

Détail de l'offre : SOCIAL MEDIA ACCOUNT MANAGER

**Partenaire**  MB Projects  
**Adresse** 733 Wanhangdu Lu (near Wuding Xi Lu), Jing'An District  
**Ville** Shanghai  
**Référence** 23D1677207235  
**Titre** SOCIAL MEDIA ACCOUNT MANAGER  
**Description du poste** Full-time, based in Shanghai

MB Projects is looking for a bilingual Social Media Account Manager to join the Communication and Social Media Team and successfully manage and strategically develop the activity of our clients on Chinese social media (mainly foreign cultural institutions and creative industry companies).

KEY RESPONSIBILITIES

Devise and deploy a strategy (editorial and marketing plans) for our clients on Chinese digital platforms  
 Ensure the creation of high-quality content (WeChat, Weibo, Bilibili, Red etc.): coordinate and supervise the content creation by Copywriters.  
 Identify and implement relevant partnerships and expand the KOL network  
 Manage the relationship with clients (presentations, validations etc.) and develop new clients  
 Project coordination and reporting (planning, monitoring, budget, reports etc.)

**Type de contrat** Emploi  
**Métier** Communication / Création  
**Description de la société** Would you like to work for Centre Pompidou, Fondation Cartier, Château de Versailles, Paris Musées, and many more? Organize exhibitions and dance festivals? Devise partnerships or communication strategies for art institutions or brands?  
 Join MB Projects, a leading consultancy specialized in cultural strategy and management based in Shanghai! We accompany prestigious international cultural institutions in their development in China and assist world-class companies, such as Cartier or Kering, with their cultural strategy and projects.  
 Become part of a dynamic and multicultural team in the fast-growing arts sector!

To apply, please submit the following materials in English or in French:  
 your Resume,  
 your Cover Letter explaining your qualifications for the position.

**Localisation** Office Location  
 733 Wanhangdu Lu (near Wuding Xi Lu), Jing'An District  
**Pays**  Shanghai  
 Chine  
**Profil recherché** Native Chinese speaker with excellent English. French would be a plus.  
 University degree or higher in Communication, Marketing, Media, Journalism, Arts administration, or a related field  
 Very good knowledge of social media platforms with demonstrated experience  
 Strong interest in the cultural sector  
 Proficiency in Word, Excel, and PowerPoint.  
 Excellent presentation and interpersonal skills  
 Creative, strategic, with a high degree of initiative  
 Dynamic, motivated, good team player  
**Secteur** Communication Media / Publicité

Langues Chinois (mandarin)