



# Local Marketing Manager – Hong Kong

Report to: CMO, Greater China/ DOT Reporting HK Sales Head

Based: Hong Kong

At Comvita our purpose is to inspire, enable and empower people to live healthy, happy and vibrant lives. Our people are encouraged to explore new ways of problem solving, recognize improvement opportunities and are empowered to act with courage. Paengaroa, where it all started, is the home of Comvita and our Market support centre, we have teams based around New Zealand and in our key markets around the globe, including Asia, North America, EMEA and ANZ. Through our retail stores, online presence and wholesalers we are proud to share our market leading premium Mānuka honey, immunity supporting propolis and olive leaf extract products with the world.

## Role Overview

As the Local Marketing Manager, you will be supporting greater China CMO to execute regional and local marketing strategies; partnering with local sales team to improve sales results.

You will focus on developing genuine brand equity in the local market through local Comvita consumer community building. You will manage local social campaigns and drive engagement by creating, commissioning and curating high-quality original written and visual content; you will partner with influencers, manage our local community through constant engagement and track our customer experience and sentiment across the local market.

A secondary focus is to work across brand campaigns and public relations/communications to generate, activate and amplify social-first content and campaigns to local consumers in Hong Kong in a consistent and coordinated manner.

The third focus is to work with sales team for on/offline activities and in store supports to ensure aligned omni-channel experience for our consumers.

## Key Responsibilities

- Build a local social media presence, targeting local consumers in Hong Kong
- Oversee the distribution of many types of content and storytelling for the brand on our local social channels
- ✓ Understand the nuances of our brand and each social media channel; interpret the global brand for the local market – accurately translate and apply the Comvita brand identity and values for your city.
- ✓ Help to find and apply the right voice for each social media platform
- ✓ Create social stories that inspire and connect with local consumers and center around your local community and the city of Hong Kong.
  
- Lead all local marketing campaigns, PR works.
- ✓ Owns Hong Kong sales & marketing calendar
- ✓ Responsible for short term planning and long term strategizing (under the guidance from CMO).
- ✓ Lead the execution of all campaigns and events.
  
- Act as the local community manager for the brand
- ✓ Build all types of relationships, on and offline
- ✓ Engage and manage local agencies, as appropriate, include PR, events and communications
- ✓ Drive engagement with and traffic to your local store(online and offline)
  
- Partner with the eCom and Performance Marketing teams to develop, execute, understand and learn from paid social media and digital marketing campaigns
- ✓ Adapt and/or commission creative and write briefs for paid social advertising
- ✓ Seek, interpret and apply learnings from business-wide insights, in particular as regards audience behaviors, performance of creatives and A/B testing.
  
- Partner with the local retail sale team to develop, execute, understand and learn from offline sales events and in store promotions.
- ✓ Work with vendors for offline VM and GWP etc.
- ✓ Improve promotion results through consumer insights and market trends sharing.
  
- Understand customer service, public relations and communication strategy
- ✓ Execute and oversee the daily communications strategy on social media, including timely engagement with customers, followers and fans.
- ✓ Escalate as necessary to key stakeholders; understand brand management and communications best practice
- ✓ Monitor brand sentiment and build brand awareness locally

- Generate regular reporting with clear, data-supported insights
- ✓ Advocate for A/B testing and the application of new features, formats and technologies
- ✓ Substantiate progress and learnings with numerical results

### **Experience & Competencies Required:**

- Proven ability to build a social media community.
- Experience working with events, public relations and brand campaigns.
- Understanding of how to measure the success of campaigns; comfortable reporting with a firm grasp on statistical analysis of social media and brand analytics.
- Must be able to set and carry out goals and work well during times of transition; experience in a start-up environment a pro.
- Sensitivity to cultural differences, consumer behaviors and trends.

### **Education and Qualifications Required:**

- Over 6 years working experience in marketing/social/PR.
- Experience in managing social media for a FMCG and/or lifestyle retail brand. Lifestyle brands are preferred.
- Experience working with influencers and establishing partnerships with KOLs.
- Experience developing and executing brand campaigns; public relations and marketing experience and/or exposure a plus.
- Basic knowledge in VI/VM if not professional.
- Excellent written English and Chinese skills is a must;

### **Application Method:**

Please send your CVs to [alan.ngai@comvita.com](mailto:alan.ngai@comvita.com)