

## Marketing Intern, YATA Limited

### Background

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YATA Limited is a reputable department store and supermarket operator with our base in Shatin. We aim to bring exciting shopping experience to our customers through delivering quality Japanese products and innovative engagements. The group currently has 13 stores across Hong Kong with over 1,000 employees.

The **Marketing Intern** will support the department to plan and execute marketing activities.

### Roles and responsibilities

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- Assist Marketing & CRM team on planning & execute marketing campaign
- Execute CRM marketing strategies in line with brands direction
- Develop data-driven and segment focused campaign to optimize customer journey and building customer loyalty
- Print advertising from devising leaflet plan to production
- Support Public Relations activities such as organizing press conferences, corporate events
- Co-ordinate with in-house design team, creative & social media agencies and production house for timely delivery
- Liaise with vendors and other departments on product selection, catalogue and pricing
- Ensures high quality placement services and logistic support to customers.

### Requirements

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- Bachelor Degree in Marketing, Public Relations or Communications related discipline
- Responsible, organized, self-motivated and a team player
- Good command of both of English and Chinese
- Proficiency in PC applications e.g. social media platforms, MS Office and Chinese word-processing

Working Period: From July to August

Working Hours/Days: 9am-6:25pm, Monday to Friday

Interested applicants should send their resume to [recruit@yata.hk](mailto:recruit@yata.hk)

More about YATA: <https://www.yata.hk>