

# Digital Strategist/ Manager: Burson-Marsteller Shanghai

## Role & Responsibilities

Burson-Marsteller is looking for a Digital Communications professional to join its offices in Shanghai to drive and manage our digital offerings, capabilities and revenue in the market.

Qualified candidates should possess strong knowledge, understanding and experience in online marketing and/or online PR; proven experience advising clients on how to accomplish business goals using digital strategies and by integrating digital into the marketing mix; and a strong track record in developing new business.

## Primary Responsibilities

- Develop and roll-out B-M's digital business strategy
- Identify new business opportunities and lead digital new business development from existing clients or 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
- Collaborate with local clients and account teams to develop digital, social media and integrated communications strategies and programmes
- Keep on top of digital and consumer trends, and assess new technologies to determine their fit for client needs
- Direct local agency staff in the use of digital research and engagement strategies and techniques
- Develop and implement a training curriculum on digital 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 the Director/ Lead Digital Strategist, Greater China, as well as Market Leader Burson-Marsteller Shanghai.

**B. Internal Communications and/or External Vendors**

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

**Requirements**

- Entrepreneur with interest in building digital-driven business opportunities
- Significant new business development experience, with the ability to negotiate, sell and close business agreements
- Demonstrable passion, understanding and track record of developing online 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