

Senior Officer - Product Creation

Role Mission

We are looking for marketing talent to join our Jewellery Creative Center.

For this challenging role, you will be responsible for the market research for the market trend and conduct market needs analysis. Work close with designers to prepare project briefs and present the ideas to management. And develop creative content for the jewellery products to prepare for the future promotion.

What you will be responsible for:

- Conducting market research on topics related to products, including market segmentation and persona, and competitor landscape analysis
- Prepare project briefs by detailing and aligning the strategy and direction for product development under the instruction of Product Planning Manager
- Work closely with the design team to brainstorm creative concepts for products that address target audience
- Develop compelling and creative content for product lines
- Report to project lead on project status

We might be a potential match if you have/ are:

- Bachelor's Degree in Marketing / Advertising / Branding or Business-related disciplines
- Minimum 3 years' experience in conducting market research and analysis
- Knowledge or experience in Creative / Advertising or Jewellery industry is preferred
- Knowledge of with end-to-end project lifecycle management is a plus
- Strong analytical skills with a data-driven approach to draw insights
- Independent, creative, and detail-minded with strong communication and interpersonal skills
- Strong organizational and planning skills to coordinate varied tasks simultaneously
- Excellent communication in English and Chinese

What we strive to offer:

- People-oriented working culture, reputable brand
- Training and development being supported by training subsidies
- Entitlements to various types of extra leaves - Family-friendly leave, self-development leave, examination leave, marriage leave, birthday leave, volunteer service leave, etc.
- Enjoy staff discount

- Medical and dental insurance coverage

We offer excellent career opportunities, attractive remuneration package & benefits to the right candidate. Interested parties please apply by clicking "Apply Now" or send the full resume stating the latest and expected salary to recruitment@chowtaifook.com.

All information collected will be used for recruitment purposes only.

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