

# Fashion Marketing Executive

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## **Role:**

As a key member of our Inbound Marketing team, you will be responsible for the execution of inbound marketing strategy, drive web-based marketing campaigns and maintenance and development of the corporate web sites.

## **Main Duties:**

- Develop and optimise online marketing initiatives to drive customer acquisition;
- Improving the usability, design, content and conversion of the company website and SMM pages.
- Create and optimize targeted and custom landing pages and micro-sites;
- Handle product shots, and post production, in line with the brand guideline and company website requirement.
- Come up with the product write ups and layouts for the best display on website and social media channels.
- Co-ordinate with the IT team on implementation of sale codes, new product launches and day to day working of the brands.
- Work closely on the event planning and executions and important activations through PR and modelling agencies.
- Co-ordinate with digital marketing agency on monthly calendars and event planning.
- Manage the complete backend of the e-store in coordination with the stock and warehouse team.
- Any other work given by the direct line manager.

## **Personal Qualities:**

Candidates need to be:

- A focussed, self-motivated digital marketer with creative flair who will bring digital marketing strategies to life.
- A marketer passionate about all things digital that thrives on delivering exciting and show stopping campaigns and content.
- A highly effective individual who has an absolute eye for detail and is focussed on improving business performance through exceptional campaign execution, reporting and evaluation.

**Skills & Qualifications:**

- Bachelor degree in Fashion/Marketing, Web Design/Development, or related discipline;
- Familiarity with Microsoft Office (Word, PowerPoint, Excel)
- Familiarity with Adobe Creative Suite (Photoshop)
- Sensitivity to User Experience and Design.
- At least 2 years experience in Fashion/Digital marketing industry.
- Good command over English language, both written and verbal