



BC Dreams Co., Ltd.

Suite 2512, Office Tower, Langham Place, 8 Argyle st., Mongkok, Kowloon, Hong Kong

Web: www.bcdreams.hk

Email: sales@bcdreams.hk

Tel: (852) 6018 0660

Fax: (852) 3543 4344

Company Name	BC Dreams Co., Ltd.
Company Website	www.bcdreams.com.hk
Salutation/ Title	Ms
Last Name	So
First Name	Chelsea
Title	Manager
Direct Line	60180660
Email	Chelsea.so@bcdreams.com.hk
Mobile	60180660
Office Address	Suite 2512, Office Tower, Langham Place, 8 Argyle St., Mongkok, Kln., Kong Kong.
Job title	Digital Marketing Executive
Number of job vacancies	1
Job nature	Wedding services & event industry
Target Applicants	ITC graduates
Job types	Permanent
No of work day/week	5.5 per week (on shift)
Work location	Kwai Hing (Headquarter); sites
Roles and responsibilities	<ul style="list-style-type: none">• Manage key social media platforms (Facebook, Instagram, Wechat, etc) and online marketing approaches like websites, E-shop, SEM, SEO, etc to ensure information are up-to-date• Develop engaging, creative bilingual content for social media & E-shop, including writing and editing of social media feeds and visiting restaurants to capture photos and videos for posts and stories• Handle guests' enquiries and surface relevant customer comments on social media channels and responds accordingly• Develop social media calendar coinciding with new product releases, marketing campaigns or other brand objectives• Plan and execute online campaigns via multiple channels including social media, digital paid media and key opinion leaders (KOL), etc. to drive customer engagement and conversions• Provide administration support to the sales and marketing team• Undertake ad-hoc duties and special projects as assigned

Requirements / qualifications	<ul style="list-style-type: none"> • University degree in Marketing, Communications, Business, Language or other related discipline • 1-2 years of proven experience in digital and social media marketing, preferable in wedding and event industry. • Good command of written and spoken English and Chinese (Cantonese and Mandarin) • Self-motivated, detail-minded, innovative, multi-tasking and able to meet tight deadlines • Strong interpersonal and communications skills • Proficiency in Microsoft Office, including Word, Excel, and PowerPoint • Knowledge in marketing landscape in food & beverage will be a plus but not a must • Knowledge in web tools such as SEO, SEM, GDN, GA, etc. is a bonus
Application Method	send cv to Chelsea.so@bcdreams.com.hk
Salary / allowance per month	Upon request
Application Deadline	30 Nov 2021

Best regards,



Chelsea So (MBA; GG - GIA)

Tel: (852) 6018 0660

E: Chelsea.so@bcdreams.com.hk

W: www.bcdreams.com.hk