



J E W E L R Y

## Job Information

Post Title	Senior Digital Marketing Executive (Full time) (Permanent)
Company Name	Lovebythemoon
Business Nature / Introduction	Love by the Moon is an independent jewelry label that tells stories in each of its jewelry pieces. Stories of dreams and of moon and stars. We are continuously seeking for beauty in things. Our unique designs merge Romantic and Bohemian styles, capture the spirit of liberty and of all things dreamy. Each piece tells its own story and remind you to tell your own.
No. of Vacancy	1
Work Location	Hong Kong
Target Applicants	Graduates
Role / Responsibility	<ul style="list-style-type: none"><li>• <b>E-commerce management &amp; digital marketing :</b><ol style="list-style-type: none"><li>1. Develop and implement strategies to drive traffic, sales and conversation to the website. (Markets include HK &amp; SG)</li><li>2. Assist in online campaigns on Google, Facebook and Instagram ads. Optimise performance across all stages of the conversion funnel.</li><li>3. Manage and monitor the daily performance of social and online marketing platforms.</li><li>4. Responsible for website update, eDM, social media contents.</li></ol></li><li>• <b>PR:</b><ol style="list-style-type: none"><li>1. Manage the media pitching plan and maintain long-term relationship with media press</li><li>2. Line up influencers for product seeding</li><li>3. Handle PR events including press day, branding event, product launch.</li></ol></li><li>• <b>Others:</b><ol style="list-style-type: none"><li>1. Work with legal for contracting process</li><li>2. Ad hoc projects</li></ol></li></ul>

Requirements / Qualification	<p>Preferred Qualifications: Taught Postgraduate/undergraduate/sub-degree graduates in the following field of study:</p> <ul style="list-style-type: none"> <li>• Retail and Marketing</li> </ul> <p>Other Requirements:</p> <ul style="list-style-type: none"> <li>• Degree or above in Advertising, Marketing, E-commerce, PR or related discipline</li> <li>• More than 3 years' relevant experience</li> <li>• Experience in digital media/online content platform</li> <li>• Outgoing, Independent, self-motivated, Well-organized and communication skill, strong time management with commitment to excellence</li> <li>• Proficient working with Shopify, Google Analytics, Google Ads, SEO, SEM, Facebook, Instagram, Tik Tok, YouTube &amp; marketing tools is a must</li> <li>• Knowledge in using graphics design software (Photoshop, AI, etc.)</li> <li>• Excellent interpersonal skills with strong adaptability.</li> <li>• Good command of English &amp; Chinese</li> <li>• Good analytical skills and number sensitive Candidates with more experience will be considered as Marketing manager.</li> </ul>
Target Commencement Date	As soon as possible
Additional Information	All information provided will be used only for recruitment related purposes. Applicants who do not hear from us within 4 weeks may consider their application unsuccessful. All personal data of unsuccessful applications will be destroyed after 6 months.
Application Method	<p>Please send the following documents to <a href="mailto:jessica@lovebythemoonstudios.com">jessica@lovebythemoonstudios.com</a> :</p> <ul style="list-style-type: none"> <li>• Cover Letter</li> <li>• CV</li> </ul>
Application Deadline	30 November 2022