

**Job Specification**

<b>Posting Date:</b>	17 June 2025
<b>Post / Position:</b>	Marketing and Sales Executive (Online Retail)
<b>Company</b>	Joice Group Limited
<b>Nature of Business:</b>	Manufacturing
<b>Target Applications:</b>	Graduates
<b>Location:</b>	Kwun Tong
<b>Job Description / Responsibility:</b>	<p><b>Job Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Strategize and manage all brand related content marketing channels (social, newsletter, WeChat etc.) and ensure consistent tone of voice.</li> <li>• Analyze and report on the performance of campaigns/initiatives to strategize for growth and optimizations</li> <li>• Analyze and report on industry and competitor activities to derive actionable insights for promotional activities and content ideas</li> <li>• Assist in developing new content formats, templates and website functions with our Developers and internal teams.</li> <li>• Work collaboratively with editorial divisions on content sharing and strategic alignment to drive synergy between e-commerce and editorial</li> <li>• Assist manager in developing marketing strategies and creative campaign planning to achieve company and business goals</li> <li>• Monitor, maintain and develop online sales</li> <li>• Handling day-to-day online platforms issue, including CS and other admin support</li> <li>• Prepare advertising plans for search, display, video and social media</li> <li>• Consolidate market data on E-commerce portals, analysis and generate insights, research to identify new market, sales opportunities etc</li> <li>• Drive campaign performance and improvement to achieve activation and reactivation goals</li> </ul>
<b>Salary and Fringe Benefits:</b>	Around HKD 13,000 – 14,000

<b>No. of vacancy:</b>	1-2
<b>Requirement:</b>	<b>Job Requirements:</b> <ul style="list-style-type: none"> <li>• Proficient in both written and spoken English and Chinese</li> <li>• Proficient in use of MS Office, Excel, and Word processing</li> </ul>
<b>Additional Information:</b>	N/A
<b>Please contact:</b>	Iris
<b>e-address:</b>	iris@joicegroup.com
<b>Closing Date:</b>	N/A