

Director of Brand and Merchandising

- **Renowned Fashion Brands**
- **Main Board Listed Retailer**
- **Circa HK\$1M p.a.**

Our client is a HK-listed retailer with over 400 outlets in Greater China. They are well known for mid- to high-end products and have been leading the fashion trend over a decade. Due to recent expansion plan, they are now looking for a seasoned marketing professional to lead their HK & China team.

This incumbent will report to the COO.

Responsibilities:

- Head up the team to drive and strengthen the brand image by formulating brand development strategies
- Plan and implement PR & Marketing programs, including media relations, corporate events and celebrity sponsorship, to maximize the brand exposure
- Drive and execute strategic merchandising mix and buying plans for all brands, including private labels
- Working closely with different department heads for brand communication excellence
- Frequent travel to China is required

Requirements:

- University degree in Marketing, Journalism, Communications or related disciplines
- Minimum 10 years experience in product merchandising and brand management in fashion retail industry
- Prior exposure in PRC market and China fashion trends
- Strong fashion and marketing sense and result-oriented
- Excellent presentation and communication skills in both English and Chinese

Candidates with less experience can be considered as **Senior Manager**.

To apply, please forward your resume quoting job reference no GSI8624 to resume@gsiconsultants.com.hk or contact

Ade Wong at +852 3755 5400. All applications will be treated with strict confidentiality. Only short-listed candidates will be notified.