

## Job Information

Post Title	MARKETING ASSISTANT (Full-time contract – 1 year)
Company Name	Wisefools Creations Limited
Business Nature / Introduction	<p>Women handbag designer label: ESEMBLĒ</p> <p>Established in 2015, ESEMBLĒ hits the scene with its modern take on vintage handbags. Our Founder &amp; Creative Director, Alex Jiaravanont, infused his diverse backgrounds as a New Yorker into the designs. Inspired by flea market finds, ESEMBLĒ breathes life into classic designs with vibrant colors.</p> <p>The brand is best known for its Bell Shoulder Bag adorned with the signature gold triangular buckle. ESEMBLĒ offers contemporary, lightweight yet luxury accessories with eclectic details, designed for the modern girl seeking an effortless wardrobe.</p>
No. of Vacancy	1
Work Location	Hong Kong
Role / Responsibility	<p>ESEMBLĒ /əˈsembli/ ESEMBLĒ is a contemporary women’s accessories brand established in 2015. We are gaining brand recognition globally, and are now looking for a Marketing Assistant with experience in digital marketing, preferably in Fashion.</p> <p>This person will support our team in all aspects of Marketing/PR activities to further strengthen our brand identity. The ideal candidate is interested in start-up culture and has a solid working knowledge of relevant fashion and commercial consumer needs.</p> <p>Website: <a href="http://www.thesemble.com">www.thesemble.com</a>; Instagram: <a href="http://www.instagram.com/thesemble">www.instagram.com/thesemble</a>  Wechat:  <a href="https://mp.weixin.qq.com/mp/profile_ext?action=home&amp;__biz=MzU0MDAzOTAwNA==&amp;scene=124#wechat_redirect">https://mp.weixin.qq.com/mp/profile_ext?action=home&amp;__biz=MzU0MDAzOTAwNA==&amp;scene=124#wechat_redirect</a></p> <p>Responsibilities include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Assist in all aspects of Marketing/PR activities from social media management, relationship management, data analysis, to creating seasonal campaigns</li> <li>• Devise and develop comprehensive marketing strategies to market products/brand, gain brand awareness, and drive sales</li> <li>• Visualize design concepts including seasonal photo shoot campaigns and social media content that reflect the aesthetic direction of ESEMBLĒ</li> <li>• Manage and maintain company website(s), social media platforms (Facebook, Instagram)</li> <li>• Data Analysis to support marketing plans and execution, and provide regular internal reports</li> <li>• Create content for ESEMBLĒ’s ecommerce website(s) and social media platforms such as Facebook, Instagram, Wechat and Weibo</li> <li>• Create social media adverts and oversee pay per click (PPC) ad management, to maximize target audience engagement</li> <li>• Write copy for press release, email marketing campaigns, and day-to-day social media content</li> </ul>

	<ul style="list-style-type: none"> <li>• Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing</li> <li>• Responsible to assist sales activities including buyer meetings, product launching events or other related projects and ad hoc tasks</li> </ul>
Requirements / Qualification	<p>Preferred Qualifications: Research postgraduate/taught postgraduate/undergraduates/sub-degree graduates in the following fields of study:</p> <ul style="list-style-type: none"> <li>• Design</li> <li>• Intimate Apparel and Activewear</li> <li>• Knitwear Design and Technology</li> <li>• Retail and Marketing</li> <li>• Technology</li> </ul> <p>Other Requirements</p> <ul style="list-style-type: none"> <li>• Bachelor degree in Fashion Marketing or related degree, overseas educational background is preferable</li> <li>• Experience in digital marketing in APAC region</li> <li>• Strong computer applications skills, i.e. Adobe Photoshop &amp; Illustrator, and Microsoft Office Suite, InDesign is a plus</li> <li>• Basic understanding of analytic tools such as Google Analytics, Baidu Analytics, etc.</li> <li>• Up-to-date on the latest trends and technologies in digital marketing</li> <li>• Highly creative with analytical skills who takes the initiative</li> <li>• Easily adaptable to working independently and/or with a team</li> <li>• Understanding China (B2C) market is a plus</li> <li>• Proficiency in spoken and written English and Mandarin Chinese/Cantonese</li> </ul>
Target Commencement Date	As soon as possible
Application Method	<p>Please send the following documents to <a href="mailto:info@theesemble.com">info@theesemble.com</a>:</p> <ul style="list-style-type: none"> <li>• Cover Letter</li> <li>• CV</li> </ul>
Application Deadline	30 June 2019