



JOB DESCRIPTION

Job Title	Department	Location	Reports to
Social media assistant	Brand Comms	Beijing	Digital content lead

JOB SUMMARY/OVERVIEW

This role primarily focuses on supporting the content manager in end-to-end content production and multi-platform distribution. You will play a key role in localizing and promoting our record stories, creating engaging written and video content that resonates with local audiences, boosts brand visibility, and drives user participation. This position reports to the Digital Content Lead and works closely with the content team both locally as well as our London headquarters.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Content Creation & Localization

Translate, localize, adapt and publish WeChat articles from English source materials/raw content.

2. Short-Form Video Editing

Edit raw footage into polished short videos for platforms such as Douyin and WeChat Channels; Add subtitles, background music, effects, and basic motion graphics.

3. Influencer Outreach

Identify potential record-breakers and record related KOL/influencers and making connection. Assist in initiating collaboration conversations.

4. Performance Tracking & Optimization

Collect and organize post-performance data;
Generate simple analytics reports to inform content strategy and operational improvements.

JOB REQUIREMENTS AND QUALIFICATION

Education: Bachelor's degree or above

Other Knowledge, Skills and Abilities:

Strong awareness of social media trends, pop culture, and real-time hot topics; able to translate insights into compelling content ideas.

Solid Chinese writing skills – capable of transforming raw materials into polished, engaging articles.

Proficient in English (CET-6 or equivalent preferred), with the ability to accurately translate and adapt English content.

Skilled in photo editing software such as Photoshop; able to create cover images, posters, and basic visual assets independently.

Experienced in at least one video editing tool, able to independently edit short videos and perform basic post-production.

Familiar with WeChat Official Account backend and third-party formatting tools; understands operational best practices.

Knowledgeable about content ecosystems and algorithms of major social media platforms; hands-on account management experience is a plus (please provide examples).

Basic data analysis skills – comfortable using Excel or similar tools to organize and visualize data.

Strong organizational and communication skills, detail-oriented, and able to work both independently and collaboratively.

OUR COMMITMENT

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