

## Job Description

<b>Department</b>	Sales & Marketing
<b>Corporate Title</b>	Marketing Executive (1-Year Contract)
<b>Reporting line</b>	Head of Marketing & Corporate Communications

### **Job Duties:**

To support our growing business needs, we are looking for a potential candidate to provide implementation support for our sales and marketing team on the following activities:

- Brand and advertising campaigns to build brand awareness among key stakeholders, including customers, business partners, employees, etc.
- Marketing events including luncheons, banquets, cocktails, roadshows and seminars for business partners and customers
- Development of marketing communications materials including product brochures, promotional tools, presentation deck and etc.
- Development of digital content including content for website and social media
- Corporate communications and activities such as sponsorship activities, CSR activities, employee newsletter, customer newsletter, and messages from senior management
- Media relations activities including coordination of media events and media interviews
- Briefing, negotiation and liaison with marketing vendors and advertising agencies in order to carry out the above duties

### **Qualifications & Requirements:**

- Degree holder in Marketing, Business Administration or related disciplines. Relevant working experience would be an advantage but not a must.
- Fresh Graduate will also be considered.
- Able to work under tight timelines and pressure
- Excellent communication skills with good command of English and Chinese, both spoken and written
- Self-driven and organized
- Proficient computer skills