

Job Information

Post Title	Freelance Fashion Editor (Part-time contract – 6 months)
Company Name	FRESTYLE
Business Nature / Introduction	<p>Advertising & Communications</p> <p>FRESTYLE is a fashion startup with a mission to provide fabulous fashion content to readers.</p> <p>Links for reference: FRESTYLE Facebook Page: https://www.facebook.com/frestyle.xyz/ FRESTYLE Instagram Page: https://www.instagram.com/frestyle.xyz/ FRESTYLE Article Website: https://www.frestyle.xyz/blog</p> <p>On FRESTYLE platform, users could tag brands and add purchase links on their own snapshot to help others discover more fashion items.</p>
No. of Vacancy	1
Work Location	Hong Kong
Role / Responsibility	<p>Freelance Fashion Editor / Content Writer Responsibilities:</p> <ul style="list-style-type: none"> • Fully understand the unique selling proposition of the target market to create content • Plan and write high engaging articles, with a strong focus on driving traffic and conversion, growing qualified customers, and boosting engagement • Generate new, creative and innovative ideas on marketing promotion and social media marketing campaign to ensure all content presents in an attractive way • Draft SEO-friendly titles and descriptions, use keywords effectively • Coordinate with Digital Marketing team to develop various content marketing materials • Review and maintain high standard of content
Requirements / Qualification	<p>Preferred Qualifications: Research postgraduate/taught postgraduate/undergraduate/sub-degree graduates in the following fields of study:</p> <ul style="list-style-type: none"> • Design • Intimate Apparel and Activewear • Knitwear Design and Technology • Retail and Marketing • Technology

	<p>Job Requirements:</p> <ul style="list-style-type: none"> • Good command of written Chinese • Creative with good writing skills; proactive and strong communication and research skills • Independent and able to meet tight deadlines • Fresh graduates and Interns are also welcomed
Target Commencement Date	As soon as possible
Application Method	<p>Please send the following documents to yuki.cheng@frestyle.xyz:</p> <ul style="list-style-type: none"> • CV with your current salary (if applicable), expected salary per article and a sample writing.

** This part-time job opportunity will not be counted towards WIE.*

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.