



PR/117887 | Chinese Speaking FMCG Digital Marketing Assistant

Job Information

Recruiter[JAC Recruitment UK](#)**Job ID**

1532374

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

United Kingdom

Salary

Negotiable, based on experience

Refreshed

April 15th, 2025 10:42

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

International Food Importer seeks for Digital Marketing Assistant

Oriental Food Importer**Digital Marketing Assistant****Salary: 35-45K****Location: East London, Hybrid****Key Responsibilities**

- Build (with internal and external teams), manage and own performance of media channels and campaigns across both MS and ETH digital platforms. This includes brand Facebook, Instagram, YouTube and Tiktok accounts in the UK and European countries as well as WeChat & DouYin.
- Grow brand's eCommerce channels with a clear KPI to meet; with the objective to drive positive customer lifetime value and build referrals.
- Maintain and optimise brand CRM through subscription channels and e-commerce networks.
- Strategise and implement campaign media buying for META channels as well as Google Advertising.
- Manage and analyse data from our media partners, providing actionable insights for the paid media team and other business stakeholders
- Monitor and analyse paid media channel performance and maintain reporting on campaign performance, ROI, CPA, and

other channel metrics across the business

- Budget planning & forecasting for channel-led initiatives across different target groups and markets to drive strategic results.
- Manage multiple external agencies across UK and Europe to make sure consumer communication in each country is consistent with the brand message yet specific to local circumstances.
- Analyse spectrum of digital channels available (web, social, mobile, etc.) and make recommendations as to which offer Lee Kum Kee opportunities to grow brand awareness and increase purchase intention, and the most cost effective approaches for reaching the right target audience.
- Understand consumer needs and opportunities within the product to drive revenue and create a seamless and frictionless user experience.
- Work with stakeholders, Product, Brand marketing, Sales team, translating digital strategy into actionable propositions.
- With the Head of Brand & Digital, create detailed requirements documentation that demonstrates KPI to brief internal and external teams on builds.
- Lead the development of insight driven strategies for assigned business projects.
- Supervise & build team morale to drive enthusiasm across different projects and events that embody Lee Kum Kee's corporate culture.
- Develop strategies for new channel development and investments to deliver positive business results and expanded growth.

Selection Criteria

- Minimum 4 years' experience with strong digital background.
- Candidates must be a native user of Google Analytics, FB Ads Manager, Google Ads, and Shopify.
- Experience in dealing with; multiple DSPs, Ad servers, Adops trafficking and Creative troubleshooting.
- Experience in running paid media across META, Google, TikTok
- Educated to Literature, Communication or Marketing degree level or equivalent.
- Highly sensitive to new trends and being able to identify opportunities for brand growth.
- Ability to understand and discuss technical concepts
- Good Language Skills – Must be fluent in English. Other European language skills will be an advantage.
- **Mandarin/Cantonese skill is a must**
- Experience in managing multiple agencies.
- Good Writing, Editing and Written Communication Skills
- Good presentation skills
- FMCG or Food & Beverage background will be an advantage.
- Ability to think strategically and tactically, execute on projects, meet deadlines
- Have a go-getter attitude!

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Company Description