

MARKETING OFFICER

LOCATION: SHANGHAI (CHINA)

INFORMATION PACK

Position Number: 3306

Classification: Austrade Overseas Performance Level 2

Salary: Range from RMB 115,996 to RMB 136,466 per annum (gross)

Term: Three year contract

Group: East Asian Growth Markets

Division: International Operations

Reports to: Trade Commissioner

Location: Shanghai

Security Clearance: Entry Level

ABOUT AUSTRADE

The Australian Trade and Investment Commission (Austrade) contributes to Australia's economic prosperity by helping Australian businesses, education institutions, tourism operators, governments and citizens as they:

- > develop international markets and promote international education;
- > win productive foreign direct investment;
- > strengthen Australia's tourism industry; and
- > seek consular and passport services.

To read more about Austrade, please click [here](#) and for more on the Executive Group please click [here](#).

THE ROLE

This position, located at the Austrade office in Shanghai, will work closely with the Trade Commissioner and the China marketing team to support the delivery of initiatives that will:

- promote Australian industry capability in China
- raise awareness of trade opportunities in China to Australian businesses
- position Australia as a leading provider of quality education in China, and

In this role, you will:

- > Work with the Trade Commissioner, Marketing Managers and Business Development Managers in China to develop and implement an integrated marketing strategy utilising a range of innovative solutions.
- > Monitor and maintain supplies of marketing collateral for the China team, such as the corporate flyer, industry factsheets, folders, bags, t-shirts, lanyards, banners, videos and gifts, and ensure reception areas are full-stocked and tidy.

- > Provide advice on the usage of the Australian Trade Commission crest and the Australia Unlimited and Future Unlimited brand marks by to the China team as well as by third parties.
- > Maintain understanding of branding and advertising policy, templates and systems and provide training to the China team.
- > Keep up to date with marketing practices in China and around the world and leverage opportunities to collaborate with other members of Team Australia.
- > Administer the Austrade social media accounts including Wechat, Weibo as well as other social media platforms.
- > Actively assist the Senior Marketing Managers with media and social media activities.
- > Actively apply Austrade business practices and maintain accuracy of information in all Austrade Business Systems to deliver accurate and timely reporting and effective relationship management.
- > Contribute to knowledge creation within Austrade, by adopting information practices, sharing knowledge and information and by embracing best practice and development opportunities.
- > Work collaboratively within the Austrade network to contribute to service delivery and achieve desired outcomes, while upholding the Australian Public Service (APS) Values, Employment Principles and Code of Conduct and Work Health & Safety (WHS) principles.

WHAT WE ARE LOOKING FOR

Given the nature of what we do, we thrive when our teams are made up of people from different backgrounds, cultures, genders, education, training, interests and skills. There are six particular aspects we will consider when looking for successful candidate for this role, namely:

1. Hands-on knowledge of contemporary marketing tools including graphic design, printing, websites, multimedia, traditional and social media, advertising, sponsorship and events.
2. Commitment to high standards, and to taking the initiative and responsibility for delivering outcomes.
3. High-level decision-making, influencing and interpersonal skills and the ability to build strong relationships with a diverse range of stakeholders.
4. Demonstrated well-developed organisational and project management skills and attention to detail.
5. Demonstrated experienced in briefing and managing suppliers within tight budgets and deadlines.
6. Superior written and verbal communications skills in English and Chinese.

ELIGIBILITY

To be eligible to apply, you must have:

- > Bachelor degree in international business, marketing or related discipline;
- > Minimum of 3 years' experience marketing, promotional or business development experience;
- > Fluency in both written and spoken English and China language; and
- > The right to live and legally work in China currently.

DESIRABLE

- > Experience in working either within the Australian government agencies or multinational organisations. In particular in marketing function would be highly regarded.

GENERAL INFORMATION

This is a locally-engaged position governed by China labour law and Austrade's Overseas Engaged Employees Terms and Conditions of Employment China.

The commencement salary is **RMB 115,996** gross per annum, salary adjustment to AOPL2 Standard Salary (**RMB 136,466** per annum) might be approved after six month probation period subject to successful probation assessment.

An offer of employment is subject to Austrade's pre-employment screening including security assessment. Applicants must consent to Austrade's pre-employment background checking process to a level appropriate to the access required to fulfil the obligations of this position.

Please note that this position will be filled locally, under local employment conditions. Austrade does not provide travel assistance to take up the position.

Austrade offers equal employment opportunity conditions.

Applications will be assessed by a Selection Panel and a shortlist established for interview. Once interviews are held, an offer will be made to the applicant considered as most suitable for the role (generally within 6 to 8 weeks of the closing date for applications).

Unsuccessful applicants will be advised by email.

APPLICATION

Access the application form online at via www.austrade.gov.au/marketingofficer-shanghai.

Your application should outline how your experiences and capabilities are applicable to the role and how this position aligns with your career goals. You will be asked to respond to specific **Selection Criteria** in the online application form.

It is essential to respond to each criterion, by providing sufficient detail:

- > about your level of experience;
- > about your skills and knowledge; and
- > by giving examples from your past experience (education, voluntary or in work) demonstrating how you successfully carried out a similar task or responsibility.

As part of your application you will also need to provide:

- > Current resume; and
- > Contact details of 3 referees. Two of your listed referees will be either a current or previous supervisor and/or manager that has worked with you and can provide direct relevant knowledge of your skills, knowledge and/or experience, and performance.

Australian Trade and Investment Commission in Shanghai will not accept phone calls or email inquiries regarding the application process. Only candidates who complete their application in Austrade's online recruitment system will be considered.

For technical assistance with the online recruitment system, please contact recruitment.china@austrade.gov.au.

CLOSING DATE

Applications close on Sunday, **14 AUGUST 2016** at 6:00 pm Shanghai time.

