

Lane Crawford

Position : Product Copywriter
Reports to : English Sub-Editor
Direct Report : Nil
Division/Dept : Brand, Merchandise and Creative / Brand
Communications

“To Own the Global Asian Luxury Customer”

Job Purpose:

“To be responsible for producing Chinese product copies across product offerings, ensuring editorial, commercial and informative balance whilst describing all upload products in an accurate and reliable manner in clear and concise Chinese that represent the Lane Crawford’s tone of voice and aesthetics”

Key Accountabilities:

Product Copywriting

- To produce clear, concise and accurate product copies for the weekly uploads*
- To demonstrate strong fashion and brand knowledge in relation to key trends and the Lane Crawford open to buy (OTB)*
- To deliver strong detail information against product offering in correct technical terms*
- To meet daily, weekly and seasonal targets with regards to the Product Copywriting aspect of studio process*
- To build relationship and workflow process with Online Styling team to keep informed about product specifics such as garment fit, etc.*

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- To build relationship and process with Customer Care Center and Sales and Services to ensure any relevant customer feedback is addressed within the copies
- To support and work with other Product Copywriters to ensure holistic tone and delivery
- To communicate regularly with supervisor to address issues and developments
- To work on ad hoc projects if required

Information Upload

- To ensure uploads are 100% accurate
- To carry out relevant upload of product copies in a timely manner to achieve upload expectations on daily basis
- To enter relevant additional product details from upload perspective
- To carry out checks across all copy in weekly uploads to live site

Research and Organisation

- To carry out research around fashion technical terms and language, making sure this is communicated within writing where necessary
- To maintain key word style index and upkeep Product Copywriting guidelines to ensure consistency in writing and tone
- To store and organize all product copywriting in logical file formats
- To research eCommerce competitors and develop ideas around product offering that could contribute towards sell thru
- To consistently review and suggest possible system enhancements to provide greater efficiency to current practices

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Requirements:

- *Strong Passion in fashion*
- *Higher Diploma/Degree in Textile/Fashion Design or related discipline*
- *Some relevant experience, preferably in the luxury industry*
- *Strong analytical, negotiation and communication skills*
- *Proactive, attentive to details and able to follow tight timeline*
- *Excellent command of written & spoken English & Chinese*

Additional Information:

- *Working Period: Summer Intern, Jun to Sep 2022*
- *Working Hours: 3-5 days / week; 9:00 - 6:00*
- *Working Location: Wong Chuk Hang*
- *Salary: \$500 / day*
- *Application Method :*
 - *(email CV to rosanayau@lanecrawford.com / pinkyho@lanecrawford.com)*