**Own Brand Marketing Senior Marketing Specialist
Job Scope (as of 5 Dec 2023)**

**The Role**

* Own Brand Regional Marketing role
* Covers Hong Kong and South East Asia markets
* 2-5 years working experience in brand and marketing management
* Passionate. Creative yet with Commercial mindset
* Previous experience and knowledge in any of the following industries- FMCG, Consumer Goods, Retail or Creative Agencies
* Customer Centric focus
* Digital savvy and in-trend on customer and media touch points (in-store animation, social media, website development, print ads)
* Good English and Chinese communication skill sets (oral and written)
* Strong in project management with ability to manage multiple projects and tasks within tight timeline
* Strong interpersonal skills, ability to collaborate and coordinate with multiple stakeholders

**Roles & Responsibilities**

* To support the Own Brand Marketing Manager on regional Own Brand marketing responsibilities, assigned tasks and projects
* To lead own end-to-end projects such as regional newsletters and product shot library including product shooting on a daily basis
* To lead new brand website creation from concept creation, coordination to website maintenance
* To support campaign and brand launches from planning, coordination to execution on the assigned own brands
* To coordinate with internal and external stakeholders, e.g. Product Development, Commercial, Operations and Stores, and Agencies to ensure the execution and logistics of all communication materials are smooth
* To handle system payments from supplier coordination to inputing
* To work and support on assigned ad hoc tasks assigned by the Own Brand Marketing Manager