



Marketing & PR Manager

Mission

The role will be in charge of planning and execution of seasonal and local brand events as well as establishing and nurturing key talent relationships, including directly with talent, agents, management.

Responsibilities

Agency Relations:

- Daily Communications between the PR Agency
- Manage the Agency to align WW PR and communication design.
- Media Buying and Planning Tie-up

PR Relations:

- Plan and execute seasonal and local brand events such as PR event and CRM event.
- Organize Press Days
- PR Sample management: sourcing from global sample sets, send outs, follow ups, feedback and managing return

Reporting to HQ:

- Continuously tracking and reporting on ongoing industry events and news;
- Ensure timely and accurate PR/Communication reporting

Role Competencies

- Minimum of 7 years' solid PR and marketing experience with at least 3-5 years gained in luxury retail industries
- Strong leadership and managerial skills. Proven ability to develop and manage team
- Solid product knowledge and strong luxury feeling
- Excellent time-management skill with multi-taking ability
- Analytical and able to identify new product initiatives
- Able to interact 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 Managing Director