JOB DESCRIPTION

Job Title: Marketing Executive – Asia
Reports To: Marketing Manager
Revision Date: August 11, 2020

Come For The Opportunity, Stay For The Challenge.

Throughout our rich history, Milwaukee Tool has led the industry in providing the best professional, heavy duty power tools, hand tools and accessories. With a relentless commitment to delivering new products with disruptive innovation, best-in-class performance, and solutions to enhance end-user productivity, Milwaukee is growing at a rate that is unparalleled in the industry. When it comes to career opportunities, Milwaukee Tool gives you the resources to make the impossible possible and be a part of something big! Milwaukee Tool is a Brookfield, Wisconsin-based subsidiary of Techtronic Industries Co. Ltd. (TTI) www.milwaukeetool.asia. Milwaukee Tool Asia Headquarters is located in Hong Kong with offices throughout Asia.

We are currently searching for an energetic, organized “Digital Executive” to work at our Milwaukee Tool Asia Headquarters in Hong Kong. Successful candidates will have strong Digital Marketing & Advertising skills. The ability to work in a fast-paced environment with attention to detail will be key. We invite you to apply and learn more about our company & this opportunity.

Job Summary & Responsibilities:

- Working closely with key stakeholders in developing and localizing digital and marketing assets (brief, copy, design work) to ensure all outputs are in line with commercial objectives & Milwaukee™ brand guidelines
- Collaboratively work with team to deliver creative and consistent marketing collaterals for platforms
- Support the execution of strategic Asia wide commercial campaigns for all regions
- Support localization of commercial content to all Asia region business units
- Work closely with cross functional team of product marketing, digital marketing, and external support to deliver best in class commercial campaigns
- Develop strong working relationships with markets, internal teams and key customers /partners, main point of contact for all regions for commercial support
- Research market trends, competition, demographics, pricing strategies, and other relevant information that helps develop marketing plans
• Support the design of content, and production of all marketing materials
• Perform such works in other ad hoc projects as required in a rapidly expanding business and assigned by the Company

Requirements

Academic:

• Bachelor’s Degree in Marketing, Business, or equivalent required

Experience:

• Computer literate in MAC OSX
• Proficiency in digital marketing platforms including CRM, Adobe Creative Suite, Google Analytics, Google Ads, Google Data Studio, Facebook for Business, LINE etc.
• Good writing and communication skills in English and Chinese
• Strong understanding of digital and marketing advertising concepts, strategies and best practices
• Experience with Marketing Cloud (Social Studio, Advertising Studio) is a plus
• Salesforce Certified Marketing Cloud Administrator is a plus

General:

• Creative marketer with strong digital knowledge and business mindset
• Thrives in fast-paced, agile working environments
• Detail minded with can-do attitude
• Outstanding verbal and written communication skills
• Outgoing and positive Team player
• Strong interpersonal, organizational, time management and leadership skills
• Good command of written and spoken English, knowledge in other Asian language is a plus
• Passionate about digital and marketing

Candidates can apply online - https://www.milwaukeetool.asia/hk/en/leadership-development-program/

If you like to apply in person please address your applications to - quinn.tran@tti.com.hk
Leadership Development Program (LDP) is a 1 year long Leadership Development program, which is challenging and full of growth opportunities. This program is aimed at developing diverse and inspirational future business leaders. Our business for Milwaukee in Asia has been expanding which means now is a real exciting time to join our business.

This Program puts graduates into key and “real” business roles principally supporting our industry-leading Milwaukee brand. There could be various roles, existing in Sales, Marketing, Job Site Solutions in countries across Asia or you may be a part of our central Marketing & Product Management team in Hongkong.

Wherever you begin your career, it is this vital front-line exposure to our customers, business events and products, that provide you with a firm foundation for your future progression.

You needn’t be an expert on Power tool to join us. However, you certainly need to be ambitious, hardworking and passionate about becoming a future business Leader with us. We will provide you with all the required knowledge on Power Tools, product and skills.

Apply Now

www.milwaukeetool.asia