



香港藝術節協會有限公司 Hong Kong Arts Festival Society Ltd

The Hong Kong Arts Festival is a non-profit organization committed to enriching the cultural life of the city. It presents around 130 performances by top local and international talent in February and March each year, and organises a wide range of auxiliary and educational events.

Suitable candidates are invited to apply for the following:

Assistant Marketing Manager (Digital Marketing & Social Media)

Responsibilities:

To assist the Marketing Director and Associate Marketing Director in the preparation and execution of digital marketing activities including

- Online media advertising and media buy with external agencies / vendors
- Campaign optimisation based on tracking data
- HKAF social media platforms campaign execution and management
- Social media content creation and short video productions
- Website user interface design, testing and content update
- Online customer enquiries

Requirements:

- Good working knowledge of digital marketing and advertising with external agencies / vendors
- Solid experience in management social media platforms including creating engaging content, lead generation and digital campaign management
- Analytic mindset to manage online media spent, assess conversation rate and return on investment
- Good writing and production skills to handle production and copywriting of digital marketing materials
- Good interpersonal and communication skills to work with different parties;
- Strong management in time and multi-tasking in meeting tight deadlines;
- Excellent written and spoken English and Chinese;
- University graduate with a minimum of 3 years' relevant experience.

Candidates with less experience may also apply and will be considered for the position of Marketing Coordinator.

Please apply on or before **23 July 2025** with full resume stating current and expected salary, and a **covering letter** outlining skills and experience which are relevant to the above requirements and the fulfilment of the HKAF's mission. Applications should be sent by mail to Office Manager, Hong Kong Arts Festival Society Ltd, Room 1205, Hong Kong Arts Centre, 2 Harbour Road, Wanchai, Hong Kong or by email through hr.recruit@hkaf.org.

Short-listed candidates may be required to sit for a written test.

HKAF is committed to equal opportunity employment.

(Candidates may be considered for other posts. All personal data collected will be used for recruitment purposes only.)