

Digital Marketing Manager – Xiaohongshu

数字营销经理 – 小红书

This position will be responsible for managing three major whisky brands – Glenfiddich, Balvenie and Monkey Shoulder – on Xiaohongshu, as well as Weibo, and other content marketing channels.

The position will have full scope to manage and develop the brand digital presence, including responsibility for content, publishing, consumer engagement, search, paid media, KOLs, e-commerce, etc.

This is a hands-on position, where the candidate will need to actively and directly manage the Xiaohongshu accounts using the Xiaohongshu platform, including managing the media spend of >10m RMB per year.

Responsibilities:

- Operate WG&S brand accounts on Xiaohongshu and Weibo, including posting content, engaging with the audience and running paid media campaigns
- Collaborate with WG&S brand managers and third-party agencies to ideate and produce content optimised for audiences on Xiaohongshu
- Champion the development of unique, high-value content
- Foster authentic user engagement and build a loyal community
- Work with KOLs and KOCs to obtain high-impact recommendations for our brands
- Build a Direct to Consumer (DTC) e-commerce business on Xiaohongshu, with full P&L responsibility
- Lead content marketing initiatives on additional text/photo/audio platforms such as Zhihu, Himalaya and Baidu Baike

Requirements:

- Bachelor's degree in marketing or related fields
- Experience working for a brand, either in-house or in a digital agency
- In-depth knowledge of social media marketing strategies, tools, and best practices
- Experience of managing a brand Xiaohongshu account, including posting content and engaging with community members
- Experience in content marketing, developing high-quality content for social media

- Excellent writing skills
- Creative, proactive and agile in adapting to new trends and changes in the digital marketing and e-commerce landscape
- Workable English