



## Carbon Wallet – Associate Manager – Marketing and Growth (6-month contract)



### About Carbon Wallet

Serving as a Hong Kong One-stop Reward App to Go Green, Carbon Wallet is an MTR-backed social innovation venture aspiring to encourage and incentivize public to adopt a low-carbon lifestyle and act on climate change.



Through the App, Carbon Wallet empowers the public to record their green actions, track their carbon emissions saved and reward their low-carbon lifestyle. Users can also find recycling points, vegetarian restaurants and water filling stations in Hong Kong at their fingertips.

Carbon Wallet is committed to co-creating a green ecosystem in Hong Kong in collaboration with green groups, social enterprises and sustainable businesses.

Every little step counts!

### Position:

#### **Associate Manager – Marketing and Growth (6-month contract)**

### Key Responsibilities:

1. Coordinate marketing activities and manage customer touchpoints with green ecosystem partners such as NGO, social enterprises and sustainable businesses
2. Liaise and manage content creation across communications channels and key user touchpoints
3. Organize and manage end-to-end marketing campaign execution to drive user engagement and growth
4. Leverage data analytics to develop understanding of users for segmentation and deliver targeted communications
5. Collect and analyze marketing performance data to support business team make informed decisions and effective go-to-market strategies
6. Manage designers and content creators to curate digital and offline promotion materials to boost brand awareness and user engagement

7. Formulate growth strategies and O2O campaigns across different channels and partnerships to support lead generation and conversion

### **Preferred Qualifications:**

1. **Passion in sustainability:** building a leading green lifestyle platform in Hong Kong
2. **Aspiring change agent:** passion in driving behavioural changes and empowering public to act on climate change
3. **Proactive, result-oriented and self-driven fast learner with entrepreneurial spirit**
4. Excellent team player with **empathy, humility and attention to details**
5. > 1 year of marketing / growth hacking experience in tech or mobile App company / retail business / sustainability business / NGO is preferable
6. Strong market acumen in sustainability and digital marketing field; understanding of market competitors and latest dynamics is a plus
7. Self-driven and objective-oriented to drive and meet growth KPIs
8. Strong copy-writing skills in both Chinese and English and good sense of visual designs
9. Familiarity with growth hacking tools such as CRM management, email marketing, website analytics and optimization tools is a plus

### **What you will get:**

- An awesome team of young, fun, passionate and versatile colleagues who value excellence, empathy, proactiveness and humility
- (A lot of) Ownership of your work and making impact in Hong Kong
- An opportunity to build a novel brand, create and manage city-wide growth and advertisement campaigns
- A company vision which takes sustainability seriously and craves for creating social values and driving changes
- Good remuneration package and negotiable benefits with flexible work arrangements

If you are interested in this position, please email your CV and expected monthly salary to [enquiry@carbonwallet.com.hk](mailto:enquiry@carbonwallet.com.hk). Feel free to reach out to us if you have any questions!