

Digital Marketing & E-commerce Manager – WeChat

数字营销与电商经理 – 微信

This position will be responsible for managing three major whisky brands – Glenfiddich, Balvenie and Monkey Shoulder – on WeChat and the wider Tencent ecosystem.

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

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

Responsibilities:

- Operate WG&S brand accounts on WeChat, 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 WeChat
- Design and execute paid media campaigns on WeChat
- Lead the development of the Glenfiddich WeChat Mini Program in partnership with a development agency – functionality will include e-commerce, loyalty program, event management and bottle QR code scanning
- Build a Direct to Consumer (DTC) e-commerce business via WeChat Mini Program, with full P&L responsibility
- Drive online-offline integration between WeChat and physical touchpoints such as retail stores, bars and bottles

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 WeChat and Tencent ecosystem, including tools for managing Official Accounts, Mini Programs, Ads and Analytics
- Experience of managing a brand WeChat account, including posting content and managing paid media
- Experience managing the development of a WeChat Mini Program

- Good project management skills, with a proactive approach, ensuring timely delivery and adherence to budget
- Creative and agile in adapting to new trends and changes in the digital marketing and e-commerce landscape
- Workable English