



## Marketing Assistant

### Job Role:

As a Marketing Assistant, you will play a crucial role in helping to implement marketing strategies and tactics, also in coordinating and carrying out day-to-day marketing operations.

### Job Responsibilities:

- Provide support to whole CRM and responsible for membership administration and operations.
- Evaluate and monitor membership registration. Provide monthly reports on response rate.
- Conduct market and customer survey (e.g. focused group or questionnaire) to get customer insight that support customer engagement and loyalty plan.
- Maintain CRM data base and generate the targeted customer list for CRM programs.
- Assist in developing insights and effective segmentation of our customer database, and implementing programs to reactivate lapse customers, retain and stimulate spending of existing customers.
- Assist in analysing customer profiles, trends and identifying potential marketing opportunities and insights for business planning.
- Assist in exploring and soliciting strategic joint promotion partners that help to expand customer base and sales intensity.
- Work closely with internal and external parties on CRM and partnership campaigns from planning to execution.
- Carry out ad hoc projects and duties as assigned.

### Job Requirements:

- Higher Diploma or above in Marketing, Media, Advertising, Communications, Journalism, Business or related discipline
- Relevant experience in CRM/ Membership Management in retail industry will be an advantage
- Innovative, proactive, and resourceful with strong business sense
- Detail-oriented, strong sense of responsibility and a good team player
- Computer literacy in Microsoft Words, Excel, and PowerPoint
- Excellent in both written and spoken English and Mandarin

### Benefits:

- Five-day work week
- Flexible working hours
- 2 months of gratuities
- Discretionary performance bonus
- Staff discounts on purchase
- Group medical and personal accident insurance
- Special leaves and holidays

Interested candidates are kindly requested to submit their resume to [recruit@g2000.com.hk](mailto:recruit@g2000.com.hk)

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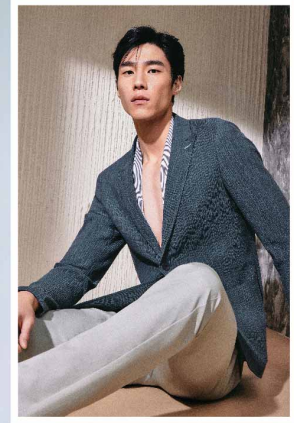
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