

Company Name: Roca Hong Kong (<http://www.roca.hk/>)

Position: Marketing Internship (Full time - 6 months contract)

Job Responsibilities:

- Report to the foreign Export Sale Director & local Managers of the company.
- Assist & execute the annual Marketing Plans.
- Develop Marketing material to support sale team.
- Coordinate online and offline campaigns to achieve marketing objectives and to enhance collaborations of both internal and external parties well.
- Handle marketing and social media campaigns, including expense organizing, content ideation, and implementation schedules.
- Assist the digital strategies with agency via multiple online communities (e.g. Website, Facebook, Instagram, youTube & etc) to create a coherent brand experience.
- Collect market information and monitor competitor's move in the market.
- Coordinate and generate analytical reports for internal and external use.
- Assist in the development of brands and the group, event management, public relations, media relationship, advertising and promotion, CRM.
- Handle any ad hoc marketing duties as assigned by the management.
- Write up PR materials and translations for media use.
- Liaise with both internal and external parties including but clients, suppliers and agencies to ensure the smooth implementation of marketing and sales promotion activities.

Job Requirements:

- University graduate in Marketing, Communications, Public Relations, Language or related disciplines. Specialized in Marketing is preferable.
- Excellent command of both spoken and written ENGLISH and CHINESE, fluent in English & Mandarin is a strong advantage.
- Ability to work in a multi-cultural environment.
- Project experience with Social Media Management, Content Creation, Copywriting, and Strategy, Data Collection and Analysis, Technology Skills.
- Good understanding and strong sense of Retail and Brand marketing.
- Strong sense of responsibility, well organized with exceptional problem solving skills and a can-do attitude.
- Passion for interior design. Creative, flexible, organized, detail-minded and able to work under pressure and tight deadline.

Employment Period:

March 1 – August 31, 2018

Application Method:

Interested parties should send their CV and cover letter to wing.so@hk.roca.net by January 31, 2018 (Wednesday).