



### **Marketing & Operations Specialist, Beijing, China – ACS International**

ACS International, Ltd. (ACSI) is a wholly-owned subsidiary of the American Chemical Society. ACSI is comprised of representatives that serve the scientific community worldwide. Employees represent products and services provided by ACS divisions, including ACS Publications and CAS (CAS SciFinder<sup>®</sup> and STN<sup>®</sup>) to the world's most important scientific companies, government organizations, global patent offices and academic institutions to promote research and discovery.

**ACS International is currently seeking a Marketing & Operations Specialist based in Beijing, China.**

#### **Position Summary**

This position is responsible for working with Marketing & Operations Manager to strategize, execute, and implement localized marketing strategies and plans in Mainland China with the CAS brand and strong collaboration with the CAS corporate marketing division. The position is desired to execute the marketing strategies and plans to meet the needs in China in collaboration with Customer Success and Business Development teams. The role will establish the efficient process needed to penetrate marketing strategies into China with the local language and cultural norms.

#### **Position Accountabilities**

##### CAS Brand Elevation:

- Work with Marketing Manager to develop and implement localized marketing strategies through events, conferences, PR, and campaigns with the local language and cultural norms, by coordinating closely with Marketing Division in HQ.
- Deliver the CAS corporate messages in local language proactively to resonate with the local market.
- Initiate, translate and execute localized marketing projects or campaigns to enhance customer relationships and promote CAS branding.
- Develop a CAS direct presence in China and builds up additional channels for effective communication.
- Review Chinese translation and create contents for reinforcing the CAS website in Chinese to be a vital communication hub for China market.
- Support media communication adoption and translation.
- Maintains and reports customer information through the CAS channels and CRM systems.
- Gathers and communicates local market information to CAS staff to enhance the marketing and product development strategy planning functions.
- Ensure the Chinese Customer Success and Business Development groups are informed about corporate marketing initiatives and guidelines.

##### Lead Generation:

- Identify industry segments and new logos for any of CAS products and solutions through the intensive market research, in particular, for the new verticals
- Establish a workable methodology for lead generation through events, conferences, PR and SNS
- Scout, organize and arrange conferences, events and workshops to promote CAS products and services .
- Coordinate, translate and localize contents for creating and producing local marketing materials.
- Initiate and implement email campaigns by working with Marketing in HQ.
- Conduct business and customer statistics and analysis.
- This position also performs other duties as assigned.

#### **Minimum Education/Experience/Technological Knowledge**

- Master's Degree or higher required; marketing or chemistry major is preferred.
- 3+ years of marketing experience. Strong grasp of marketing fundamentals.
- Demonstrated marketing chemistry-related products and/or information/intellectual property preferred.
- Strong communication and interpersonal skills; strong team player with positive team spirit.
- Demonstrated self-motivation and initiative.
- Ability to work independently.

- Ability to build relationships and influence others.
- Fluency of Chinese and English in spoken and written form. Strong writing and editing skills in both Chinese and English language.
- Creative, enthusiastic, self-motivated, hands-on.
- Willing to travel 50% of the time in Mainland China.

To apply for a position, please submit your cover letter and CV to [careers@acs-i.org](mailto:careers@acs-i.org)