



## PHOTOGRAPHER

### MAIN PURPOSE AND BUSINESS CONTEXT:

The role of Photographer can serve various purpose in Leica Camera Great China, such as working with Leica Akademie to plan, design and deliver photography courses, working with Retail Training team on annual product training, working with marketing team to create and guardian Leica China photography and video assets.

### MAIN RESPONSIBILITIES/ACTIVITIES

- Be familiar with all Leica products, engage sales staff and customers' interest in photography by guide them with camera using and photo/video shooting.
- With strong professional knowledge and skills of photography and proficient shooting experience as a photographer, act as a consultant to coach and/or to support internal projects, events and workshops.
- Create high-quality photography/video assets for product launch, social media and trade marketing etc.
- Be responsible for internal and external photography culture building.
- Coach and advice the sales force to apply the photo appreciation skill and create photography relative sales topics.
- Work with experience manager to design and standardize the Leica photography experience flow and SOP, and ensure it is well copied to all touch points.

### REQUIREMENTS:

- Bachelor's degree and above, photography or art major preferred.
- Photographer background is a must. Leica user is preferred.
- Be familiar with camera operations and good knowledge of photography and art.
- Fluent in both English and Chinese.
- Be capable to work in a more flexible time schedule, such as working in weekend and travel frequently worldwide especially within Greater China.
- Good interpersonal skills and team spirit. Experience in working with various internal and external parties.
- Proactive and well-organized, detail orientation, sense of responsibility
- Proficient with MS PPT or ISO Pages, Lightroom & Capture One

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