French May Arts Festival – Marketing Officer – Digital Campaigns & Engagement

(7-month contract, starting : January 01st 2027)

French May, one of Asia's leading multi-disciplinary cultural festivals, is seeking a **Marketing Officer – Digital Campaigns & Engagement** for its 2027 edition in Hong Kong. Working closely with the Marketing and Communication Officer to implement the festival's marketing strategy, this role focuses on digital campaigns, media coordination, and audience engagement under the supervision of the Executive Director and the marketing consultant.

Professionals with 2–4 years' experience in marketing, communications, or public relations is preferred, but priority will also be given to applicants demonstrating a strong marketing skill in digital campaigns and social media engagement.

Full-time contract period: January 2027 – July 2027

Main Responsibilities:

- Support implementation of the festival's overall marketing strategy
- Manage the digital strategy, social media channels and website
- Develop and execute innovative digital campaigns & influencer activations
- Content creation and scheduling
- Monitor KPIs and provide report
- Support online ticketing promotions
- Support the press conference preparation
- Support some event preparation during the festival

Profile & Qualifications:

- Creative, dynamic, and well-organised individual with a strong sense in social media promotion and engagement
- Hands-on experience in media coordination, social media management tools, CRM and eDM systems is required
- Experience in arts administration, event management, communications, public relations and/or related fields is a plus
- Excellent written and spoken English and Cantonese (Mandarin is a plus)
- Proactive, detailed-oriented, and able to manage multiple tasks under tight deadlines
- Passion for arts, culture, and event management
- Immediate availability is preferred

For interested parties, please submit your application with a detailed CV, cover letter and expected salary to admin@frenchmay.com with the subject line "Marketing Officer Application – French May 2027" on or before **25th November 2026 (Wednesday)**.

Shortlisted candidates will be contacted for an interview. Early submissions are encouraged.