**Senior Recruitment Marketing Specialist JD - Human Resources**

Position : Senior Recruitment Marketing Specialist

Line of Business : Shanghai Disney Resort

Department : HR

Location : Pudong, Shanghai

Reports to (Title) ：Recruitment Marketing Manager

**Position Overview**

This is an excellent opportunity for an experienced marketing / communication professional to contribute to the strategic development and implementation of key employment marketing strategies for Shanghai Disney Resort. Together with Recruitment Marketing Manager, this important role will be involved in the development and implementation of employer branding, social media, community and campus outreach and marketing channel media components planning, development and execution to enhance the company’s employer brand among target groups and drive highly qualified applicant flow to meet hiring requirements for significant business growth in the coming years. This individual must also have the ability to develop internal and external communication messages and maintain favorable relationships with key stakeholders.

This critical role will develop and execute comprehensive marketing strategies, including advertising, social media, media and channel management, which would support recruitment for all business areas within Shanghai Disney Resort.

This role will partner and collaborate with other Recruitment Marketing efforts across The Walt Disney Company in order to share best practices, leverage talent and resources and represent the global opportunities that Disney has to offer.

**Key Responsibilities**

* In general, contribute to develop overall recruitment marketing strategies with professional insights and ensure flawless execution
* Develop and maintain all creative assets and elements including our career website, flyers, brochures and other recruitment material
* Effectively manage various media and channels, and actively track the efficiency of them to ensure superior ROI
* Independently manage the social media platforms, and in charge of the content development and communication
* Leverage technology to enhance the candidates experience while broadening reach and driving process/efficiency improvements, such as the career website and social media
* Contribute to the quality of hire objectives through the rigorous implementation of creative sourcing strategies that will reach and capture a diverse audience (Active and passive candidates, college, niche markets, professional organizations)
* Partner with internal and external marketing sources to stay aware and educated on innovative and creative marketing tools and practices in the industry

**Required Qualifications**

* Bachelor degree in Marketing, Communication, Business or equivalent; Master Degree is preferred
* About 5 years’ experience in recruitment marketing or employer branding (Development of creative, management of assets, development of media plans, evaluation of effective media tactics, social media management etc.)
* Ability to analyze and draw marketing implications from research and other data sources; as well as the ability to track the ROI of all marketing investments
* Ability to evaluate creative marketing concepts and trends in the areas of content, layout and design
* Proven project management skills, and ability to effectively manage multiple priorities with great attention to detail
* Problem solving skills, as well as strong consultative and interpersonal skills
* Moderate to advanced working knowledge of: SAP- HR Administration, ATS systems, Adobe Creative Suite (Photo Shop & Illustrator), and/ or HTML production, is preferred.
* Exceptional communication skills (bilingual in Mandarin and English)

How to apply:

Please send your CV to John.Xu@disney.com, titled with “Fudan Alumni apply for Senior Recruitment Marketing Specialist”

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