**Marketing & Communications Senior Manager, Mainland China, Hong Kong and Taiwan**

Location: Beijing, China
Application deadline: 30 June 2024
Earliest starting date: 1 July 2024

* Are you passionate about climate and nature action?
* Would you be driven by accelerating action among Mainland China, Hong Kong and Taiwan’s largest companies, cities, and financial institutions on the environment?
* Are you an experienced communications manager with a proven track record of delivering global go to market campaigns with effective tactics in Mainland China, Hong Kong and Taiwan?

As Marketing & Communications Senior Manager, Mainland China, Hong Kong and Taiwanyou will be responsible for delivering an activation plan for CDP’s exciting global go to market Marketing & Communications campaigns that meet APAC-wide KPIs. You will contribute to CDP’s global campaign development and determine the most effective tactics for activating campaigns in Mainland China, Hong Kong and Taiwan, with consideration of the full breadth of CDP channels, particularly media, market partnerships and high-level speaking appearances at events online and across the country in line with campaign objectives.

Reporting to CDP’s Head of Activation, APAC, you will be part of a 6-7-person Market Activation team within our Marketing & Communications (M&C) function and work alongside our Senior Officer, Communications, in Beijing. You will partner with key senior staff across CDP’s M&C, Commercial and Impact teams, in addition to our global senior leadership when they travel to Mainland China, Hong Kong and Taiwan.

As CDP grows its brand visibility and rolls out key developments to our disclosure platform and dataset, you will ensure CDP positioning, key messaging, and CDP strategic objectives are well represented in all market activations, build and maintain a top-tier network of relevant journalists in Mainland China, Hong Kong and Taiwan to ensure CDP is key ‘go-to’ commentator, closely collaborate with Media Relations & Spokesperson colleagues to rapidly respond to trending local issues, and liaise with our Executive Leadership Team for speaking appearances and media interviews. You will own and manage local content on CDP website, ensuring content is accurate, compelling and of a consistently high standard, and develop new market partnerships to drive the impact and reach of our campaigns.

The successful candidate will be an experienced Marketing and Communications professional with clear capability to work in a global team to deliver local Activation plans in line with global objectives. You are a passionate Communications professional with extensive tactical PR and marketing experience, with strong market knowledge and awareness of key organizations, events, market trends, culture, business, policymaking and finance in Mainland China, Hong Kong and Taiwan. You understand working under tight timelines to coordinate both campaigns and senior leadership staff well.

This is a unique opportunity to make an impact in one of CDP’s priority countries for a rapidly developing organization during a critical period for global climate and nature efforts. Your success will have a direct impact on motivating more businesses, cities, and financial institutions across the globe to disclose their environmental impacts and take credible actions.

**The role includes:**

* Delivering a local activation plan for CDP’s M&C campaigns that meet APAC KPIs, as defined with the Head of Activation, APAC.
* Contributing to global campaign development and determining the most effective tactics for activating the campaign in Mainland China, Hong Kong and Taiwan, based on local markets and growth targets, with a particular focus on media, market partnerships and high-level speaking appearances at events in line with campaign objectives
* Effectively tailoring M&C campaign tactics to local markets
* Developing PR materials and managing PR agencies as part of CDP go to market campaigns, and pitching stories to top tier local media
* Ensuring CDP positioning, key messaging, and CDP strategic objectives are well represented in all local activations
* Maturing and growing our network of top-tier local journalists
* Growing CDP’s market visibility as a commentator on strategic climate/nature topics
* Collaborating with CDP’s Media Relations & Spokesperson Engagement team to rapidly respond to trending local issues
* Preparing and briefing senior spokespeople for speaking appearances and media interviews
* Informing and contributing to insightful content such as blogs, opinion pieces, podcasts, data analyses, videos and webpages relevant to Mainland China, Hong Kong and Taiwan
* Managing and contributing local content to the CDP website, ensuring content is accurate, compelling and of a consistently high standard
* Working with the Marketing Performance & Enablement team to define the long-term objectives and strategy for the site(s), along with core metrics for ongoing monitoring and improvement
* Advising campaign managers on the implementation of centrally managed global marketing, such as emails and social media
* Building and maintain an understanding of local market(s) and audiences, sharing insights with our Campaign Management team to inform campaign planning
* Coordinating with our CEO Office team for CEO media profiling and event opportunities

**The successful candidate will have the following capabilities:**

* An existing and proven ability to build an effective local top-tier journalist network
* Clear knowledge and awareness of corporate sustainability, financial markets and ESG-related regulation and policy
* Clear knowledge and awareness of the economy, media landscape, culture and relevant partners for CDP in Mainland China, Hong Kong and Taiwan
* Ability to apply CDP’s strategic priorities and value proposition
* Confidence in coordinating and briefing senior stakeholders internally and externally
* Ability to independently draft compelling media and event materials aligned with global key messaging and positioning on a variety of issues, both thematic and organizational, including on complex and sensitive issues
* Solid strategic marketing knowledge and experience, with the ability to design and manage insight-led campaigns that resonate with audiences and drive action
* Brand advocate, passionate about building CDP’s presence both globally and within region
* Commitment to continually learning about best practice in Marketing and Communications, as well emerging trends and channels.
* Ability to insightfully measure and monitor performance
* Ability to work at-pace to rapid deadlines
* Excellent command of business English and native-level Chinese
* Strong business communications experience and a very capable command of business language, with ability to interact convincingly with people at different levels of seniority and different cultural backgrounds, and ability to represent a topic or program in- and externally
* Experience in working collaboratively within global and diverse teams
* A positive and collaborative approach that prioritizes impact with the organization’s mission and strategy in mind
* A meticulous and critical eye for detail and accuracy
* Strong analytical and technical skills for tracking set-up, evaluating, reporting and actioning insights
* Highly organized way of working to set and meet deliverables according to deadlines and high-quality standards
* Ability to coordinate and manage internal relationships well
* Willingness to travel occasionally in the region
* Excellent knowledge of various software and a clear ability to learn new tools quickly.

**What we offer:**