

# **Manager / Assistant Manager / Senior Executive – Events & Public Relations (Multiple Positions)**

## **Job Responsibilities:**

- Plan publicity strategies, events and campaigns
- Manage overall event delivery and logistics
- Maintain strong network with vendors, agencies, business/brand partners
- Ensure smooth delivery of events, set forth clear goals and KPI
- Maximize media exposure for the group and brands
- Perform data analysis on event effective, audience reached etc
- Dealing with enquiries from the public, press and related organizations

## **Requirements:**

- Degree holder with Marketing / Business Administration or related discipline
- Minimum 5 years related working experience in PR / events / marketing
- Strong network with media and marketing service providers etc
- Ability to work under pressure in a fast-pace environment
- Strong work accuracy and numerical skills
- Self-motivated and independent
- Proficiency in MS Office Suite
- Proficiency in English and Chinese

To apply for this position, please send your resume to [careers.mcin@forward-fashion.com](mailto:careers.mcin@forward-fashion.com).