to identify and plan segment based campaign content needs
- Tracking campaign performance in Salesforce and provide report for ROI analysis
- Analysis and reporting of marketing activities and ongoing optimization according to KPIs
- Events management (promotions and logistics) – pre, onsite and post event support, coordination and execution for both external participation and own hosted events
- Manage allocated marketing budget for China market

### Your profile

- Degree major in Sales/Marketing, science and engineering or relevant qualifications
- 2-3 years of marketing experience, preferably with knowledge within academic publishing
- Ability to think strategically and strong analytical skills
- Demonstrable track record of developing and executing successful marketing campaigns
- Must be a team player and able to work independently
- Excellent oral and written communication in both English and Chinese
- Ability to focus on customer needs, and think logically
- Adapt, learn quickly and be resourceful
- A structured and result-oriented way of working
- Proficiency in Microsoft applications (Word, Excel, PowerPoint, etc.)
- Knowledge of Salesforce and Marketing Cloud would be advantageous
- Ability to travel occasionally to support events

### We offer you

- An exciting professional challenge for one of the innovation drivers of the publishing industry
- Extensive benefits for a healthy, balanced life and work
- Time and space for curiosity, learning and development
- Passionate colleagues in diverse teams

[Apply now](#)



[degruyter.com/career](https://degruyter.com/career)