

Job Title: Marketing and Analysis Coordinator – China			Region Greater China
Dept. Marketing and Analysis – Asia Pacific			Written By Christine Liu
Date Created Jan 2018	Review Date	Reviewed By	
Position in Organization <ul style="list-style-type: none"> • Reports To: Country Manager, China • Directly Supervises: Country Manager, China • Indirectly Supervises: Director, Marketing, Research & Analysis 			
Main Purpose of Job The role is crucial to marketing & analysis team to ensure that STR maintains its position as the leading provider of market data to the hospitality industry. The Marketing and Analysis Coordinator will focus on the external and internal communications for STR, including media relations, assisting with editing various marketing communications, events planning and generating reports for presentation. The ideal candidate will have a strong marketing background, good at English and Chinese writings, be highly motivated and possess excellent communication and organisational skills.			

Key Responsibilities and Accountabilities

1.1 Marketing Support
<ul style="list-style-type: none"> • Organize and attend marketing events, Educational Seminars, online training, team meetings, kick off meetings and functions as required. • Assist with analysing and editing requirements for the company, e.g. to prepare PowerPoint for managers to present at conferences, to write articles based on the data analytics, to translate articles from HotelNewsNow for China readers and to manage STR WeChat subscriptions. • Write and edit copy for a variety of public-facing sales and marketing channels, including emails, blogs, training curriculum, websites, brochures, social media and other content. • Work closely with the marketing team in UK and other colleagues in APAC region to promote STR whenever this is an opportunity. • Have an ongoing dialogue with supervisor to discuss new ideas and processes that enhance the company's PR mission • Work with internal and external graphic designer(s) to ensure visual content is consistent with written content and brand positioning, voice, style and tone. • Keep up to date with market developments in the industry and keep good relationships with local media. • Execute and enhance the content strategy across multiple channels, while working to deadlines • Organize and attend training and actively seek to continually enhance understanding of STR products and value proposition. • Coordinating with relevant departments with required information • Ad hoc duties as assigned by supervisor
1.2 Administrative Support
<ul style="list-style-type: none"> • Provide necessary administrative support to other teams such as: preparing quotations, generating reports for presentations, coordinating webinars or any events organized by the company. • Facilitate the handover of successful enrolments of new accounts to account management team. • Ensure all customer contacts are updated and new leads are recorded in Salesforce.
1.3 Analysis
<ul style="list-style-type: none"> • Identify potential influencers, decision makers and users of reports for prospective companies or organizations. • Establish future client needs through proactive discussions in the market.

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

Job Description

Core Competencies

Competency	Knowledge
Industry Knowledge	Solid Knowledge and understanding of the global hospitality industry with focus to China. Continuously stay apprised of changing trends and activities and industry movements. Minimum 2 years of professional communications and writing experience.
Technical Expertise	Proficient with Microsoft Office main applications, particularly Outlook, Excel and PowerPoint. Prior experience in CRM applications beneficiary, but training included for Salesforce and STR internal databases and applications that can be utilised for data input and report generation. Embraces new technology and new solutions.
People Skill	Good communications skills, written and oral. Tenacious and able to interact effectively with people at all levels in an organisation including senior hotel executives. Works effectively as part of a team and has a genuine desire to assist your colleagues.
organisational skills	Good organisational skills with the ability to prioritise tasks and follow through; able to manage a variety of projects to a high standard within tight deadlines
Writing & Grammar Skills	Research, create and edit a diverse range of copy to be used in a variety of public-facing sales and marketing channels, including emails, blogs, websites, multimedia training curriculum, presentations, brochures, social media and other content. It is also crucial for the candidate to be able to generate a high volume of grammatically-correct content with speed and accuracy.
Delivers Results	Focused on client retention, revenue and data participation growth. Takes ownership of planning and organizing work to achieve territory and contribute to overall company goals. Sets priorities and schedule activities accordingly.
Embraces Change	Respond to change with a positive attitude and have a willingness to learn new ways to accomplish work activities and objectives.

Job Qualifications

Competency	Expectation
Problem Solving	Capable of identifying solutions to clients through data.
Organisational	Excellent organisational skills, with the ability to prioritise tasks and follow through. An ability to manage a variety of tasks to a high standard and meet tight deadlines.
Adaptability	Positive attitude and willingness to learn and proactive. Responds positively to change in workload or schedule.
Team-Work	Acts as an integral part of the team, keeping other members informed about what is happening, as well as assisting colleagues as required.
Professionalism	Demonstrate credibility and appropriate verbal and non-verbal behaviour with clients and colleagues and adapt personal style where necessary
Numeracy	Confident in dealing with numbers, able to easily identify and resolve errors with an analytical mind.
Education	Must be fluent in English and Chinese written and oral, Korean language speaking and writing will be a plus

Job Description

Job Context

Context	Description
Travel	An expectation to travel within the region occasionally which may involve overnight stays.
Administration	Ability to handle high volume of emails and BD tasks. Must be able complete all documentation accurately and thoroughly. Attention to detail – essential to ensure the release of accurate hotel performance data, including confidence in dealing with numbers, able to easily identify and resolve errors.
Work permits	The role requires the candidate to reside in the Beijing and Chinese citizen is preferred.