

## Job Information

Post Title	Fashion Marketing Executive
Company Name	Co-wear International Ltd.
Business Nature / Introduction	Fashion Wholesaler
No. of Vacancy	1
Work Location	Hong Kong
Role / Responsibility	<p>Work closely with Branding Manager in preparing Business Plan, Marketing &amp; Sales Proposals;</p> <ul style="list-style-type: none"> <li>- Arrange and prepare promotion materials</li> <li>- Manage and execute social media and online promotion strategy</li> <li>- Build good relationship and work closely with sales agent/overseas showrooms</li> <li>- Monitor seasonal sales target and execute action plan to achieve sales goals;</li> <li>- Monitor sales distribution and regional sales strategy</li> <li>- Formulate and execute local and overseas PR Strategy to support marketing and brand communications as well as drive cross-channel revenue and profit</li> </ul>
Requirements / Qualification	<p>Preferred Qualifications:</p> <p>Taught postgraduate/undergraduates/sub-degree graduates in the following fields of study:</p> <ul style="list-style-type: none"> <li>• Design</li> <li>• Retail and Marketing</li> </ul> <p>Other</p> <ul style="list-style-type: none"> <li>• Image Design</li> </ul>
Target Commencement Date	As soon as possible
Additional Information	Mon-Fri 9:30am-6:30pm / Sat 9:30am-1:30pm (alternating week)
Application Method	<p>Please send the following documents to <a href="mailto:career@hidyng.com">career@hidyng.com</a> / via ITC (online application for internship only):</p> <ul style="list-style-type: none"> <li>• CV</li> <li>• ePortfolio</li> </ul>