

Hong Kong Jobs Expertini®

Marketing Executive

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Company: Asia Tree Preservation, Ltd.

Location: Sha Tin

Category: other-general

Introduction We are three companies called Asia Tree Preservation, Ltd. (Services), Arbortools (Product Sales), and Institute of Arboriculture Studies (Education). All of our companies focus on trees and tree management covering Services, Product Sales, and Education Programmes supporting clients in Hong Kong and the surrounding region.

Services - We support clients who have trees on their property. Examples may include schools, universities, housing estates, government properties, etc. **Products** Technical equipment related to trees. We represent a number of highly useful devices for analysing trees for public safety. **Education** - 3-day annual tree-related conference event promotion, Monthly seminar event promotion (online, in-person, and hybrid events) Come join a team of passionate individuals focused on improving the environment and promoting best practices for the care of trees. Located in Fo Tan (Sha Tin), our office is a spacious and comfortable environment with high ceilings and plenty of natural light. We are a foreign-owned group of small companies and follow a set of Core Values including honesty, integrity, and good communication. We are currently seeking an experienced and suitable person to fill the new role of Marketing Executive with our company. *This position is only available to candidates who are currently a permanent resident of Hong Kong or have a valid HK work visa. Candidates without these should not apply. Benefits include: Medical insurance Double Pay discretionary bonus 5-day work week Learn more about our 3 companies here: Asia Tree Preservation www.atptree.com Arbortools www.arbor.tools Institute of Arboriculture Studies www.ias.hk **Role and Responsibility** Creating posts and articles on the companys website and social media pages Managing the marketing

database and email distribution Market research for various products and services for Hong Kong clients Sourcing and managing advertisement opportunities for both print and online Drafting marketing content for flyers, newsletters and posters Monitoring competitor activities and finding leads for the company Liaising with Printers, Designers, and Editors for various marketing strategies including print (mailers, flyers, brochures, banners), video editing, and website design Track accurate time and finances related to each marketing campaign Analysis and Reporting - Preparing clear and practical marketing campaign reports using data analytics tools Requirements Required Skills and Qualifications The Marketing Executive should have creative flair, a positive attitude, and must be able to work independently. The following Have a degree or advanced diploma in Marketing At least 3 years of working experience in marketing Must be bilingual in speaking, reading, and writing English and Cantonese Must have knowledge of marketing principles and concepts Excellent copywriting, editing and proofreading skills Proficiency in MS Office, including Word, PowerPoint and Excel Experience with CMS - Content Management Systems and automated marketing software Experience with CRM Customer Relationship Management software Experience with EDM software Strong communication and interpersonal skills Excellent organisational and time management skills Benefits Benefits include: Medical insurance Double Pay discretionary bonus 5-day work week Salary is dependent upon qualifications and work experience higher diploma or BA a plus 1-3 years Marketing experience required Requires a work visa or permanent residence in Hong Kong

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