

Job Information

Post Title	PR & Communications Intern
Company Name	Versace Asia Pacific Limited
Business Nature / Introduction	Founded in 1978, the Gianni Versace S.r.l. is one of the leading global fashion design houses. Under the Artistic Direction of Donatella Versace since 1997, Gianni Versace S.r.l. designs, manufactures and distributes fashion and lifestyle products including haute couture, women and men ready-to-wear, jewelry, watches, accessories, fragrances and home collection. Gianni Versace S.r.l. is part of Capri Holdings Limited global fashion luxury group.
No. of Vacancy	1
Work Location	Hong Kong
Role / Responsibility	<p>Main Responsibilities:</p> <p>Assist PR Team on brand awareness building as well as relationship building with local media. Provide constant support to PR team, especially to PR Assistant on local sample management and regional sample coordination, daily shooting request handling and overseas shipment, filing press material and conduct research to support PR planning, assist PR events.</p> <p>Duties and responsibilities:</p> <ul style="list-style-type: none"> • Fully support company’s PR strategy and execute it in different phases • Assist in PR Sample management (especially local and regional sample loan, including local delivery, overseas shipment and all related follow up about PR samples..etc) and working closely with PR & Communications Assistant • Assist in enhancing brand awareness by supporting different product launches / campaigns • Editorial coverage tracking and follow up • Work closely with the event team on PR/Retail events • Consolidate event calendars and travel plan within the region • Perform research and market analysis activities • Update media list and PR Inventory list • Assist in administrative duties • Perform ad—hoc assignment / assistance as requested
Requirements / Qualification	<p>Preferred Qualifications:</p> <p>Undergraduates/sub-degree graduates in the following field of study:</p> <ul style="list-style-type: none"> • Design • Intimate Apparel and Activewear • Knitwear Design and Technology • Retail and Marketing <p>Other Requirements</p> <ul style="list-style-type: none"> • Strong desire to learn along with professional drive • Passion for the PR/fashion/luxury industry with strong interest • Excellent interpersonal, organizational and presentation skills • Positive attitude, willing to learn, detail-oriented, well-organized, multi-tasking, good team player

	<ul style="list-style-type: none"> • Able to work under pressure and within deadlines • Proficient in MS Office, Chinese input • Fluent in written and spoken in Cantonese, Mandarin and English • Can commit at least 3 – 4 days per week
Additional Information	The internship is from now till the end of May.
Salary/Allowance	Hourly Rate: 60 HKD
Target Commencement Date	As soon as possible
Application Method	Please send the following documents to career@versace.hk : <ul style="list-style-type: none"> • CV • Photo
Application Deadline	18 April 2019

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.