



MARKETING SPECIALIST (CHINA) – GUCCI

Location: Milan, Italy
Via Mecenate, 79

Guccio Gucci SpA is looking for an enthusiastic and motivated person to join their Global Brand & Customer Engagement department (MarComms Dpt).

*The candidate will report directly to the Manager (MN) and he/she will be required to provide support to help achieve quarterly and yearly goals. He/She will have access to both quantitative key information to help develop and **coordinate global/regional and tactical Product Marketing campaigns, for all Gucci product categories and Cross functional Marketing Projects for China.***

*His/Her insightful contribution will help expand and ensure consistency across all marketing channels **acting as a key liaison between corporate and region on several complex projects communicating and collaborating effectively across teams and various levels of the organization.***

Responsibilities:

- Product Marketing campaigns strategic planning together with MN – all categories for China;
- Support MN in setting goals and levers for each PM campaign (long term planning vs tactical short-term activations);
- Support MN in the development of weekly/seasonal calendars summarizing key activations across platforms (being the point person for designated counterparts across teams & departments);
- Build and manage strategic project timelines for China, identifying and communicating key milestones and deliverables, collaborating cross functionally to ensure timelines are upheld;
- Support the growth plans and marketing strategies for China;
- Align all marketing efforts to measurable KPI's that support overarching business goals;
- Ensure cross-functional synergy with all departments on a global level and build and coordinate strong cross-functional local connections;
- Adapt and execute regional launch plans locally to build a strong and disruptive presence in China, followed by an in-depth qualitative and quantitative post-launch analysis;
- Adapt marketing calendar based on local timelines, needs, and strategies;
- Plan updates and sharing with key stakeholders within MarComms Dpt at a Global and Regional Level;
- Pivot the sharing of key market updates, trends and cultural backgrounds;
- Support MN in cross-department alignments at a Global and Regional Level;
- Support MN in maintaining a punctual and efficient alignment between HQ and Regional teams to enhance MarComms strategic planning and campaigns roll-out consistency;
- International mindset: understand the market's specificities and help adapt PM strategies to local needs and priorities.



Personal requirements:

- Enthusiastic individual, open minded and sociable, keen on working and relating with people in a dynamic and international environment;
- Strong flexibility and adaptability vs different referents, contexts and time zones;
- Strong motivation and ability to achieve goals;
- 360-view approach.

Professional requirements:

- Experience and/or background in Marketing & Communication preferred;
- Native Level of Chinese and very good knowledge of English language – both written and spoken, knowledge of Italian is a plus;
- Understanding of luxury / fashion industry;
- Regional experience/multi-country exposure is a plus;
- Stay up to date with local current and modern fashion trends;
- Strong communication and presentation skills;
- Capable of performing under pressure and guaranteeing qualitative outcomes delivery;
- Fully informed on market trends ranging from: art, culture, fashion trends, social media, celebrity and entertainment business;
- Good understanding of the full picture guaranteeing attention to details;
- Excellent computer skills and very good knowledge of MS Office applications - Excel and PowerPoint in particular.

**Please send CVs to info@icpn.it
with mail subject “Application ICPN x Gucci - China”**