

Vacancy

CLP Power Hong Kong Limited

Customer & Business Development

Customer & Brand Promise

Digital Customer Experience

Digital and Social Media Communications Specialist (2-Year Contract)

[Ref. CLPP- CBD-CBP-DCE-DSMCS]

CLP was founded in Hong Kong in 1901, at a time when electricity was still a novelty worldwide. Today we power millions of homes and businesses across the Asia Pacific regions. In Hong Kong, we operate a vertically-integrated electricity supply business providing a highly-reliable supply of electricity to 80% of the city's population. Outside Hong Kong, we invest in the energy sector in Mainland China, India, Southeast Asia, Taiwan and Australia. Our business includes power generation, transmission and distribution, and electricity and gas retail activities. Our goal is to meet Asia-Pacific's energy challenge in a sustainable manner from one generation to the next.

CLP is an Equal Opportunity Employer and is committed to providing a working environment free from discrimination or harassment. All applicants will be considered for employment on an equal basis regardless of gender, physical or mental state, race, nationality, religion, age, family status or sexual orientation.

CLP is also a certified Fair Wage Employer in recognition of the Company's exemplary wage policies and practices.

We are looking for an energetic, innovative and highly motivated professional to join the Digital Customer Experience Team of the Customer & Brand Promise Department in the Customer & Business Development Business Group. Reporting to the Manager - Brand Digital Customer Experience, the successful candidate is required to:

- Support to formulate digital marketing strategies and implement marketing plan via Search Engine Marketing (SEM/SEO), Social Media Marketing, not limited to Facebook, YouTube, Instagram, LinkedIn, social monitoring and Programmatic Marketing
- Analyse eService performance to drive traffic, conversions and engagement through digital marketing optimisation
- Coordinate with internal and external parties to carry out data-driven marketing campaigns with tracking and forecasting ROAS and ROI
- Specialise in SEM/SEO to drive PPC (Pay-per-click) and organic search strategy for eService adoption by continuously creating, categorising and refining keyword list, performing A/B testing on ad-copy, refining SEO metatags and landing pages to drive incremental traffic and conversions
- Participant in recommending user journey on web & app design to enhance user experience. Prepare webpage content and manage Content Management System as Web and App Master. Participate in test case development and UAT
- Identify gaps in our knowledge of the consumer, support to drive research initiatives to enable eliciting segmentation and personalization opportunities to enhance contents/offers relevance, and explore new business opportunities for developing digital partnership plans with third party digital platforms

Requirements:

- A recognized university degree in Marketing, Business Administration or related disciplines
- At least 5 years' relevant working experience in digital marketing, search engine marketing (SEM/SEO), and social media marketing
- Good presentation and excellent command of spoken and written Chinese and English
- Independent and self-motivated. Results and data-driven, self-motivated, creative and good team player
- Good computer knowledge and is abreast of the latest digital technologies and marketing trends
- Digital agency experience is preferred

Please apply by sending email to hrcd@clp.com.hk giving a detailed C.V., including academic qualification, career history, current and expected salary, major achievements and personal attributes on or before **25 September 2021**.

Important: To facilitate our easy tracking please use a unique file name for all attachments and your email subject box in this format: CBP_DCE_DSMCS_Last Name_First Name_Other Names (if applicable)

Applicants not invited for interview within 6 weeks from the closing date may assume their applications unsuccessful.

Information provided will be for recruitment purpose within the CLP Group and only short-listed candidates will be contacted. We comply with all applicable laws and regulations of HKSAR in handling applications. For details of the Personal Information Collection Statement, please visit our website: <https://clp.to/eng/PICS>

For further information on our company, please visit our website:

<https://www.clpgroup.com/>



Date Exhibited: 17.09.2021

Date Withdrawn: 25.09.2021

Information Classification: PROPRIETARY

(本項職位空缺只備英文版本)

Energy for Brighter Tomorrows