

Digital Marketing & E-commerce Manager – Douyin

数字营销与电商经理 – 抖音

This position will be responsible for managing three major whisky brands – Glenfiddich, Balvenie and Monkey Shoulder – on Douyin and other selected video/livestreaming platforms.

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

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

Responsibilities:

- Create and operate WG&S brand accounts on Douyin, including posting content and engaging with the audience
- Collaborate with WG&S brand managers and third-party agencies to ideate and produce content optimised for audiences on Douyin
- Design and execute paid media campaigns on Douyin
- Champion the development of creative, high-quality short video content with an emphasis on storytelling and visual appeal
- Lead the development and execution of live-streaming / live commerce across all platforms, including Douyin and e-commerce platforms (Tmall, JD.com, etc.)
- Build a Direct to Consumer (DTC) e-commerce business on Douyin, with full P&L responsibility
- Publish tailored content to additional video platforms including WeChat Channels, Bilibili, Youku and others

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
- Familiar with the Douyin and ByteDance ecosystem, including Ocean Engine

- Experience of managing a brand Douyin account, including posting content and managing paid media spend
- Experience working with video content, planning livestreaming activity and collaborating with KOLs
- Creative, proactive and agile in adapting to new trends and changes in the digital marketing and e-commerce landscape
- Workable English