



THE COMPANY:

...is a ground breaking boutique agency focused on developing contemporary music in China. Via a combination of branded and independent projects we plan to stimulate young Chinese peoples' attitudes towards music. Our committed, energetic and empowered team spans event planning and management, media and marketing planning, developing own brand online communities as well as international and domestic artist liaison, talent management, touring and promotion.

We believe that we can differentiate our offering through a pioneering approach to digital here in China. We will be able to help both our bands and brands through continuing innovative use of this medium.

YOU:

...are someone who believes that you can play an integral part in developing Split works - a young, ambitious and successful agency - into a sustainable, trail blazing entity.

Furthermore, you:

- Are a dedicated Communications and Marketing professional committed to the innovative development of the MarComms Team while overseeing quality assurance of communication deliverables.
- Are well versed in all digital communications, preferably web based and mobile-based interactive campaigns for international clients
- Are a structured thinker who enjoys synthesizing business strategy and inspiring ideas into engaging brand experiences and communicating this creatively.



- Are a natural at building and maintaining rapport with clients, partner agencies, suppliers, other vendors and staff.
- understand that talent and ego are inversely proportional, and are comfortable tackling tasks hands on as well as leading / directing others in team settings.
- Are an articulate presenter and all- round communicator, you are fluent in Mandarin and English.
- Are a finisher.

THE ROLE:

...is to manage daily operations and long term goals of the Communications and Marketing teams. You main areas of responsibility are:

- Marketing and Communications for both Brands and Bands
- Split Works Owned Media (especially our online community)
- Split Works Brand Marketing

The over arching goal is to see Split Works become a Market Leader in Digital Marketing and Communications.

AREAS OF RESPONSIBILITY :

Internal

- Works with the MD in the formation and execution of:
 - o online communities strategies
 - o marketing and communication plans and strategy;
 - o media plans, strategy, and programs;
 - o merchandising and promotional plans, strategy, and programs;
 - o client / branding strategies



- Handles the administration of the Marketing and Communications Teams. With assistance from HR this includes procurement of personnel, performance evaluations, and execution of all internal procedures.
- Actively motivates, develops and trains his/her personnel in communications, marketing, research and media ensuring high staff retention and satisfaction levels.
- Handles whatever special projects may be assigned to him by the MD.
- Maintains up-to-date knowledge in digital communications, marketing, media, and research. Keeps staff aware of new and significant developments and serves as a resource for all the staff.

External

- Stays alert for opportunities to increase client activity and billing
- Networks and contacts new business prospects where ever possible and when requested by the business development manager or MD
- Participates in new business pitches, with emphasis on the communications and strategic marketing perspective.
- Aids in formation and presentation of marketing plans and programs to clients as requested.
- Aids and participates in maintaining positive and effective relationships with clients
- Aids and participates in keeping clients aware of the scope, depth, and effectiveness of the total services rendered by their account team.
- Maintains contact with key industry associations and organizations.
- Assists the Operational team and the MD to achieve agency income objectives for each client.



BASIC PERFORMANCE STANDARDS:

- The agency's reputation grows regionally and nationally as an agency that excels in digital communications to build brands.
- Client reviews reveal satisfactory relationships and activities in the marketing services area
- As problems arise in agency-client or employer-employee relationships, they are proactively and satisfactorily dealt with in keeping with the companies wishes to retain and grow the client's business and in keeping with a harmonious corporate culture.
- Clients achieve their marketing objectives and credit the agency for their success.
- Agency positioning is competitively fulfilled in brand marketing, media, research, and sales promotion.
- Departmental budgets are met.

KPI's to be mutually agreed on acceptance of job offer.

Split Works is a small, flexible company, so there is plenty of opportunity to define the role and make it yours. If you don't fit all these criteria but still feel that this role is ideal for you we would be happy to hear from you.

Please send your resume to Claire at hr@split.com . Only successful candidates will be contacted.