



鄧樹榮戲劇工作室
TANG SHU-WING
THEATRE STUDIO

**Position Available:
Marketing Manager**

Company Description

Our Company is one of the five Eminent Arts Groups designated by the Hong Kong Arts Development Council. We produce and tour exciting and artistically unique theatre productions, curate an international Shakespeare Festival and organise a young people performing arts training course. We are now recruiting a Marketing Manager. The recruitment is on a contractual basis, subject to renewal, depending on the candidate's qualification and work performance.

Job Responsibilities

- Develop and promote the general branding of the company;
- Formulate an integrated marketing approach for company productions and events including but not limited to marketing plans, budgets, press release and media pitching;
- Manage company's online platforms including company's website and social media;
- Prepare company's publication, including but not limited to leaflets, posters, brochures and house programmes.

Candidate's Preferred Qualification, Aptitude and Experiences:

- Hong Kong permanent resident and university graduate with a minimum of 3 years' experience in marketing and/or related experience;
- Good knowledge in cultural industry including good media network;
- Good knowledge and experience in content creation and copywriting in both online and offline marketing;
- Good command of written and spoken English and Chinese (including Cantonese and Mandarin);
- Good interpersonal and communication skills across different culture and background;
- Good problem-solving skills, able to work independently and sometimes under pressure;
- Hands-on experience in social media platforms, including Facebook, Instagram, WeChat and Xiaohongshu;
- Proficiency in MS Office and Chinese word processing; knowledge in Photoshop, Illustrator and video editing apps will be a bonus.

Job prospect

The successful candidate will have the benefit of realising an artistic vision into concrete marketing strategies; and assuming high level decision-making position in marketing international collaborative programmes.

Interested candidates should submit their application with a full resume, indication of availability, current and expected salaries by e-mail to info@tswtheatre.com on or before **31 August 2024**.

Please note that only candidates shortlisted for interviews will be notified of the result of the application. The information provided will be kept confidential and used for recruitment purposes only.



香港藝術發展局
Hong Kong Arts Development Council

鄧樹榮戲劇工作室為藝發局「優秀藝團計劃」資助團體
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