The Fringe Club

Marketing Executive (Content & Design)

About Us

We are a vibrant contemporary arts space where artists create, perform, and exhibit their work, and art lovers gather to experience and connect. Since 1983, we have been an open and inclusive platform for the arts in Hong Kong—welcoming both emerging and established artists from the local and international scenes.

Position Summary

We are seeking a creative, dynamic, motivated **Marketing Executive** to assist with planning, organizing and executing all marketing & promotional collaterals, and assist with the brand's visual storytelling. The successful candidate will be a key member of a small team and report to the Development & Communications Manager.

Key Responsibilities

- To manage, schedule and develop all marketing and promotion campaigns for programmes, events around the year and any external collaborations
- To be involved in the preparation and production of all online and offline touchpoint collaterals, including and not limited to social media, online channels, website, in-venue display, printed materials, exhibition booths
- To manage, develop and schedule content across social media platforms, including Instagram, Facebook & Rednote
- To draft marketing copy, and critique and proofread layouts;
- To maintain a library of creative and finished artwork
- To assist in ad-hoc projects when necessary
- To perform venue operation duties on a rotation basis (usually during weekends or outside normal office hours)

Attributes

- University graduate in Marketing, Communications, Graphic Design or other related disciplines and ideally with 1-2 years' relevant working experience
- Good command of designing software e.g. Illustrator, Photoshop or Canva; Basic knowledge of video-editing software
- Excellent command of spoken and written English and Chinese is essential
- Proficiency in using MS applications, especially in Excel and Chinese word processing
- Good team player, well-organized, detail-oriented, with strong interpersonal and communication skills
- Knowledge of the arts & culture field is an important advantage

How to Apply

Please submit your CV and a cover letter outlining your suitability for the role and stating your expected salary to yvonne@hkfringeclub.com.