

Assistant Manager, Digital Marketing

Digital Transformation Division

Ref: DTD028/22 , 5417

Job Description

Who we are looking for:

- Creativity in new ideas and future focus vision.
- Collaboration with colleagues and the community at large.
- Work Smart, Play Smart!

What you'll do:

- Plan, develop and implement marketing activities (including webinars, seminars, exhibitions, online platform, etc.) from event and project management, promotion, on-site logistics, procurement, post event evaluation and data analysis, etc.
- Develop content for digital solutions and relevant promotion in both Chinese and English including web articles, press releases, eDM, social media posts, etc.
- Handle logistics of assigned projects including procurement, promotional materials preparation, post-event follow-up, case tracking, data analysis, etc.
- Liaise and collaborate with internal and external parties to ensure smooth execution of events and projects promotion and operation.
- Manage marketing collaterals and promotional channels.
- Contribute ideas on how to engage SME on digital transformation.
- Perform ad hoc tasks as required.

You'll be a good fit if you have/are:

- Bachelor Degree or above from any disciplines with 4 years' relevant experience in marketing communication, content creation, social media, event management, etc.
- Knowledge in CRM and design software, e.g. Illustrator, Photoshop, video shooting, is a plus
- Multi-tasking with strong planning and organizing skills
- Good interpersonal and communication skills, customer service attitude and mindset
- Able to work independently and meet tight deadlines
- Proficient in MS offices and Chinese word processing
- Good command of English, Cantonese and Putonghua

Note:

Applicant may be considered for other positions if not matching the requirements of the subject position.

What we offer and What you'll like here:

- Innovative and energetic culture with smart outfits and sport shoes
- Professional lab and latest technology to actualize your creative ideas
- 5-day work week
- Prime location with good public transport network
- MPF Top-up and dental benefit
- Medical benefits from Day-1 with extended coverage to dependent(s)
- Professional training and career advancement opportunities

Apply now if you're ready to take the challenge! Do not miss this opportunity to join us to Create Value and "MAKE SMART SMARTER"!

HKPC will take into consideration both the quantitative and qualitative requirements of the position when selecting the suitable candidates. A competitive salary package commensurate with academic qualifications and experience will be offered.

Applicants are welcome to submit application at the HKPC e-Recruitment System (careers.hkpc.org) in 1 week from the posting date. Recruitment will continue until the position is filled.

Personal data collected will be used for recruitment purpose only. Candidates not invited for interviews within 6 weeks may consider their applications unsuccessful and the applications will be disposed by HKPC within 12 months.