



Assistant Manager, Marketing

Responsibilities:

- Drive and deploy the online marketing strategy and operations on all digital touchpoints, including social media, website maintenance and enhancement, SEO and SEM, eDM etc., in a timely and quality manner
- Strategise online marketing campaigns to grow awareness and engage audiences and followers
- Co-ordinate and manage internal teams to align project direction and deployment and ensure smooth collaborations, with a goal for attaining overall business goals in Hong Kong and overseas markets
- Define the KPIs and measurement metrics for each campaign, and analyse the performance of each digital touchpoint for optimisation
- Supervise the team and external vendors to ensure production and execution excellence
- Support the Head of Marketing in formulating marketing plans and communications direction
- Manage commercial contracts and business negotiations to achieve business objectives
- Manage the assigned A&P budget effectively
- Perform any ad hoc assignments as required

Requirements:

- Bachelor's degree in Marketing, Communications, Business & Administration or related disciplines
- Minimum of 6 years relevant experience in sales and marketing, e-commerce, aviation or related field
- Good command of written and spoken English and Chinese
- Tech-savvy, with hands-on experience in managing digital and social media campaigns
- Strong and effective presentation, communication and negotiation skills, and able to translate complex information into easy-to-understand, engaging content
- Independent and able to manage competing priorities
- Flexible team player, able to work across multiple projects and teams with a tight schedule
- Proficient in Adobe CS, Google Adwords, Google Analytics, Facebook Business Manager and video editing software will be an advantage