

Lane Crawford

Position : Marketing Executive

Reports to : Marketing Manager

Division/Dept : Brand, Marketing and Communications

“To Own the Global Asian Luxury Customer”

Job Purpose:

“This role manages and executes all campaigns for Lane Crawford with the goal of deepening customer engagement, attracting new customers and building an online community. The incumbent will support the Marketing Manager on strategy creation and assisting with execution of departmental efforts that deliver the brand’s key messages in a consistent manner and to position Lane Crawford to a global audience.”

Key Accountabilities:

- Generate marketing ideas, support content development, and drive content synergy in the designated marketing plan;*
- Assist senior team members of the marketing team in driving the approval of marketing plan and implementation of campaign and marketing initiatives;*
- Execute and implement the approved marketing campaign and monitor the effectiveness of the market activities;*

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)*