

## Retail Marketing & Promotions Manager

- **Market Leader in Property Development**
- **Top Tier Management Group in Asia**
- **Publicly Listed conglomerate in Hong Kong**

Our client is a major player in developing residential, office, industrial and retail properties for sale and investment. With their diversified business, they are planning to strengthen their management and project team, by seeking for a high caliber professional.

The incumbent will report to the General Manager.

### **Responsibilities:**

- Generate marketing and branding strategy to promote shopping malls of group
- Implement initiatives to assist the networking channel within the shopping malls
- Enhance the market positioning of the malls and upgrade tenant mix to maximize rental revenue
- Initiate promotions and direct end to end marketing and communication strategies to support the growth of the shopping centre
- Maintaining a relationship with the media, stakeholders, customers through projects and events
- Work with joint venture parties and act as a communication bridge between both sides

### **Requirements:**

- Degree in Marketing, Communications, Journalism, Public Relations or related
- Min. 15 years' relevant experience, 7 years or above in senior managerial role
- Strong interaction skills and solid networks with retail tenants, agencies and production house
- Proven track records in event marketing and PR relations for mass market shopping malls
- Strong leadership and communication skills in both English and Chinese
- Flexible on working on weekends or public holidays

To apply, please forward your resume to [resume@gsiconsultants.com.hk](mailto: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.