

Content Planner

内容策划专员

This position will be responsible for planning and managing digital content for three major whisky brands – Glenfiddich, Balvenie and Monkey Shoulder – across multiple social media and e-commerce channels (WeChat, Douyin, Xiaohongshu, Tmall, JD.com, etc.).

Responsibilities:

- Create and maintain a centralised content plan (in Excel or other software), which will track all brand content scheduled for production/publication across multiple brands and multiple channels
- Collaborate closely with Brand Managers and Social Media Managers to coordinate content plans, and align timelines to key calendar dates
- Collaborate with global brand teams in the UK to ensure alignment to global plans
- Implement and manage a digital asset library (数字资产库), ensuring that all content is uploaded and properly classified
- Track and analyse content performance to identify actionable insights and opportunities

Requirements:

- Bachelor's degree in marketing or related fields
- Experience working for a brand, either in-house or in a digital agency
- Experience of developing content plans and content calendars
- Experience managing a digital asset library (数字资产库)
- Good collaboration skills – able to communicate and coordinate with multiple stakeholders
- Fluent in English