Marketing Associate (Apr 2018)

Primary Location:  Hong Kong Science Park

Full/Part Time:  Full Time

Job Type:  Experienced

Regular/Temporary:  Regular

Role and Responsibilities

* Product and Marketing Campaign Development
  + Participate in development of marketing strategy and responsible for its execution.
  + Conduct brand enhancing strategy, market intelligence study and competitor analysis.
  + Involve in product development and launch.
  + Manage company’s local website and social media platform in line with strategy.
  + Prepare and deliver periodic reports and present suggestions based on marketing data.
* Qualification standard and testing requirements
* Understand and keep marketing strategy abreast of latest industry standard.

Required Skills

* Solid experience in digital media marketing like Facebook, Twitter, Instagram and Google AdWords.
* Full understanding and experience across multiple online channels: search, mobile, social media and correlating data analytics tools like Google Analytics.
* A Bachelor’s degree, preferably in Business, Communications, Marketing, English or Psychology.
* Strong verbal and written skills in English and Chinese. Japanese is a plus.
* Experience in Food or Cosmetics industries is a plus.
* Computer skills in MS office. Knowledge of Wix, Photoshop and graphic design preferred.
* Strong analytical, organizational and presentation skills.