

JOB DESCRIPTION

CAMPAIGN TEAM

Position Title:	Campaign Executive
Full Name:	
Department:	Marketing Department
Report to:	Campaign Manager
Supervises:	Campaign Officer, Assistant, Interns

I. Job Purpose

The ideal candidate will be the stylish executor behind the scenes by turning creative briefs into real-world brand moments. You'll coordinate with international brand reps, local suppliers, and internal teams to make sure every campaign hits the mark: on time, on brand, and on trend.

II. Key Duties and Responsibilities

- Coordinate day-to-day campaign tasks from prep to post
- Liaise with malls, visual merchandisers, suppliers, and brand reps to keep things moving and aligned
- Build and update campaign decks, rollout trackers, and status updates for internal and brand use
- Oversee the logistics for campaign props, POSMs, giveaways, and event kits
- Be on the ground during setup days by helping stores look picture-perfect and brand-ready
- Capture feedback, photos, and campaign highlights from stores and customers
- Support the supervisor with briefings, sample checks, approvals, and recaps
- Ensure branding consistency across all touchpoints, from signage to display
- Assist in compiling post-campaign results with clear visuals and quick insights
- Keep creative energy high while owning deadlines and executional flow

III. Requirement

- Bachelor's degree in marketing, business, or related field
- 1–2 years' experience in marketing, events, or retail (fashion/beauty preferred)
- Great time management, task ownership, and creative instinct
- Fluent in communication (verbal and written); confident when speaking to partners
- Familiar with Canva, or similar creative tools
- Loves structure but thrives in a stylishly fast-paced environment
- Passion for customer experience and premium retail
- Proficiency in Microsoft Office suite and marketing software/tools is a plus.

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