



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

DIGITAL MARKETING EXECUTIVE

Reports to: Director of Marketing

Immediate reports: Nil

Tenure: full time role

Job descriptions

We are looking for a Digital Marketing Executive to assist in the planning, execution and optimization of our online marketing efforts. He / she will be supporting the marketing team to create and execute digital marketing campaigns to achieve the organization's goals in building a strong connection with the tennis community and the general public.

Responsibilities

- Plan and monitor the ongoing company presence on digital assets and social media (website, e-newsletter, e-promotional flyers, Facebook, IG, Twitter etc)
- Assist the team to suggest social media content calendar, website content plan and content for other digital comms platforms
- Collaborate with designers, content providers and PR and marketing team to support the marketing needs and improve user experience
- Support SEO efforts by conducting keyword research, optimizing on-page elements, and building inbound links.
- Launch optimized online adverts through Google Adwords (SEM), Facebook Ad etc. to increase company and brand awareness including PPC advertising
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics)
- Acquire insight in online marketing trends and keep strategies up-to-date
- Maintain partnerships with media agencies and vendors
- Prepare regular reports based on agreed KPIs and present findings to management

Requirements and skills

- At least 1-2 years of experience as Digital Marketing Executive or similar role
- Experience in supporting B2C social media, Google Adwords, SEO/SEM and email campaigns
- Analytical mindset and critical thinking
- 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 **14th March 2024**.

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

Or by email to 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.