

Recruitment Notice

招聘启事

Designation 职位	Vice President, Marketing & Sales – China 市场营销副总裁
Objective 目的	Develop business in China (a rapidly growing market) and bring the English-language editorial services of Editage to the forefront in terms of market share 在中国（高速增长的市场）开发业务，并将致力于拓展意得辑英语编校业务的市场额
Qualifications 职位要求	<ul style="list-style-type: none"> • Graduate or postgraduate in marketing • Experience in the industries of editing, English-language teaching, publishing, or journals • Knowledge of the academic landscape of China and its increase in global presence and influence • 市场营销专业本科生或研究生 • 编辑、英语教学、出版、或期刊行业经验 • 了解中国学术领域，及其在全球的存在与影响
Reporting Structure 汇报结构	Reports directly to the CEO and Vice President, Marketing – China <ul style="list-style-type: none"> • The position is to be based in the Shanghai area 直接向中国营销的首席执政官和营销副总裁汇报 <ul style="list-style-type: none"> • 本职位在上海地区
Job Functions and Responsibilities 工作职能和职责	<ul style="list-style-type: none"> • Formulate annual sales plans consistent with the overall goals and objectives of the business • Drive sales, set monthly/quarterly revenue and client acquisition goals, and create plans to achieve them • Develop long-term strategies for all services in China and identify opportunities to ensure exponential growth in China • Implement marketing programs and promotions in line with marketing goals; promote and maintain relationships with key customers and partners; introduce seasonal offers and special incentives to build repeat and new business • Track key metrics, analyze performance, present findings and share learnings; recommend modifications in service offering (price, turnaround time, value-adds); share insights and suggestions for optimizing business in China • Retain the brand’s competitive edge by tracking competition and aligning strategy to the company’s goals • 编制符合业务总体目标和目的的年度销售计划 • 推动销售，建立月度/季度收入和客户获取目标，创立完成目标的计划 • 为中国的所有业务开发长期战略，并识别可确保中国业务获指数增长的商机 • 实行符合营销目标的营销方案和促销活动；促进和保持与主要客户和合作伙伴的关系；引入季节性报价和特别的激励措施以产生回头客和新客户 • 跟踪关键指标，分析绩效，展示调查结果和分享知识；提出服务内容改进建议（价格、周转时间和附加价值）；分享见解和建议，以优化中国业务 • 通过跟踪竞争过程，以及根据公司目标调整战略来保持品牌的竞争优势



<p>Desired Skills and Experience 所需技能和经验</p>	<ul style="list-style-type: none"> • Minimum of five years of experience as a sales and marketing manager handling domestic and/or international sales • Bilingual proficiency in Chinese and English is mandatory • Ability to multi-task and work with entrepreneurial spirit • Ability to work in a dynamic environment • Good boardroom presentation and public-speaking skills in order to drive important business meetings with senior officials in private and public sectors • Good ability to communicate in English and interact with a global team • 最少 5 年的销售和市场营销经理经验，管理国内和（或）国际销售 • 须精通中英文 • 能够完成多种任务，具有创业精神 • 能够在变化多端的环境工作 • 良好的会议室陈述和公开演讲能力，以主导与私人部门和公众部门内高级管理人员的重要业务会议。 • 良好的英语沟通能力，能够与全球性团队互动
<p>Key Performance Indicators 关键业绩指标</p>	<ul style="list-style-type: none"> • Revenue from China • New client and partnerships • Market share • Competitive ranking • 中国市场收入 • 新客户和伙伴关系 • 市场占有率竞争排名
<p>Compensation 报酬</p>	<p>At par with industry standards and commensurate with the experience of the candidate 按照行业标准及候选人的相应资历而定</p>
<p>To Apply 申请</p>	<p>Please send your CV together with a letter of interest to Fatima Khan, Associate Human Resources, at jobs@cactusglobal.com. Please mention “Application - China VP” in your subject line. 请将您的简历及意向信寄至 jobs@cactusglobal.com 人力资源专员，法蒂玛卡恩。请在您的主题中写明“应聘-中国副总裁”。</p>
<p>Websites 网站</p>	<p>Editing services: www.editage.com / www.editage.cn Medical writing services: www.cactusmed.com Corporate website: www.cactusglobal.com 编辑业务: www.editage.com / www.editage.cn 医学协作网站: www.cactusmed.com 公司网站: www.cactusglobal.com</p>