

Partnerships & KOLs Manager

达人经理

This position is responsible for managing our partnerships with KOLs and ensuring they are used effectively across digital platforms including Xiaohongshu, Douyin, WeChat and Weibo.

The role will cover the full portfolio of William Grant & Sons whisky brands – with a strong focus on Glenfiddich – as well as Balvenie and Monkey Shoulder.

Responsibilities:

- Develop and execute a comprehensive KOL strategy aligned with brand goals
- Identify, evaluate and select KOLs/KOCs based on brand fit, campaign goals, influence and other relevant factors
- Establish and manage partnerships with KOLs, including negotiation, briefing, contracting and campaign management
- Build long-term relationships with top-tier KOLs and facilitate access to company resources (events, products, content, etc.)
- Collaborate with Digital Managers and Content Planner to ensure seamless integration of KOL activity into the broader digital content pipeline
- Track and analyse KOL campaign performance using tools like Miaozen and generate actionable insights
- Lead the strategy and execution of brand collaboration projects with partners in fashion, hospitality, design, art and adjacent sectors
- Leverage internal influencers such as Brand Ambassadors, Malt Masters and senior company representatives
- Monitor evolving influencer trends and propose new activation formats and ideas

Requirements:

- Bachelor's degree in marketing, communications or related fields
- Experience in the luxury, fashion, lifestyle or hospitality sectors, either in-house or at an agency
- In-depth knowledge of China's influencer landscape and key platforms, especially Xiaohongshu and DouyinExperience managing KOL relationships

- Experience leading KOL campaigns for brands, including planning, execution and measurement
- Strong negotiation skills
- Luxury-oriented creative sensibility
- Excellent communication skills and collaborative mindset
- Workable English