

## Marketing Officer (Digital)

### Responsibilities:

- Create & prepare the content of Facebook Feeds.
- Initiate the development of digital marketing campaign and materials.
- Execute Adwords campaigns, evaluate and prepare the performance report.
- Explore more opportunities from digital marketing channels.
- Utilize the advertisement of Google regularly.

### Requirements:

- University or above in Marketing, Advertising or related disciplines.
- 2-3 years of relevant working experience.
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Experience in utilizing the advertisement of Google is an advantage
- Adequate knowledge of Online Marketing, Google Analytics and SEO and a good understanding of major marketing channels
- Ability to work under pressure by handling multiple assignments and meeting tight deadlines
- Creative, Self-motivated, Initiative, Well-organized, Details-oriented and willing to work under pressure
- Collect market intelligence, benchmark and understand trends to provide recommendations and evaluation on new technologies for digital marketing
- A good team player with excellent interpersonal and communication skills.
- Good command of spoken and written English, Chinese and Mandarin.
- Candidate with less experience will be considered as Assistant Marketing Officer.
- Immediate available is preferred.

### Application Methods:

- Email: [hr@ricacorp.com](mailto:hr@ricacorp.com)
- Fax No.: 2891 1737
- Mail: B/F, Centre Point, 181-185 Gloucester Road, Wanchai, Hong Kong