

Job Information

Post Title	Marketing Intern
Company Name	Caudalie Hong Kong Limited
Business Nature / Introduction	Retail
No. of Vacancy	1
Work Location	Hong Kong
Role / Responsibility	<p>Primary Objectives:</p> <ul style="list-style-type: none"> • Support & assist Digital & E-commerce Manager on web content and E-commerce operations • Support & assist Trade Marketing Manager on all HK marketing programs for all HK retail channels and ensure timely execution • Support & assist PR Manager on all PR Planning Research new partnerships online and offline to bring excitement for different point of sales <p>Responsibilities:</p> <ul style="list-style-type: none"> • Website & Social Media Management (Digital Content & Ecommerce Operations) • Assist Digital & E-commerce Manager with website content translation & coordination • Draft and prepare creative briefs for website • Copy-writing for social media and digital channels • Support daily ecommerce operations and order processing • Ecommerce stock coordination Trade Marketing (HK – direct retail, web, HK DFS) • Draft and prepare creative briefs, layouts for all HK marketing materials • Coordinate and execute marketing support for each trade channel • Prepare monthly promotional brief and tracking forms to frontline team, visit different stores to conduct briefing, work shadowing and collect frontline feedback • Assist at monthly boutique events and corner animations • Assist with campaign performance recap and tracking • Research new partnerships and database to bring excitement, traffic to different point of sales • Handle all trade partner inquiries and requests • Formulate promotion support with Marketing Manager and submit to trade partners in a timely manner • Actively manage relationship with HK trade partners and ensure maximum brand exposure CRM Administration • Handle email inquiries • Prepare monthly report PR & Communications • Assist manager in formulating PR strategies and planning • Manage media relations - news monitoring, media contact list sourcing • Handle stock arrangement • Support manager to coordinate events • Keep track of the performance of event & PR campaigns • Responsible for conducting monthly PR reports and updates

Requirements / Qualification	Preferred Qualifications: Undergraduate/sub-degree graduates in the following field of study: <ul style="list-style-type: none"> • Retail and Marketing
Salary/Allowance	HK\$6,000
Target Commencement Date	As soon as possible
Application Method	Please send the following documents to scarlett.cheung@caudalie.com : <ul style="list-style-type: none"> • Cover Letter • CV
Application Deadline	30 June 2019

** This part-time job opportunity will be counted towards WIE only if student has worked for 120 hours or more.*

Note on Minimum Wage Ordinance

Please note that statutory minimum wage does not apply to student interns as well as work experience students during a period of exempt student employment. Please refer to the [Notes for Student Employees and Employers at the Labour Department](#).

If you want to accept a job paid below the statutory minimum wage (including no-pay internship), please send a written request to tcwie@polyu.edu.hk for issuance of the corresponding document.