

**JOB DESCRIPTION**  
***(Digital Marketing Project Manager)***

**Job-holder's Name:**

**Manager's Name:**

**Job Title\*** Digital Marketing Project Manager

**Manager's Title:** Marketing Manager - MCE Management

**Location China:**Shanghai

**Date:**

**Job Responsibilities**

Member of digital MCE team in PCBU with forward looking vision

- Under the guidance of head of central marketing and drive business growth
- Able to work closely with multi-functions e.g. marketing brand owners, GTM, local marketing to provide subject matter expertise inputs
- Able to work closely with marketing brand managers for better managing the 1vM and MvM online meeting operation and optimize the platform functions by combing with business need.
- Develop and plan campaign to promote brand voice in multiple-channels
- Develop digital platforms and evolving roadmaps with innovative customer engagement optimization, lead HCP digital engagement solutions and implementation
- Provide regular MCE related report and monitor digital tool performance for decision making
- Explore digital insight across channels

**Qualifications**

- Hands on experience of digital development and operation
- Strong ownership and execution
- Exceptional communication and project management skill
- Adaptability and change, analysis, judgment, and innovation
- Fluent in English and Mandarin