



Branding / Marketing Officer (Internship)

Responsibilities:

- Develop and implement tactical brand strategies and plans including in print, online, social media, etc. to promote the company and brand awareness, especially B.Duck brand and;
- To maintain & develop content for the corporate social media channels
- Monitor media coverage and maintain a good relationship with media and;
- Work with various department including Sale, Retail, eCommerce, Design, etc to activate planned campaigns and;
- Drive marketing innovations across multiple channels and;
- Implement brand events and ad-hoc projects as assigned.

Requirements:

- Holder of a Bachelor degree in Marketing, Communication or a related degree
- Strong marketing sense and attentive to details
- Knowledge of planning and execution of various ATL and BTL promotions
- Good analytical communication and interpersonal skills sense
- Strong PR network with media is preferable
- Good command of English and Chinese (both Cantonese and Mandarin)

Interested parties, please send your resume with expected salary to hr_recruit@semk.net

Personal data collected will be kept confidential and used for recruitment purpose only.