

Job Title:	China Marketing and Communications Manager
Department:	Food Business
Reviewing Manager:	China Chief Representative
Job Type: further funding)	Full time post - 2 year fixed term contract (extended contract subject to
Salary:	300000-324,000 CNY
Location:	Ideally based in Beijing, or another key city in China (working from home), with some travel within China and to the UK / EU
Applications:	http://www.cdb.org.cn/customer/recruitment_details.html?id=47570
Closing date:	3 rd September 2022

Background:

Compassion in World Farming International was founded in 1967 in England by Peter Roberts, a British farmer who became concerned about the development of intensive farming. Over 50 years ago, Peter decided to make a difference and take a stand against this farming system. In his lifetime, Peter saw the demise of barren battery cages, veal crates and gestation crates in the UK, and in Europe, achieved recognition that animals are sentient beings.

Compassion in World Farming is the leading international farm animal welfare charity, campaigning to improve the lives of millions of farm animals through advocacy, lobbying for legislative change, and positive engagement with the global food industry. Our established international Food Business programme aims to raise baseline standards for farm animals by securing commitments, ensuring compliance, and facilitating implementation of higher welfare policies and practices. Our primary animal focus is the removal of cages and improving the welfare of meat chickens and fish produced in aquaculture. In addition, we aim to drive corporate meat, fish, dairy and egg reduction strategies and targets in line with planetary health requirements, via our newly launched Rethinking Food workstream. The Food Business team operates in Europe, the US and Asia and more globally through the supply chains of our corporate partners.

Part 1: JOB PROFILE

1. OVERALL OBJECTIVE(S) OF THE POST

The overall purpose of this role is to increase our communications capacity and develop our awareness raising programme. This will involve talking about animal welfare issues and solutions to a wide range of stakeholders from consumers to the people responsible for our food, via a wide range of outlets, such as our website and other internet platforms, conferences and through our award winners marketing initiatives. A large focus of the role will be to build strong communication outlets for promotion of organizational strategies, to maintain our existing website and social media channels with timely updates.

2. POSITION IN ORGANISATION

- Reports to the China Chief Representative
- Matrix management line into the Head of Food Business Asia

- Maintain excellent working relationships with media contacts, our partner organizations, marketing contacts within leading food companies, producers, other NGOs and other relevant stakeholders.
- Collaborate with the China Food Business Manager, China Research Officer and China Research Manager (to be recruited) to obtain the necessary technical support or professional skills to fulfil the role effectively.
- Liaise with Senior Marketing and Communications Manager (Food Business) and global media team as required.
- Develop and maintain good working relationships with all members of staff across the organisation.

3. SCOPE OF JOB (These are expanded on in Section 6)

1. Manage and create content for the [China website](#) and social media, develop assets and digital/social media to promote to companies and consumers
2. Produce marketing materials for effective communication with consumers and companies
3. Monitor and analyse organizational and industrial relevant news and media and contribute to the global media monitoring with relevant China updates; develop media reports
4. Develop and maintain key external relationships
5. Coordinate Compassion led events, and attend events on behalf of CIWF China; moderate or present as required

4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for China Food Business and organizational communication, marketing and brand design
- Responsible for helping with event co-ordination of key events (eg. China Awards events, seminars).
- Collaborates with partner organisations, colleagues or external agencies in developing communication programme
- Accountable for updating and accuracy of company and internal data on CRM databases, Compassion’s Document Management system, and effective use of Compassion’s lap top and mobile.
- Submits monthly approved expenses in timely manner

5. PERSON SPECIFICATION

Ability to carry out the job effectively and seek opportunities for further development. The requirements listed below are representative of the knowledge, skill, and/or ability required.

ESSENTIAL	DESIRABLE
Knowledge	
<ul style="list-style-type: none"> • Fluent in verbal and written English and Mandarin • Demonstrable knowledge of communications background • Understanding or experience of communication and marketing in China environment • Experience of working in or with the commercial sector • Experience of managing external events and/or event management projects and companies 	<ul style="list-style-type: none"> • Knowledge of farm animal welfare • Experience of developing and delivering marketing initiatives with an ethical dimension

