



The Hong Kong, China Tennis Association is seeking to recruit a high calibre candidate for the following position:

## DIGITAL DESIGNER

**Reports to:** Director of Marketing

**Immediate reports:** Nil

**Tenure:** full time role

### Job descriptions

We are looking for a Digital Designer in supporting the development of our digital communication platforms and producing layout and design for daily marketing and communication materials that match the organization's brand, aesthetic, and marketing strategy, including social media and mobile application graphics, website banners, and promotional artwork.

### Responsibilities

- Translate ideas or design requests into sketches, wireframes, mockups, and interactive prototypes
- Test assets and optimize based on their performance
- Iterate new designs based on user feedback
- Drive digital assets (static, video, and HTML) for a range of platforms (social, display advertising, eCommerce, websites, etc.) to provide a seamless and intuitive user experience
- Create email designs for CRM programs and coordinate the creation of email templates in HTML
- Support design on website pages, e-flyers, e-mailers, social media posts and presentation materials

### Requirements

- At least 2 years of experience in creating digital assets for a variety of target audiences
- Knowhow in digital design tools, including Sketch, Adobe Illustrator, Adobe Photoshop, Adobe XD etc
- Working knowledge of CSS and HTML
- Working knowledge on photo and video editing
- Experience with user-centered design, prototyping, and user testing
- Knowledge of current digital design best practices and web production techniques
- Good bilingual communication skills (written and verbal)
- A team player with good interpersonal skills



Interested candidates please submit your resume together with expected salary and application on or before **14<sup>th</sup> March 2024**.

Chief Executive Officer  
Rm. 1021, Olympic House,  
1 Stadium Path, Causeway Bay  
Hong Kong

Or by email to [info@tennishk.org](mailto:info@tennishk.org)

Personal data collected will be used for recruitment purpose only. All applications will be treated in the strictest confidence. Candidates that are not contacted 3 months after the application deadline can consider their application unsuccessful.