



## Our Mission, Vision & Core Values

*(Who are we ...)*

Courageous Creatives - Halo is a group of aspiring and passionate people.

*(Our company mission ...)*

We are dedicated to filling the world with truly innovative lifestyle furnishings, accessories and design solutions that represent unique, long lasting value and enrich the everyday lives of people.

*(Our cultural mission...)*

We dare to be different. It brings us discovery, and we know only risks reaps the biggest rewards. Some may find us unusual or odd, we embrace the mavericks because it enriches and strengthens us.

*(How we do it ...)*

We design, create and distribute winning brands and furniture collections, most notably our flagship collection Timothy Oulton, named after our founder and creative director. Other complementary brands include Halo Est 1976, Bleu Nature and Michael Yeung, as well as a white label furniture and accessory collections, and collaborations like Oxford by Timothy Oulton.

*(Where we're coming from ...)*

We have a heritage in British hand craftsmanship, a thoroughly international outlook, dedication to Best-on-Planet excellence in everything, and a culture of openness and creativity.

*(Our values...)*

Passionate Contribution  
Intimately Aligned Diversity  
Nurturing Trust

These define our Group and what we stand for, actively guiding us in day-to-day work and decisions. As we grow we want to preserve our distinctive culture and the characteristics that make us successful, different and an enjoyable place to work. Living up to our Core Values supports achieving this.



**SCHEDULE 1  
JOB DESCRIPTION**

<b>Job Holder:</b>	
<b>Job Title:</b>	Marketing Intern
<b>Based at:</b>	One Island South, Hong Kong
<b>Responsible to:</b>	Brand Activation Manager
<b>Purpose of Role:</b>	To assist the Digital Specialist & Brand Activation Manager in primary areas of Digital, CRM and PR.
<b>Essential skills</b>	
<ul style="list-style-type: none"> <li>Outstanding spoken and written English skills</li> <li>Rigorous, energetic with a strong sense of responsibility</li> <li>Detail oriented and well organised</li> <li>Strong sense of logic with advanced analytical skills</li> <li>Flexibility in working within a SME environment</li> <li>Ability to interact and communicate effectively with different cultures across the organisation</li> <li>Ability to work under pressure and deliver excellent results while acting as a team player</li> <li>Familiarity with Microsoft Suite (Excel, Powerpoint, Word)</li> </ul>	
<b>Responsibilities</b>	
<p>Assist with:</p> <ul style="list-style-type: none"> <li>Upload of new content on website including SEO optimization</li> <li>Analyse website (Google Analytics) and social media channels performance</li> <li>Help to manage social media account such as Pinterest, Youtube and benchmark other reference brands' social media activity to propose new ideas</li> <li>Regularly audit partners' communication channels (website, social media channels, newsletter) to propose improvements</li> <li>Help update social media calendar on a weekly basis and provide a digital report on a monthly basis</li> <li>Follow-up e-blast design requests within deadlines</li> </ul>	

<ul style="list-style-type: none"> <li>Organise and analyze CRM database</li> <li>Develop segmentation to propose specific CRM activities (digital and non-digital)</li> <li>Help with aspects of Marketing &amp; Communication projects including budget analytics, PR, market analysis</li> </ul>
<b>Personal Attributes</b>
<ul style="list-style-type: none"> <li>Passion for product and the business</li> <li>Results orientated</li> <li>Excellent interpersonal skills</li> <li>Self-starter with a desire to succeed</li> <li>Ability to plan and execute</li> </ul>
<b>Key Performance Areas</b>
<ul style="list-style-type: none"> <li>TBC</li> </ul>

- Marketing Intern** - immediate start, full time, six months
  - Working hours: 9am-6pm from Monday to Friday
  - Location: One Island South, 2 Heung Yip Road, Wong Chuk Hang
  - We welcome applications from all years/current and past students
- Marketing Intern** - immediate start, part time, three months
  - Working hours: 9am-6pm from three days between Monday to Friday
  - Location: One Island South, 2 Heung Yip Road, Wong Chuk Hang
  - We welcome applications from all years/current and past students

Interested candidates are to email their cover letter stating their availability and right to work in Hong Kong e.g. Hong Kong Permanent Resident or student visa and CV through to [HR@halocreatedesign.com](mailto:HR@halocreatedesign.com).



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## HALO JOB DESCRIPTION

<b>Job Holder:</b>	
<b>Job Title:</b>	Category Coordinator
<b>Based at:</b>	HK Office - Wong Chuk Hang
<b>Responsible to:</b>	Category Manager – Furniture
<b>Purpose of Role:</b>	Work closely with the Category Leaders in managing the product portfolio; contributing in the innovation, product strategy and value proposition
<b>Essential skills</b>	
<ul style="list-style-type: none"> <li>At least 1-2 years' experience in Marketing; experience in fashion and lifestyle categories would be preferable</li> <li>Strong analytical skills</li> <li>Excellent communication skills; fluency in spoken and written English, spoken Cantonese/Mandarin would be advantageous</li> </ul>	
<b>Responsibilities</b>	
<ul style="list-style-type: none"> <li><b>Competitive Benchmarking:</b> reviewing of market at regular intervals, compiling reports for innovation inclusion and analysis, keeping up to date with key catalogues, creating and maintaining document regarding price plotting for key categories.</li> <li><b>Range Reviews:</b> Gathering relevant reports from BI to develop delisting proposal for the review of Category Management &amp; Merchandising. Upon agreement; creating communication for range review, and compiling product list for delisting to share with database management team</li> <li><b>Database:</b> Review, correction, and upkeep of product database with the database management team &amp; Merchandising, prior to pricelist circulation</li> <li><b>Monthly reporting:</b> downloading reports from BI tool, updating presentation with monthly figures, formatting as required, and sharing with Category Management for commentary input.</li> <li><b>Ad hoc BI reports</b> from Sales team as requested</li> <li><b>Key documents maintenance</b> related to products, materials list and Group materials specifications</li> <li><b>Marketing Collaterals:</b> Reviewing and annotating tearsheets and catalogues for brands as requested; working with the Marketing team to get all the details</li> <li><b>Material Standards:</b> Keeping material standards updated with new launches/delisting, working with PD/PE/Quality/Design teams.</li> </ul>	

<b>Personal Attributes</b>
<ul style="list-style-type: none"> <li>Interest and/or passion for furniture and lifestyle products</li> <li>Ability to plan own time well to maximise effectiveness</li> <li>Organized, self-motivated and a team player</li> <li>Self-starter with high energy levels</li> <li>Can-do mentality</li> <li>Thorough and meticulous with strong attention to detail</li> <li>Flexible to work in an SME environment</li> <li>Willingness to travel to China frequently (approx. 30 - 40% of the time)</li> </ul>
<b>Key Performance Areas</b>
<ul style="list-style-type: none"> <li>TBC</li> </ul>

**Category Coordinator** - immediate start, full time, permanent

\* Working hours: 9am-6pm from Monday to Friday

\* Location: One Island South, 2 Heung Yip Road, Wong Chuk Hang

\* Applicants must have a Bachelor's degree in Marketing, at least 1-2 years of Marketing work experience (internships are included) and willing to travel to Gaoming, China up to 3 days per working week

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