AN INTERNATIONAL CAREER IN MODERN LUXURY

Marketing Executive

Bring distinctive campaigns to life across global customer journeys.

WORK LOCATION
Hong Kong HQ; support for international markets

WORK PATTERN
Full time · Permanent

REPORTING TO
Marketing Leadership

CAREER STREAM
Marketing · Campaigns & Growth

ANNUAL BASE SALARY

GBP · REFERENCE	HKD · INDICATIVE	USD · INDICATIVE
£35,000	**HK$358,900**	**US$45,800**

Indicative currency conversions as at 21 November 2026 (GBP 1 = HKD 10.2536 / USD 1.3080). Actual offer, payroll currency and exchange-rate treatment will be confirmed in writing.

LIFE AT ROSÉ

ROSÉ DIAMONDS is a Hong Kong-based fine jewellery brand focused on exceptional craftsmanship, design-led diamond jewellery and attentive, personalised service. We are building an ambitious international business and inviting talented people to shape how we grow, serve clients and collaborate across markets.

THE OPPORTUNITY

Execute integrated marketing campaigns that connect the ROSÉ DIAMONDS brand to relevant audiences and support measurable acquisition, engagement and retention. This role suits a proactive marketer who combines strong creative judgement with hands-on organisation, campaign measurement and cross-functional communication.

WHAT YOU WILL OWN

01 / Campaign coordination

- Execute approved product, seasonal, gifting and brand campaigns across selected digital and partner channels.
- Maintain campaign calendars, timelines, briefs, checklists and approval workflows.
- Coordinate creative asset production, copy, product details, landing pages and campaign launches.
- Work closely with sales, product and service teams so promotional claims and customer journeys are consistent.

02 / Digital channels

- Support email/CRM programmes, organic search content, social campaigns and other agreed acquisition channels.
- Prepare segment-specific communications and basic marketing automation flows with appropriate permissions.
- Coordinate with specialists or agencies on paid media, reporting and creative testing.
- Check links, tracking, pricing, claims and customer experience before launches.

03 / Brand and content

- Write or edit compelling, accurate product and campaign copy consistent with premium positioning.

- Maintain organised content libraries, campaign documents and approved brand assets.
- Support marketing partnerships, gifting initiatives and relevant launch activities.
- Ensure creative outputs are culturally appropriate and meet relevant advertising/disclosure rules.

04 / Measurement and optimisation

- Compile campaign performance reports with practical recommendations.
- Monitor traffic, lead quality, engagement, conversion and spending versus budget.
- Run structured tests of messaging, audience and landing-page ideas with proper review.
- Capture campaign learnings and share them with commercial and leadership colleagues.

WHAT SUCCESS LOOKS LIKE

- On-time, quality-controlled marketing campaign delivery.
- Improved campaign learnings and disciplined measurement.
- Consistent brand storytelling, reliable asset management and clear coordination.
- Tangible support to qualified customer acquisition and retention objectives.

YOUR BACKGROUND AND CAPABILITIES

Essential

- Practical digital marketing or campaign coordination experience.
- Strong copywriting, organisation and attention to detail.
- Comfort with campaign reporting, spreadsheets, basic analytics and marketing tools.
- Ability to collaborate with creatives, agencies and commercial teams.
- Good visual taste and commitment to accurate luxury product communications.

Advantageous

- Premium consumer, jewellery, fashion or e-commerce marketing experience.
- Email/CRM, SEO, paid media or lifecycle marketing exposure.
- Basic design or video editing ability.
- Experience with international markets and marketing approvals.

YOUR FIRST 90 DAYS

Days 1–30 | Understand the brand

Learn brand standards, product ranges, marketing tools and campaign workflow. Support live activity and produce a reliable campaign calendar.

Days 31–60 | Execute independently

Take ownership of agreed campaigns, improve briefing and QA processes and establish reporting consistency.

Days 61–90 | Optimise

Present campaign insights, propose conversion improvements and demonstrate predictable execution across stakeholders.

PERFORMANCE INDICATORS

- Campaign timeliness, budget control and error-free execution.

- Relevant traffic, qualified enquiries and conversion performance.
- Email/CRM engagement and retention contributions where applicable.
- Quality of reporting, testing and cross-functional support.

REWARDS, BENEFITS AND EMPLOYEE EXPERIENCE

Generous paid leave

30 paid annual leave days per year, accrued pro rata. After 12 months of continuous service, eligible employees enter our unlimited paid annual leave programme, with reasonable manager approval, team coverage and no reduction of statutory rights.

Jewellery privileges

35% off one eligible ROSÉ DIAMONDS jewellery piece each calendar quarter, plus 15% off other eligible purchases throughout the year; exclusions and purchase rules apply.

Retirement contributions

Company pension matching of up to 5% of eligible basic salary under the applicable local plan. Hong Kong statutory MPF requirements continue to apply, with any approved matching above mandatory ceilings arranged as voluntary contributions subject to plan rules.

Recognition and experiences

Quarterly high-performer awards and potential team incentive trips, with participation and awards based on published programme criteria and business performance.

Everyday office hospitality

Complimentary unlimited soft drinks, energy drinks, coffee and other stocked beverages while working in participating company offices.

Growth and visibility

Regular feedback, professional development, cross-functional exposure and progression opportunities aligned to business needs and individual performance.

International exposure

Collaborate with colleagues, clients and partners across markets. Any future transfer or overseas assignment requires a separate written agreement, an available role and appropriate work authorisation; no overseas placement is guaranteed.

WHY THIS ROLE MATTERS

Strong marketing turns a beautiful product into a meaningful story and a trusted customer relationship. This role translates our brand ambition into consistent execution.

APPLY TO LIFE AT ROSÉ

Make your next career move exceptional.

Please send your CV and a concise note explaining your interest in the position to **askhr@rosehk.com**. Include the job title in your email subject line. You can also explore our employer brand at **lifeatrose.rosehk.com**.

ROSÉ DIAMONDS (HONG KONG) LIMITED is committed to fair, merit-based hiring. We welcome applications from people of diverse backgrounds and assess candidates against the genuine requirements of the position.

IMPORTANT EMPLOYMENT INFORMATION

The information in this job profile is a recruitment summary, not a contract of employment or guarantee of benefit or incentive. All entitlements, probation, remuneration and performance incentives are subject to applicable law, a signed employment agreement and relevant written policies. Statutory leave and mandatory retirement contributions are not displaced by the enhanced benefits described. Applicants requiring immigration permission must obtain lawful work authorisation before commencing any local employment.