



Marketing & PR Specialist

Mission

To support PR/Communication activities mainly through local press relation - the primary purpose is to support current communication operation and level up the function – PR/Sample

Responsibilities

- Establish sustainable relationships with key editors, stylists and key opinion leaders and monitor general market movement.
- Deliver key seasonal message to the press through one-to one visiting-press rounding, every season.
- Control and prepare daily press sources to communicate with public.
- Support corporate requests from the press.
- Maintain and increase the global editorial ranking.
- Control and monitor Launch metrics system.
- Coordinate necessary sample arrangements with Press : local, international, often through commercial products.
- Responsible for P.R. samples from HQ.
- Plan and handle seasonal Press Event.
- Support all local and global event coordination.
- Work closely with the local PR agency to continuously explore new opportunities for the Brand.
- Support communication execution through in-depth knowledge of the market, detailed and updated database of key landmarks, service providers and key competitors.

Role Competencies

- Minimum of 1 years' solid PR and marketing experience preferably with in luxury retail industries
- Demonstrated time management and multi-tasking skill
- Great communication skills and interpersonal skills
- Stable and balanced personality
- Able to interacts with flexibility and diplomacy with the stakeholders
- Hands-on approach and problem-solving skills
- Fluent English; knowledge of another foreign language is preferred
- Excellent proficiency in excel

Organizational Relations

- Reporting to Marketing & PR Manager