



## **Position: Marketing and Communications Manager**

The Hong Kong China Tennis Association is seeking a dynamic and experienced Marketing and Communications Manager to lead our organization's marketing efforts and elevate our brand presence. The ideal candidate will be responsible for developing and implementing strategies across four key performance areas: public relations, media relationship building, digital marketing, and event management.

### Key Responsibilities:

- Develop and execute comprehensive marketing and communication strategies.
- Foster strong relationships with media outlets and manage media inquiries.
- Drive digital marketing campaigns and oversee the management of social media platforms.
- Coordinate and manage all aspects of event planning and execution.
- Craft compelling content for various channels in both English and Chinese.
- Analyze market trends and adjust strategies accordingly.
- Collaborate with cross-functional teams to achieve cohesive branding and messaging.
- Manage the marketing budget and ensure ROI on marketing initiatives.

### Required Skillsets:

- Exceptional proficiency in both English and Chinese, with the ability to produce high-quality content in both languages.
- