



About TSL Jewellery

TSL Jewellery is one of the largest jewellers in Asia, that is principally engaged in jewellery design, manufacturing, trading, retailing and wholesaling. TSL Jewellery was established in 1971, and was listed on the Hong Kong Stock Exchange in 1987. The Company operates over 400 jewellery boutiques spanning over 110 cities in Asia besides Hong Kong, including but not limited to Beijing, Shanghai, Chengdu, Guangzhou, Shenzhen, Macau and Kuala Lumpur. The Group exquisite craftsmanship and attention to details are the hallmarks of high-quality products, and is committed to offering timelessly fashionable jewellery by taking an innovative approach in product design. Its deeply-embedded service culture has received extensive market recognition, winning nearly 50 service awards since 2000. We are looking for high caliber candidate to join the Group for the following position:

Assistant Manager – Group Creative

Responsibilities:

- Participate and collaborate in concept development and design ideation together with marketing, product, interior & VM teams to help define the overall creative strategy
- Help develop and maintain our visual brand language from creating brand standards for design, photography, typography to implementation across all vehicles (print, web, UX, digital, social media, video & packaging)
- Design award-worthy marketing campaigns that align with customer needs and business objectives
- Assist Head of Creative in all aspects of creative execution, from initial concepts through production phase that validate design decisions through research, customer data, trends and best practices
- Design and maintain brand, photography and campaign style guides
- Manage creative process on an ongoing basis, throughout all stages of production
- Actively participate in cross departmental team communications and help provide creative solutions with enthusiastic, flexible and positive attitude
- Communicate and work closely with creative partners, agencies, photographers and printers as needed for completion of assigned projects

Requirements:

- 5+ years of working experience in creative design industry, International luxury brand and retail business experience is a plus
- Bachelor's degree in design, visual communication, multimedia design or a related course of study
- Mastery of the industry standard tools – Photoshop, Indesign, Illustrator, Acrobat, Microsoft Powerpoint, Excel and Word
- Strong layout and typographic skills with a honed eye for photo direction
- Strong strategic and conceptual thinking skills
- Experience in directing photo shoots and retouch on luxury jewellery is a must
- Organized, collaborative, impeccable attention to detail
- Highly motivated with an insatiable intellectual curiosity
- Creative, artistic, and passionate about art & design, luxury design standard, preferably possess international experience
- Excellent communication skills ; Proficiency in spoken & written English and Cantonese

Interested parties, please send your application with full resume, present and expected salary to "recruit@tslj.com".

(All information collected would be used for recruitment purposes only.)