

Marketing Executive/Senior Executive

Job Responsibilities:

- Manage social media accounts.
- Create content message for social media.
- Create social campaign to raise social followers.
- Manage media/ influencer connections.
- Process paid social ads.
- Product and trend analysis.
- Marketing material analysis and research.
- Systemize internal media library.
- Consolidate marketing contact list.

Requirements:

- Degree in Business, Marketing, Language, Media, Retail is preferred.
- At least 1-3year working experience in marketing/PR industry is preferred.
- Fluent in English and Chinese.
- Good logic and detail minded.
- Good relationship with media/KOL is preferred.
- Good communication skills.
- Good sense in visual and trend.
- Good sense in social content writing.
- Good sense in fashion brands.
- Frequent user of Instagram, Weibo and RED.
- Able to work within short timeframe.
- Strong skill in MS Office, especially Excel and PowerPoint
- A good team player.

To apply for this position, please send your resume to stellar.cheong@forward-fashion.com