



Marketing Officer (6-month contract)

The Marketing Officer will work closely with the Marketing Manager to implement an integrated publicity plan to promote the festival to all stakeholders in Hong Kong under the festival branding guidelines.

You will be responsible for:

- Assisting the Manager in executing marketing campaigns for the festival that are in line with the brand's identity and resonate with our target audiences and the general public.
- Managing a variety of marketing content and materials, encompassing online and offline marketing copies, press releases, photos, videos, OOH display/ads, and EDM.
- Crafting, editing, and proofreading marketing materials in both Chinese and English.
- Assisting in managing the festival's presence on social media platforms, including but not limited to Meta, LinkedIn, and YouTube.
- Providing on-site support at performance venues, during photo or video shoots for campaigns or events, and during media interviews.

You should:

- Permanent residents of the Hong Kong Special Administrative Region aged 18 or above.
- Graduates of local or overseas universities, obtained within the last 3 years at the time of application
- be able to execute projects independently with guidance to achieve the communications goals;
- possess strong interpersonal and communication skills, be a good team player with creativity and dynamism and able to multi-task and meet tight deadlines and work under pressure;
- have excellent spoken and written English and Chinese;
- have a passion for arts.

For interested parties, please submit your application with a detailed CV, current and expected salary, and date of availability to chris.kwong@frenchmay.com.

Applicants are encouraged to submit their applications as soon as possible. The review of applications will continue until the post is filled.

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