



# Role Description

Subtitle:	Regional Marketing Executive - China
Version:	240403
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Owner:	Director of Commercial
Keep informed:	Regional Marketing Executive - China

## 1. Overview

Reporting to the Senior Commercial Manager - China, the aim of this role is to develop, plan and execute holistic and comprehensive multi-channel marketing campaigns designed to develop customer awareness, knowledge and intent to purchase, in China.

## 2. Duties and responsibilities

### 2.1. Support Regional Marketing Strategy

- Collaborate with the OxTS Ltd. Marketing team in the UK and support the Senior Commercial Manager - China to develop a comprehensive marketing strategy tailored to the specific needs and market dynamics of the region.

### 2.2. Execute Marketing Campaigns

- Support the Senior Commercial Manager (China) to plan and execute marketing campaigns across various channels including digital, print, events, and social media to generate leads, increase brand visibility, and support sales objectives.
- Ensure brand consistency throughout according to OxTS brand guidelines

### 2.3. Content Creation

- Collaborate with the OxTS Ltd Marketing team in the UK to develop compelling content including blog posts, case studies, whitepapers, and presentations tailored to the regional audience.

### 2.4. Event Management

- Plan and coordinate regional events, trade shows, and conferences to showcase products/services, engage with customers, and generate leads. Manage event logistics, budget, and post-event follow-up activities.

### 2.5. Lead Generation

- Work closely with the Senior Commercial Manager (China), Global Marketing team and Channel Partners, to develop and execute lead generation programs, including email marketing campaigns, webinars, and targeted advertising, to drive qualified leads and opportunities.

## 2.6. Budget Management

- Assist the Senior Commercial Manager (China) to develop and manage the regional marketing budget effectively, ensuring optimal allocation of resources to maximize ROI and achieve marketing objectives.

## 2.7. Other

- Assist the Senior Commercial Manager (China) in market research to identify opportunities, trends, and competitor activities within the region. Analyse data and provide insights to inform marketing strategies and decision-making.
- Carry out other administrative duties as required.

## 3. Revision History

Revision	Changes
240320	ST: Document created