

NEODERM

Job Title : Senior Program Manager, eCommerce & Digital
Department : Information Technology
Reports To : Director, IT

Responsibilities

- Work closely with internal parties (C-levels, BU Head and IT team) and external parties (Service Providers, External Consultant Firm, Technologist) on planning, management, execution and delivery of digital products/platforms
- Develop, implement and manage digital development plan across all digital functions
- Work with other business unit to develop digital solutions that support, align to corporate objective and strategy
- Act as a bridge between top management, business unit and IT development team to ensure all tasks and milestones are reached in a timely manner
- Understand business requirements and pro-actively communicate with stakeholders to suggest changes, improvements, manage digital projects from ideation to launch
- Manage corporate platform development and operation. Provide end-to-end solution – from requirement collection, project proposal, project planning, scheduling, UX design, vendor management, UAT to operation support
- Manage and prioritize resources across projects. Ensure deliverables are of high quality and in compliance with corporate guideline
- Responsible for building a strong team culture and developing high performing teams to achieve business goals
- Participate in daily scrum meetings, prioritize multiple product backlogs, manage risks and issues, and taking corrective actions

Requirements

- University graduate in Business Management, Information Systems, E-commerce or related disciplines
- Min 5 years project management / planning experience, of which at least 3 years in a large scale eCommerce / digital platform development
- Strong analytical mind set with excellent communication and interpersonal skills with senior management
- Ability to work on multiple projects simultaneously in a fast-paced, collaborative and dynamic environment
- Ability to work under pressure, multi-task, prioritize and able to meet and exceed deadlines
- Good leadership capabilities and presentation skills
- Solid experience in digital marketing technologies and advertising systems, e.g. Google Analytics, Facebook Pixel, is an advantage
- Good command of both spoken and written English, Cantonese & Mandarin

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Job Title : Senior Data Analytics Manager – Machine Learning / AI

Jobs Description:

AI Driven Platform Development

- Work with business stakeholders to help them understand algorithm requirements and deliver high-quality solutions to them
- Take ownership of assigned projects in the end-to-end campaign management process including customer targeting / retargeting and campaign response analysis
- Proactively make strategic recommendations to improve conversion, sales performance and customer experience.
- Deploy analytics capabilities ranging from organization BI to advanced models to improve ongoing insight generation process and the application of such in business relevant way
- Commercialization of insights from data scientists under a customer-centric context and turn into business strategy
- Ability to successfully convey all valuable insights with business action recommendations to senior management through effective presentation

Machine Learning Algorithm Building

- Lead data scientist team to develop different data science initiatives including predictive models and statistically rigorous advanced model scripts to support AI / machine learning / deep learning related initiatives
- Lead the design, development and implementation of customer analytic strategy via data mining, modeling, customer segmentation (clustering) and forecasting
- Perform advanced analysis using statistical techniques & algorithms to build effective targeting, segmentation and identification of opportunities around various marketing program optimization including but not limited to cross-sell, up-sell and customer retention
- Perform the big data analytics processes on massive data sets from different data sources: explanatory and targeted data analyses, generate and test working hypotheses, analyze historical data and identify features & trends

Requirements:

- Bachelor's degree or above in Mathematics, Data Science, Statistics, Computer Science or related disciplines
- 5+ years of relevant working experience in data analytics field as statistician / analyst / data scientist
- Solid Experience in defining and delivering customer segmentation and behavioral models, delivering customer targeting / re-targeting plan and developing recommendation engine
- Solid working experience in supervised learning, unsupervised learning & reinforcement learning
- Previous exposure to / knowledge of retail industry will be an asset

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- Strong leadership and managerial skill when working with senior management team
- A result-oriented person with a passion for excellence, high level of initiative and strong sense of responsibility
- Proactive and with a can-do attitude
- Good command of English, Cantonese & Mandarin

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Job Title : Platform Marketing Manager

The Role

- Plan and lead innovative digital marketing strategies to drive business growth and achieve corporate goal in Hong Kong.
- Lead the team to initiate and develop a right angle and direction to make our platform attractive and more appealing.
- Plan and implement marketing campaigns for brand building and new customer acquisition through digital channels, including social media, SEM/SEO, KOL endorsement, video production, media planning, and website development (Hong Kong and south China).
- Analyze market landscape and consumer insights to identify business opportunity in the category.
- Work closely with promotional partners, suppliers, operations, developers, advertising and media agencies on marketing initiatives.
- Adheres to the brand's marketing, branding, programming and security guidelines.
- Accountable for A&P budget control and sales analysis.

