

Job description - Marketing & Communications Specialist

Swiss Centers (SC) is looking for a Marketing & Communications Specialist to start from **March 2026**. The position will be based in the Shanghai Free Trade Zone Waigaoqiao office.

1. Tasks & Responsibilities

1.1. Manage and coordinate content marketing across SC communication channels

- Manage content updates on SC website
- Copywriting/translating/quality assurance on outgoing articles and press releases
- Proofread and improve the language and structure quality of documents to external clients/partners, including mandates, agreements, reports, and meeting minutes
- Ensure the documents follow the company's standards in terms of format, logic, and content organization
- Translation of English-to-Chinese & Chinese-to-English
- Curate, develop, and manage content on SC social media platforms: WeChat, Weibo, Douyin, and LinkedIn to promote Swiss Centers and Switzerland as an industrial leader and a country of innovation
- Execute EDM campaigns for events, seminars, and other Sino-Swiss initiatives to targeted clients and contacts
- Support in developing travel programs and content for visitors such as study delegations, business visitors, and others
- Develop and optimize brochures, presentations, and other sales & marketing materials
- Management of the production of print media, such as brochures and roll-ups

1.2. Develop and manage digital marketing projects for members and other SME customers

- According to the requirements of SC's customers, develop and manage specific marketing projects, to promote specific companies, products, and/or projects
- Act as a point of contact for the company's marketing accounts, propose communications services to meet client needs, plan content calendars with the approval of the client, and coordinate the work between the SC communications team
- Plan and oversee the company's advertising and promotional activities, including digital, print, and social media

- Take the lead to develop content on digital platforms with the approval of the client; brainstorm story-telling ideas in line with the client's marketing strategy; quality-control the final output from the team
- Develop quarterly data reports for clients and take the lead in project follow-up with clients
- Ensure timely delivery of satisfactory results, strive to meet the customers' demand, transparent and efficient communication, representing the Swiss Centers' quality image
- Work closely with the sales team to develop and execute effective marketing campaigns that drive leads and conversions
- Collaborate with external agencies and vendors to execute marketing campaigns effectively

1.3. Develop and manage online and offline events

- Take the lead to develop online and offline events, both for SC and clients
- Coordinate with the different stakeholders to ensure that the event meets the specified requirements
- Ensure that the marketing efforts go hand in hand with the event program

2. Requirements

2.1. Personal Attribute

- Pro-active, creative, and solution-oriented
- Sense of design and an aptitude for communication
- Interest in Swiss culture and main industries
- Passion for the tech and advanced manufacturing industry
- Service and result-oriented
- Very independent, responsible, and accountable to results
- Naturally likes to build networks and relations
- Identifies with and recognizes the need for the organization's vision and strategy
- Reliable, responsible, loyal, honest, and straightforward
- Passion for initiatives connected to community-building, start-up, and SME advocacy; comfortable working in a small team

2.2. Skills

- Excellent writing and communication skills in English & Chinese, knowledge of French/German is an additional asset
- Minimum two years of experience in communications, marketing, writing/editing, content curation, research, or analysis role; ideally a combination of such experiences
- Excellent skills with Microsoft Office Suite (Word, PowerPoint, Excel)
- Good skills with the Adobe Creative Suite: Photoshop, Illustrator, After Effects, Dreamweaver, and InDesign is a plus
- Experience with WordPress and HTML is a plus

2.3 Requirements:

- Native Chinese speaker
- University education (minimum bachelor's degree). Degree majors in Business/Management, Communications/Journalism, Business, Marketing, PR preferred; Other majors are also welcomed if they satisfy the skills requirements.
- Experience in business/academic research using Western media sources and writing for an English-speaking readership
- Experience with content management on WeChat official accounts (微信公众平台), Weibo corporate accounts (微博), and using editor platforms such as Xiumi (秀米), 135 Editor (135 编辑器), etc.
- Understanding and first experience with the E-commerce environment in China
- Experience in promotion, event organization, media, and press relations is a plus
- Experience with Western companies and cultures, and knowledge of their ways of “doing business”.

About SC

Founded in 2000 as a non-profit Sino-Swiss public-private partnership, the Swiss Centers are by far the largest cluster of Swiss companies in Asia.

With 4 locations across 3 cities strategically located on the dynamic East coast of China (Shanghai, Tianjin and Changzhou), Swiss Centers' practical solutions supported the businesses of over 450 companies in China – both SMEs and large enterprises. The Swiss Centers have established over 100 production and service companies in China, both B2B and B2C, and active in various fields. The Swiss Centers collaborate extensively with Swiss diplomatic representations in China and Swiss institutions to conduct detailed surveys on the situation and sentiments of Swiss businesses in the country. They also promote the Swiss-made brands and position Switzerland as a leader in quality, innovation, and industrial excellence.

The Swiss Centers are constantly adapting to the needs of the Swiss economy:

- Instant physical office space as well as ready-to-use workshops, showrooms and warehouses;
- Relations with local Chinese authorities and connections to the Swiss government and institutions in China;
- Support for secure technology transfer and intellectual property protection;
- Access to professional services tailored to SMEs in all aspects related to setting up and developing business in China (legal, tax, accounting, recruitment, HR, IT, marketing).
- Unique solutions: business representations with local team or storage and delivery of goods on behalf of clients in the Shanghai free trade zone to facilitate business development in China and Asia.

www.swisscenters.org



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