



Junior Marketing Manager – Hong Kong

Nimbility

Nimbility's mission is to build markets for our clients around the world, with an emphasis on Asia and the beverage industry. Our founder-led global experience and expertise, supported by a highly dedicated and knowledgeable team, positions us to provide a unique and valuable service. Nimbility acts on behalf of our clients as their export and brand management team in Asia, providing them with proprietary insights and analysis, expertise, strategy, and execution across the market.

We construct our Asia strategies based on three key pillars of service – insight and intelligence, market access, and brand building. We are committed to building long term, sustainable partnerships that deliver tangible market results across Asia and up and down the supply chain.

Job Description

We are looking for an enthusiastic Junior Marketing Manager to help us develop our business in APAC. The role will be set within a dynamic and fast-paced environment and will primarily involve supporting the Marketing Manager and the rest of the Marketing and Sales team based across APAC with their various projects. This will range from all manner of importer support to marketing initiatives, events and activations. Ultimately, this role will require critical thinking, flexibility, an open-minded, creative problem-solving approach and an independently minded, go-getter attitude. It has been developed to ensure plenty of opportunity for future growth and development on the part of a well-suited candidate, gaining first-hand knowledge of the beverage markets around APAC.

Reports to

Marketing Manager

Responsibilities

Essential and other important responsibilities and duties may include but are not limited to the following:

1. Support to Sales Team

- Assist in preparing necessary presentations for meetings, tastings and events across APAC
- Maintain and update brand folders with latest brand information and news
- Support in preparing Activity Reports to brands (bi-monthly)
- Gather, analyze and share local industry news
- Record news sales and track commissions based on sales and regular reporting to Sales team
- Manage samples requests between brands and company offices and quarterly sample stock take

2. Support to APAC Importers

- Assist with developing, organising and implementing sales and marketing activities for our brands
- A&P management support and activation report request from importers
- Support in designing necessary visuals, POSM & marketing materials at team or buyers' requests
- Sharing the brands' latest marketing news to relevant buyers across APAC

3. Social Media Management

- Platform management and content creation for Instagram, Facebook, Website and LinkedIn
- Support in content creation and coordination for Mainland China (WeChat) where required

4. Activation & Events Management

- Support Marketing Manager with budget, planning, pitching and detailed rundown following SOP
- Liaise with designers, printers, freelancers where required
- Assist in leading external agencies, when appropriate, to effectively manage events, press relationships, editorial requests, presentations, promotional materials and online activities

Essential Requirements:

- 2 to 5 years experience in Event, Brand and/or Project Management, preferable within the wine/spirits industry (or in luxury, specialty food, fashion background) and in Asia
- Wine & spirits knowledge - WSET L2 preferable or equivalent
- Fluent in English, another Asian language, particularly Mandarin, is a plus
- Business School education preferred or equivalent
- Excellent knowledge of MS Office suite (especially Excel)
- Proficiency in design software (Photoshop, Illustrator, InDesign,...) is a plus
- Analytical skills, numerically literate, detail oriented, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- Excellent written and verbal communication skills, attention to details and problem-solving skills
- Excellent time management skills, ability to multi-task and prioritize work in a fast-paced setting
- A creative and critical mind with an ability to suggest improvements, take leadership and make decisions to achieve expected results

For applications, please contact: apoline@nimbilityasia.com