

THE HONG KONG RESEARCH INSTITUTE OF TEXTILES AND APPAREL

Marketing Officer (Branding) (Ref. No.: HKRITA-MO-08/21)

Reporting to the Senior Marketing Manager, the appointee will be required to (a) develop marketing/ promotion plan to support the corporate direction; (b) plan, identify and apply for awards; develop award winning communications materials; (c) prepare a wide variety of corporate literatures and publicity materials including presentations, advertisements, publications, videos and printed materials; (d) assist the team in coordinating various aspects of public relations and communication functions and initiatives such as media liaison, corporate publicity, social media marketing and etc., to ensure corporate messages are conveyed to the public properly; (e) co-ordinate with industrial partners, universities, and trade organizations for collaborative marketing activities; (f) support the team to design and produce multi-media materials for public relations and marketing purpose; (g) liaise with external vendors/agencies on design and production of corporate publications and marketing collaterals; (h) provide administrative support to the team, including preparation of reports, filing, pitching and purchase requisition for outsourced services; and (i) perform any other duties as assigned.

Applicants should (a) have a recognized degree in Public Relations, Communications, Marketing, Translation or a related discipline, experience in textiles/ fashion field would be an advantage; (b) have at least three years' corporate communication experience, preferably in public organizations or multinational corporations for both in-house and agency roles; (c) have strong communication and presentation skills with proficiency in both written and spoken English and Chinese, including Putonghua; (d) have ability to understand complex solutions and translate them into relevant and engaging messages; (e) be a good team player with good organization skills, outgoing and adaptable; (f) be independent and able to work under tight schedule; and (g) have high proficiency in MS Office applications, especially PowerPoint, Photoshop 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