

# Digital Luxury Group.

*Digital Luxury Group, DLG SA, is the first international company dedicated exclusively to the design and implementation of digital communication strategies for luxury brands.*

*For our Shanghai office, we are currently looking for a:*

## **Digital Marketing Director**

To support our fast growing activities in China, your mission will be to ensure client satisfaction in designing, planning and coordinating the execution of unique digital marketing strategies in China.

Able to get the soul of our clients' brands values, you understand how Chinese wealthy individuals behave online and know how to derive valuable client insights.

Able to think beyond CTR, Visits and Number of Fans, you are in charge of managing strategic client projects in a complex environment with a high level of quality, for some of the most admired luxury brands.

### **Your responsibilities:**

- Digital research and strategy
- Creation and execution of highly successful digital marketing strategies in line with clients' values and positioning
- Projects management, clientele relationship and coordination of production teams
- In charge of both client satisfaction and mandate profitability
- Participation in reviewing, selecting, and managing local partners
- Active support on business development activity and client acquisitions in China and abroad

### **Your profile:**

- Minimum 5 years of experience in Digital Marketing in China for western brands, ideally in the luxury field
- Good knowledge of the luxury industry (experience in watches/jewelry preferred)
- Passionate about Digital
- Previous experience in managing digital marketing projects (Web Analytics/ SEO/ SEM/ Display Advertising/ Social Media)
- In-depth knowledge and experience of the Chinese Digital ecosystem
- Highly organized
- Native Chinese speaker or perfectly fluent in Chinese
- Fluent English speaker

### **We offer:**

- The opportunity to shape tomorrow's luxury Digital Media landscape in China
- A unique portfolio of iconic brands
- A dynamic environment favoring innovation and autonomy
- A corporate culture focused on quality, team spirit and results

### **Entry date:**

January 2012

### **To apply for this job:**

Interested in this job? Send your motivation letter and your résumé (in English) by e-mail to [you@digital-luxury.com](mailto:you@digital-luxury.com) with the mention «#CN-DMM » in the title.

We will only respond to applications corresponding to the profile.

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