

Digital Strategist: Burson-Marsteller (D/BM) Shanghai / Beijing

Role & Responsibilities

Burson-Marsteller is looking for a Digital and Social Media strategy professional to join its offices in Shanghai or Beijing to drive and manage our integrated digital and social media offerings and capabilities as part of D/BM, the firm's integrated digital and social media influencer practice.

Qualified candidates should possess entrepreneur spirit with passion in building digital and social media driven business opportunities; strong knowledge, experience and passion in digital and social media marketing / PR communication; proven consultancy expertise advising clients on how to accomplish business goals using digital and social media strategies; and a strong track record in developing new business in digital agency / consultancy.

Primary Responsibilities

- Provide digital and social media strategy consultancy services to both external clients and internal colleagues
- Develop and roll out integrated digital and social media strategy
- Identify new business opportunities and participate in digital / social media new business development from both existing clients or new prospects
- Manage the execution, measurement and reporting of digital and social media campaigns
- Develop and manage budgets
- Product development, including the identification and management of local digital suppliers and partners
- Keep on top of digital and social media trends, and assess new technologies to determine their fit for client needs
- Direct local agency staff in the use of digital / social media research and engagement strategies and techniques
- Develop and implement a training curriculum on digital / social media for clients and agency staff
- Contribute to agency regional and global digital marketing and PR activities, including speaking engagements, trade media articles etc.

Reporting

A. Supervision

Reports to Digital Strategy and Insights Lead, China.

B. Internal Communications and/or External Vendors

Works with agency staff, clients, internal service departments and external vendors.

Requirements

- [MUST] Entrepreneur with strong passion in building digital and social media driven business opportunities
- Significant new business development experience (ideally from digital agency or consultancy), with the ability to negotiate, sell and close business agreements
- Demonstrable passion, understanding and track record of developing digital marketing and social media strategies, campaigns and programmes and measuring and analyzing their effectiveness
- Fluent Chinese language speaking, writing and reading skills, with English language proficiency
- Strong research and planning background, gathered at PR, advertising or interactive agencies
- Strong business experience, including financial management, planning and reporting
- Team player with excellent communications and interpersonal skills
- Good understanding of Public Relations; experience of working in a PR agency is useful though not essential
- Considerable work experience in mainland China is preferred