



## Account marketing manager (full-time)

**Francelysee** is a marketing & e-commerce agency based in Shanghai founded by French and Chinese people in love with **French food & lifestyle!**

### Who we are :

#1 WeChat French/Chinese bilingual account (ID: Francelysee)

+1,000 articles already published on WeChat

1 weekly gastronomic event

+30 brands trust us and more to come...

### - Agency business

We offer our expertise in **e-commerce, social media and events** to foreign brands willing to succeed in China: Rougié, Brocéliande, Maison Le Star, Pierre & Vacances, Régilait, Candia, Campanile, Cheese Republic, Confee, Le Bordelais and more to come...

### - Own media & e-commerce websites

One of the most influential KOLs for French food & lifestyle.

Our ambition : launch every 6 months a new e-commerce business and become a **food tech leader in China.**

To achieve this goal, we need you!



### 他的“左右逢源”

品冠的新专辑一经发行，众多圈内好友纷纷点赞支持：全能艺人任贤齐大赞品冠“做音乐一向的用心，非常的诚恳，好听的声音”；ALIN，曹格，吴克群，戴佩妮，林宥嘉，方大同等好友也一并发来搞怪视频祝新专辑大卖；更有恩师李宗盛发声表示被品冠认认真真做专辑的精神所感动，希望与他看齐。

3

让你整夜开心的个人食谱：自由流动的波尔多活动！

My personal recipe in order to stay happy an entire night: A free-flow Bordeaux event!



无论你心情低落，有一点沮丧，还是开心又精力充沛，都欢迎来我下一次的活动中！

▲ Some articles written by our bilingual team!

## Here are 2 good reasons why you should join us

### **1 - You will have great responsibilities and gain experience ;)**

**Responsibility:** Wanna join a dynamic and rapidly growing start-up? If you love challenges and wanna be a part of our growth, you're at the right place! Working in a start-up not only requires a certain autonomy on missions placed upon you, but also to carry responsibilities as well as the stress that comes with it.

**Learning and experimenting:** You will work hard with different tools, you will sometimes fail but most of all you will learn, you will see what works and what doesn't!

**Working in a multicultural environment:** Our team is composed of Chinese and French people!

### **2 - You will have interesting missions, if you accept them of course!**

For our famous international client brands accounts:

- Coordination with the brands and set up of a strategy.
- Attend clients meetings with Francelysee's CEO.
- Update and improve the marketing strategy according to the data.
- CRM management.
- Copywriting articles in English and Chinese promoting foreign brands and products.
- Coordination of other team members and freelancers: designers, event manager, community manager, customer service, IT.
- Community management: handling of different social medias, distribution of articles to KOLs
- Monthly results to the brand.

### **Are you the one we're looking for?**

- Excellent writing and spelling skills, strong sense of narrative and editorial skills to bring it to life
- Results-oriented person.
- Experience in development and management of online content marketing is a plus.
- Ease with social media.
- Ability to work in an international environment and manage other people.
- **At least 1 year experience in a digital marketing agency or marketing department of a company.**
- **Experience in Food & Beverage industry is a plus.**
- Work languages: English and Chinese. French is a plus.

***It fits you ? Write us !***

#### **FULL TIME - ACCOUNT MARKETING MANAGER**

**Place :** Shanghai / South Yanggao Lu (Subway Line 7) / Big working space

**When :** As soon as possible

**Salary:** 8,000-13,000 RMB depending on profile

Send us your CV + a couple lines of motivation (around ten) in English or in French to: [rh@francelysee.com](mailto:rh@francelysee.com)  
If you have any questions, you can add me directly on WeChat (ID: **SophieFaguo**).