AN INTERNATIONAL CAREER IN MODERN LUXURY

Manager, Social Media

Translate the world of ROSÉ into a distinctive social presence.

WORK LOCATION
Hong Kong HQ; global audience and creator collaboration

WORK PATTERN
Full time · Permanent

REPORTING TO
Marketing Leadership

CAREER STREAM
Marketing · Social & Community

ANNUAL BASE SALARY

GBP · REFERENCE	HKD · INDICATIVE	USD · INDICATIVE
£40,000	**HK$410,100**	**US$52,300**

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

Lead organic social strategy, channel operations, content planning and community engagement for ROSÉ DIAMONDS. Create a cohesive and luxurious visual and editorial presence while connecting content performance to brand awareness, qualified traffic, enquiries and measurable commercial contribution.

WHAT YOU WILL OWN

01 / Channel strategy and planning

- Define platform-specific objectives and editorial programmes across relevant channels such as Instagram, TikTok, Pinterest and LinkedIn.
- Own an integrated content calendar tied to product stories, launches, seasonal demand and brand priorities.
- Study audience trends, cultural context and competitive creative without undermining the brand's distinctive voice.
- Plan formats, posting schedules, creative briefs and distribution methods based on evidence.

02 / Creative production

- Commission, brief and coordinate strong photography, short-form video, copy and social-first visual assets.
- Partner with designers, photographers, product and marketing colleagues to ensure factual and visually consistent storytelling.
- Maintain content quality checks for pricing, stone claims, product details, permissions and brand standards.
- Adapt content efficiently for channels while retaining a coherent tone and visual identity.

03 / Community and creators

- Lead a responsive, considered approach to comments, DMs and community interaction; route client-service matters correctly.
- Develop creator relationships and partnership briefs with commercial and legal stakeholders.
- Ensure gifted, paid or incentivised content is appropriately disclosed and rights are documented.
- Identify brand advocates and user-generated content opportunities with consent and clear usage permissions.

04 / Measurement and improvement

- Build weekly channel dashboards and monthly performance reviews.
- Monitor reach, meaningful engagement, quality traffic, enquiries, creator output and audience sentiment.
- Test hooks, creative formats, posting rhythms and organic distribution techniques systematically.
- Coordinate with paid media and CRM teams to connect social insights with broader customer journeys.

WHAT SUCCESS LOOKS LIKE

- A consistent premium content programme across relevant social channels.
- Improved audience quality and meaningful engagement, not vanity metrics alone.
- Clear attribution or informed contribution analysis for qualified site traffic and leads.
- Responsive community management and appropriately governed creator collaborations.

YOUR BACKGROUND AND CAPABILITIES

Essential

- Proven management of brand social channels and content calendars.
- Excellent editorial judgement, luxury-sensitive visual taste and confident copywriting.
- Strong capability in short-form content workflows, analytics and community management.
- Ability to brief creatives, manage multiple deliverables and act on performance data.
- Knowledge of platform disclosure, rights clearance and community safety basics.

Advantageous

- Experience with premium consumer, fashion, lifestyle or jewellery brands.
- Hands-on video editing, social design and basic production skills.
- Creator/affiliate coordination or community-led commerce experience.
- Knowledge of social listening and marketing attribution.

YOUR FIRST 90 DAYS

Days 1–30 | Audit and align

Audit platforms, creative quality, audience patterns and operating workflows. Agree the channel strategy and establish a usable performance baseline.

Days 31–60 | Publish and test

Deliver a consistent creative calendar, introduce structured content testing and improve community response practices.

Days 61–90 | Refine and scale

Report platform-by-platform learnings, recommend channel investment and create repeatable content and creator processes.

PERFORMANCE INDICATORS

- Quality reach, engaged audience growth and meaningful interactions.
- Qualified referral traffic, enquiries and assisted sales evidence.
- Content delivery consistency and creative performance by format.
- Community response quality, sentiment and compliance with disclosure standards.

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

The social presence will often be the first way clients experience our brand. This role makes that first impression premium, trustworthy and worth following.

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.