

THE HONG KONG RESEARCH INSTITUTE OF TEXTILES AND APPAREL

Business Development Officer (Ref. No.: HKRITA-BDO-08/21)

Reporting to the Senior Marketing Manager, the appointee will be required to (a) manage marketing campaigns and the Content Management System (CMS) of all HKRITA digital platforms, such as website, social media, electronic direct marketing (eDM) and other new platforms, by developing and producing relevant content; (b) support execution of ad placements campaigns across various channels, including SEO, SEM, paid social, etc; (c) work closely with external and internal stakeholder to ensure all activities are in best practice and in line with the guidelines; (d) support the organization's marketing and public relation direction by promoting commercialized projects and brand image, as well as planning and organizing activities and events; (e) support the Business Development team for technology demonstration in the marketing events, and to identify the business opportunities of commercialized projects; (f) liaise with contractors/agents for design and production of promotional materials/equipment for the marketing activities; and (g) perform any other duties as assigned.

Applicants should (a) have a recognized degree in Marketing, Communications or Business; (b) have at least three years of relevant working experience, with experience in fashion field being an advantage; (c) have knowledge of content management, digital marketing and performance marketing analytical tools and platforms (e.g. Google Analytics, Google AdWords, Ads Manager, etc); (d) have strong communication and presentation skills with proficiency in both written and spoken English and Chinese, including Putonghua; (e) be a good team player with good organization skills, outgoing and adaptable to change; (f) be able to work independently and under tight schedule; and (g) have high proficiency in IT applications, especially HTML, Photoshop, WordPress, MS Office and Chinese word processing.

Applicants should state their current and expected salary in the application. Salary offered will be commensurate with qualifications and experience. An initial 2-year contract will be offered to the successful candidate of the post. Re-engagement thereafter is subject to mutual agreement.

Applicants are invited to send detailed curriculum vitae in strict confidence to **Human Resources Manager, The Hong Kong Research Institute of Textiles and Apparel Limited, R906-8, Shirley Chan Building, The Hong Kong Polytechnic University, Hung Hom, Kowloon.** (E-mail: recruit@hkrita.com). Recruitment will continue until the position is filled. HKRITA reserves the right to consider late applications and nominations, and to fill or not to fill the positions. Personal data provided by applicants will be used for recruitment and other employment-related purpose. Details of the Personal Information Collection Statement for recruitment can be found at <https://www.hkrita.com/career.php>.

**Please mark "PRIVATE & CONFIDENTIAL" and quote the position applied for and its reference number on the envelope.*

18 August 2021