

# emma wallace

Emma Wallace is looking for a talented Fashion Marketing Manager to join our team in Hong Kong. It's the most exciting opportunity to experience and be an important part of the growth of this emerging brand. We are looking for dynamic people with a modern and versatile approach. If you're passionate about fashion, art and Emma Wallace, have always been the one with an outstanding aesthetic, detail oriented mind, and can-do attitude; we want you in our team!

## **We are looking for a Fashion Marketing Manager!**

### Job Description:

Our new Fashion Marketing Manager will be responsible for helping to build up the brand image of this exciting emerging brand. S/he will be managing marketing content both online and offline, involved in planning events and brand marketing discussions. Working closely with the brands design director and marketing director to ensure brand image, goals, and objectives are well planned, executed and meet the needs of the brand. To succeed in this role, you will manage compelling materials for the Emma Wallace brand globally. The ideal candidate will be a natural-born marketer and storyteller, who enjoys the challenge of building up a new brand and understands the Asian, UK and US markets and industry trends. S/he will be a proactive and high- energy problem solver, comfortable in a small but growing company environment.

### Key Responsibilities:

- Managing of annual marketing calendar, and ensure impactful and on-brand initiatives and campaigns are planned across the season.
- Managing the brands social channels, including Instagram, Facebook, Pinterest, YouTube, The Red(小红书), Wechat(微信公众号), Newsletter, official website.
- Analysis of online performance in terms of website traffic, social, e-news, paid ads and other promotional statistics.
- Creating brand right press releases for press and media outlets (in English and Chinese)
- Liaising with press, stylist and influencers for sample loans and press content
- Ensure all consumer engagement with the brand, delivers a luxury experience and clear brand image
- Constantly keep up to date with industry changes and opportunities

### The Ideal Candidate:

- IANG Welcome, must be fluent in **English and Mandarin**; excellent written, communication and negotiation skills
- 2+ years of relevant experience with a focus on emerging brand marketing and content creation
- Ability to reach out influencers and press, and dealing with print and **digital media**; fashion, media and trend savvy with a focus on digital content
- Ability to work under pressure and to tight deadlines
- Self-motivated, ability to multi-task projects with equal priority and manage time accordingly
- Passion for the fashion industry and the Emma Wallace brand

### What We Are Offer:

- You will be surrounded by a small team with big dreams
- Opportunity to be part of an exciting new brand based in the heart of Hong Kong
- A fun and challenging career opportunity within a young and dynamically growing team
- Competitive salary and benefits
- IANG VISA renewal

### Application Method:

Interested candidates please send cv to [hr@emma-wallace.com](mailto:hr@emma-wallace.com)

