



Role: Marketing Communications Specialist (consumer / mobile / technology)
Shenzhen, PRC.

Ready to drive a revolution in mobile, fast-charging technology?

The mobile market is experiencing a revolutionary upgrade from old, bulky, slow, silicon-based adapters to small, light, fast chargers using next-generation gallium nitride (GaN) technology. [Navitas Semiconductor Ltd.](http://www.navitassemi.com) is the world's first and only GaN Power IC company, founded in 2014. This role includes collaboration with major brand-name mobile technology OEMs, multi-media press/platforms and leading-edge consumer and technology exhibitions.

Navitas' marketing strategy follows two media pathways:

- 1) "Navitas" – business-to-business (B2B) to drive brand status, product design-ins and revenue (push strategy).
 - a) Media channels include www.navitassemi.com, LinkedIn and product-technology conferences / tradeshows such as [APEC](#).
- 2) "GaNFast" – business-to-consumer (B2C) focus to educate consumers in GaN and fast chargers and drive end-customer sales (pull strategy).
 - a) Media channels include www.GaNFast.com, Twitter, Facebook, Instagram, Weibo and WeChat plus consumer exhibitions such as [CES](#).
 - b) Major Navitas-customer co-op marketing campaign in progress to accelerate, sharpen, complement, and amplify the OEM media message

Responsibilities:

1. Per management team request, draft PR base or translate English PRs and post via Chinese social media (Weibo, Wechat, Bilibili), spread to China media outlets to repost – GaN 世界, CDT, Electric Fans, etc.
2. Plan and post creative social content and engage with audience and partners - CDT, JIWEI and client accounts - Xiaomi, OPPO, Lenovo, etc.
3. Support image / video taking for social media / PR on product launching events and tradeshows. Uploading to Navitas social and spread with medias.
4. Handle vendor payment paperwork on all marketing related promotional items.
5. Support poster design, video creation, trade-show / product release livestream.
6. Support future potential email marketing, XDXJ emoji + animation design, toy vendor local coordination.
7. Support in brainstorming / shooting / editing HR related promotion.
8. Help China clients to actively upload product info to navitassemi.cn and ganfast.cn via Basecamp.
9. Coordinate China local engineers to actively review B2B articles drafted by media and by ourselves. (In future this can be handled by B2B marketing person)
10. Support Marcom manager to organize, execute and coordinate all kinds of local tradeshow, seminar, execute run of the show, booth design, handle vendor payment paper work, giveaway and activities execution, etc.

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+1-844-654-2642

Web
www.navitassemi.com
www.GaNFast.com

Address
2101 East El Segundo Blvd, Suite 205
El Segundo, CA 90245, USA

11. Additional support as needed.

Qualifications / experience required:

- 1) Degree in Communications, Journalism, Marketing or related field, working experience inside a semiconductor or B2B company – with a both B2B and B2C creative mindset preferred. Can be from a start up tech company.
- 2) High level of skill in Chinese and English (written and verbal) to create copy for online & print collateral, press releases, etc. plus communicate with US team.
- 3) 2-3 years' outstanding experience in executing offline events, doing content writing on Wechat, Weibo, Bilibili, Tik Tok/Douyin content, preferably in tech or consumer electronics brands, etc.
- 4) 2-3 years' experience in creating / editing media content across platforms such as WordPress, Photoshop, Adobe Illustrator, In Design, After Effects, Premier Pro.
- 5) Experience of creating and posting outstanding still & video content to social media channels, monitoring key social indicator and metrics.
- 6) Familiar with email marketing, WorldPress update, etc. Good at photography, videography, voice over or animation design.
- 7) Experience in working at PR agency, tech or mainstream media a bonus.
- 8) Experience/interest in consumer/mobile technology a bonus.
- 9) Must be a good executor, fast responder, self-starter, team-player who can bring fresh ideas, and able to manage & report on multiple projects within tight schedules.

Organization:

- 1) Reports to Marcom Manger (based in US).

Marketing: B2B



Technical, business, conference
www.navitassemi.com, www.navitassemi.cn



Marketing: B2C



Consumer, multi-media, live-stream, educational

www.ganfast.com, www.ganfast.cn



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