

CHC Group

COMMUNICATIONS & PR MANAGER

February 2018

POSITION: COMMUNICATIONS & PR MANAGER
Company: CHC GROUP
Location: SHANGHAI – MINHANG
Reporting Responsibilities: CEO/Founder

CHC Group is a group of China businesses headquartered in Shanghai. We are the largest cut flower business in China, organiser a variety of exhibitions in Shanghai, Beijing and Guangzhou, we invest in environmental technologies and source and assembly finished products and parts for industrial use, medical/rehabilitation and lighting applications. CHC Group employs approximately 500 people (www.chcbiz.com). CHC group created a new position to promote CHC Group's mission, core values and capabilities and brand the founders.

We are looking for a self-motivated, creative and well organised communications and RP manager with at least 4-6 years of relevant experience. As a strategic thinker and creative you are able to develop a communication plan to brand CHC Group and the founders. Meanwhile you possess effective execution power.

Responsibilities and duties

- Develop PR and Communications strategy (internal and external) and detailed planning in line with the CHC Group Brand Guidelines
- Develop the communication channels on- and offline
- Develop the content, writing and editing the copy for all types of communications
- Organise and prepare for the founder to present, speak or participate in a wide variety of conferences, networking events or seminars.
- Build a good relationship with press, magazines, associations etcetera
- Monitor results of marketing and promotion activities and follow up on leads
- Secure regular media coverage in print, online and television with interview pitches, seeding, creative mailings, events, desk-side or group presentations, press trips, etc.
- Arrange sponsorship and joint promotional programs for the media, community organizations, business partners, etc

Profile and required skills and behaviour

- 4-6 years of relevant work experience
- Masters or Bachelors' degree in Communications, Business or a relevant discipline

- Self-motivated and organised
- Multi-tasking, prioritising and organisational skills in a fast-paced environment
- Independent self-started with a high level of strategic thinking
- Strong interpersonal and communications skills
- Flexible
- Few years working experience outside China is a must
- Fluent English. Mandarin speaking skills is a plus