Qualifications

- Degree holder in Business or Marketing, or related disciplines.
- At least 10 years of solid experiences in brand marketing.
- Proven track record in designing and implementing digital marketing programs in Hong Kong.
- High level knowledge of Hong Kong and China marketing channels and media buying strategy including outdoor, social media, KOL, SEM/SEO and group chat.
- KPI driven and able to work under tight timeline.
- Alter to social listening and data analytics trend.
- Strong entrepreneurial mindset, analytical, problem solving and communications skills.
- Creative and Open-minded, proactive, flexible, dynamic, resourceful and energetic.
- Excellent command of spoken and written English, Chinese and Mandarin.
- Strategic thinker with demonstrated experiences in brand building and positioning.

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Job Title : Digital Community Manager

Responsibilities

- Oversee the strategic creation of our digital community and initiate and develop storytelling content and materials to attract target audience with the goal of building brand awareness, fostering loyalty, increasing engagement and growing our user base.
- Develop content roadmap and editorial calendar that drives content production and deployment.
- Plan, develop and implement a content management system for our team to ensure content conversion performance is on the right track.
- Drive customer personalization through content design, micro segment algorithm definition, performance monitoring and content A/B testing etc.
- Create and set aggressive yet achievable KPIs (engagement, growth, revenue, etc.) to keep the team going and maintain periodic dashboards.
- Analyze results and utilize data critically to make recommendations to optimize the content management system.
- Stay up-to-date on the latest digital trends and channels.

Skills and Experience:

- Bachelor's Degree in Journalism, Marketing, communications or related disciplines.
- 12+ years of experience in marketing, social media, or agency experience (media, PR, content).
- Experience in consumer-driven, retail businesses
- Strong analytical and research skills
- Very creative, with the ability of conceive interesting ideas
- Excellent verbal and written in English and Chinese (Cantonese and Putonghua)

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Job Title : Brand Marketing Manager

Key Responsibilities

- Act as a Brand Owner to create an authentic and differentiated customer brand experience and engagement initiatives
- Build and execute engagement strategy that will deliver on social engagement and growth metrics; drive loyalty in customers and influencer communities; develop greater brand awareness
- Build brands through data-driven influencer marketing strategy with a focus on social media channels
- Closely collaborate with cross teams and partner with Managing Director and key counterparts to interpret consumer behavior, market data and converting insights to brand communication strategy
- Lead and support the team to create data-driven marketing strategies including media strategy, consumer journey design, performance review, and optimization plan, etc.
- Generate customer insights and identify business opportunities to enhance the experience across the customer life cycle
- Present analytic findings to Managing Director and formulate action plans on brand communication strategy

Key Requirements

- Elite university graduate with a degree in Business, Marketing related discipline; an MBA degree is highly appreciated
- 10+ years' experience in Brand Ownership/ General Management role in Medical Beauty, Retail, FMCG sectors
- Consistent track record in brand marketing with skills in non-traditional models
- Experience in driving brand building activities including social media, CRM, search, innovation, and media planning
- Excellent sense in leveraging marketing and customer data to define the best business strategies
- Outstanding business acumen with strong analytic and general management experience
- Brilliant in key stakeholder management with strong influencing, interpersonal and presentation skills
- Ability to work in a growing, fast-paced and agile organization with a strong entrepreneurial and leadership spirit
- Excellent command of written & spoken English and Chinese

Interested parties, please submit your resume via email to doris.mok@neoderm.com.hk asap.