

Are you a Trail Runner with Marketing Vibrations?

TRAILME - Mobile App – Social Media Promoter

Key tasks

- Prepare a Go-To-Market plan for TRAILME (scope, content, channels, timing)
- Learn from similar platforms & Apps and create a best in class benchmark
- Prepare digital marketing & social media presence of TRAILME in various social media platforms, e.g. Website, Facebook, Instagram, YouTube, etc. – partially initial setup, framework and corporate look and feel
- Conduct research and prepare data for interesting content
- Prepare articles, news, stories, interviews, blogs, posts, photos, video clips
- Maintain engagement reports and statistics

Outcomes

- High-quality content
- Attractive and informative social media sites – generating traffic and followers

Responsibilities

- Administrator of the social media sites
- Brand awareness and user experience of the social media
- Number of visitors, likes and followers

Knowledge

- Basic marketing principles
- Copywriting techniques

Competencies

- Being systematic and structured
- Capable to describe situations in detail
- Persuasiveness
- Self-driven and curious

Experiences

- Passionate about trail running with event participations
- Supporting trail runners in competitions
- Volunteering on course marking or time taking

IT-Skills

- Office365 / Adobe Photoshop
- Google analytics
- Mailchimp

The extra mile in outdoor



- Promote TRAILME at outdoor events
- Assists in the video production for brand video

Other requirements

- High proficiency in English (speaking and writing)
- High proficiency in Cantonese (preferable)
- Flexible work arrangements – partly on weekends for outdoor events

Key benefits

- Turn your passion into work
- Engaged in a high innovative IoT product development
- Learn from Senior Executives to run a startup
- Work with a professional Media Agency
- Flexible office, WFH and outdoor workplace and time arrangements
- Flexible part-time options

Contract

- Dec-Jan (optional part time afterwards)
- Via STEM program

For further information, see

- www.trailme.com.hk
- <https://youtu.be/WKh1ocav4HE>
- <https://www.linkedin.com/in/rainer-duespohl-cio/> (since August 2019 uHey Limited, Founder & CEO))

Candidates

- Submit your resume
- Explain your motivation why you apply for TRAILME
- What is your commitment you will bring with you
- Interview
- Proof of trail running experience

Contact: rainer.duespohl@uhey.com.hk / +852 6718 8655

