

## Senior Marketing Executive

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Company: Officine Panerai

Location: Taiwan

Category: other-general

### Main Responsibilities

#### Event Planning & Execution (30%)

Events organization for corporate, Press, Retail, Dealers

Initiate event planning and proposal based on business objective and marketing plan.

Efficiently manage vendors and stakeholders to ensure event execution and well deliver premium brand image.

General execution of events from pre-event communication to post event report.

#### Marketing Strategy & Execution (30%)

Good sense in marketing analysis and ROI tracking

Work closely with HQ, supply chain, local vendors, boutiques & dealers to manage VM, decorative display and visibility material stock management.

Support marketing manager for all kinds of marketing activations based on business plans.

Ensure all material and execution are strictly followed HQ guideline.

#### Press Relations (20%)

Maintain and liaise with Online & Offline Media and to establish profound relationship with the Press

Work closely with Press, Boutique and Logistic for press loan & press shooting requests to

maximize brand's exposure. Ensure the quality of shooting fits brand's guideline.

Prepare and consolidate press materials per press inquiries & regular update.

Responsible for press pitching to gain more PR exposure. Minimum 6 product pitching per year, based on stock arrival time/ communication calendar.

### **Reports & Executions (20%)**

Prepare for all kinds of reports including PR, Events, VM and submit on time with accurate and quality contents.

Work closely with vendors on quotations and resolve general payment inquiries.

Support boutique operation tasks, stock transfer, PLV transfer & other coordination upon request.

### **Knowledge and Professional skills**

At least 3-5 years of experience in relevant fields (in-house or PR agency)

Ability to work independently and flexibility for problem solving.

Proactive, attention to details, creative, team player with good communication skills

Good English writing, reading & speaking skills

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