Education/Qualifications & Training	
<ul style="list-style-type: none"> Educated to degree level in relevant discipline 	<ul style="list-style-type: none"> Professional Marketing Qualification eg. CIM
Skills & Abilities	
<ul style="list-style-type: none"> Excellent interpersonal and communication skills, both oral and written for diverse audiences Sensitivity to diverse global social and cultural issues (English/Chinese) Proven ability to plan and manage concurrent projects simultaneously Proven relationship management skills Effective time management with the ability to prioritise to ensure deadlines are met Able to implement recommendations in support of goals A creative approach with the ability to develop new ideas Proven computer skills including Microsoft Office applications and Internet Able to work independently on own initiative and as part of a team Proof reading / close attention to detail Confident to speak in a public forum Ability to influence Ability to manage budget expenditure 	<ul style="list-style-type: none"> Proven strategic planning skills Experience of working in a cross regional team Working experience of 'Salesforce', or other CRM systems; ability to learn to use specific packages when required
Personal Qualities	
<ul style="list-style-type: none"> Team player Trustworthy and professional Diplomatic Well organised Demonstrates initiative Innovative and creative Positive Approachable and adaptable Compassionate to people and animals Strategic 	

Part 2: DUTIES AND KEY RESPONSIBILITIES

6. PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following: Other duties may be assigned.

Manage and create content for the [China website](#) and social media, develop assets and digital/social media to promote to companies and consumers **30%**

- Development of the China Food Business team communication, tools, brand and visual identity

- Responsible for effective communication on the China Food Business programme, initiatives and partnerships with food companies, partner organizations, media and Good Farm Animal Welfare Award winners via a range of media, including writing and managing the China website, social media, stories, case studies, presentations, reports, journal articles, and media copy and video (key focus on laying hens, broilers and pigs)
- Develop the production of creative assets to inspire support for CIWF work in China, either directly or through external agents
- Ensure effective sharing of relevant articles / blogs / web news / resources across China / other Food Business and wider Compassion websites and media
- To work collaboratively with colleagues to write, develop and translate materials to support communication
- Encourage attendance at our events and communicate key outcomes through our social channels (e.g. WeChat)

Produce marketing materials for effective communication with consumers and companies 35%

- Work with company winners to promote their awards, ensuring the appropriate forms are completed and guidelines followed
- Identify and develop new materials including articles, press release, photos, infographic, films, presentations, translation of relevant materials
- Manage the contract and new supplier process for external agencies for all creative tools and communications (social assets, videos etc)
- Operate within China marketing budget

Monitor and analyse organizational and industrial relevant news and media and contribute to the global media monitoring with relevant China updates; develop media reports 10%

- In the weekly China Team Meeting, share interesting key news and media updates from China
- Share updates that are relevant to the whole organisation with the global media team for dissemination
- Be the key contact for Meltwater and update and maintain the Meltwater search terms
- Run a monthly report for China consumer reach and log on DM / share with Senior Marketing and Communications Manager (Food Business) and the China team

Develop and maintain key external relationships 10%

- Develop media and PR connections through events and network to promote Compassions work.
- Seek promotional opportunities such as speaking slots at wider events (eg. Promoting animal welfare within the context of the environment)
- Input into the development of the China Food Business network
- Maintain the media network with our partners such as ICCAW, Good Food Fund, external agencies, media, other NGOs as relevant and needed

Coordinate Compassion led events, and attend events on behalf of CIWF China; moderate or present as required 15%

- Co-ordinate and contribute to the organisation of Compassion China events eg. Yearly Poultry Forum
- Present or moderate as necessary in public forums such as conferences and company meetings
- Sit on the external Asia working group for World Farm Animal Day
- Attend relevant events and seek appropriate contacts and opportunities

7. CIWF Values

Core Values

Treats people with dignity and respect

Maintains high ethical standards

Demonstrates commitment to Compassion in World Farming's mission and goals

Core Competencies

Communication – Level 3

Working with people – Level 2

Drive for results – Level 3

Functional Competencies

Deciding and Initiating Action – Level 2

Relating and Networking - Level 3

Persuading and Influencing - Level 2

Creating and Innovating - Level 3

Planning and Organising - Level 2

Adapting & Responding to Change - Level 2

8. ADDITIONAL TASKS

- As part of your employment, you will be required to travel anywhere within the world in order to carry out the duties of your employment. Frequent travel will be required within China with some overnight stays, and possibly a visit to UK/Europe.
- Due to the nature of the role, there may be a requirement to carry out some work out of office hours.
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work
- To assist with other departmental duties where necessary
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work
- Act in accordance with the principles of Compassion in World Farming's Ethical Policy
- In all work activities, comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals
- Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.
- Take initiative to establish constructive relationships with other organisations in liaison with your line manager
- Work on projects / tasks as specified by the Management / Directors
- Attend and participate in meetings
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your experience, as required by your line manager
- Actively support the promotion and delivery and embedding of equality, inclusion and diversity.