



Senior Marketing and Communications Executive (8-month contract)

The Senior Marketing and Communications Executive 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:

- Festival Communication
 - assisting in publicity message and programme content development;
 - preparing communications collaterals, including festival brochures, leaflets, social media materials and other writing assignments if required;
 - working with external agencies, agencies, business partners and stakeholder liaisons on publicity and communications initiatives as necessary;
 - handling publicity activities and operations, including enquiries and collateral distribution.
- Media Relations
 - handling media activities and operations, including interviews, photo/video shooting and press contact list maintenance;
 - assisting in collaboration opportunities and publicity campaigns;
 - liaising and maintaining a positive relationship with media / KOLs; assisting in planning and organising media / KOL events and familiarisation visits.

You should:

- possess a recognised university degree in Journalism, Communications or related disciplines with at least 2 years of relevant experience in the art industry;
- have 2 years of experience in media relations, event management, corporate communications, and solid experience in handling corporate social media channels;
- 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.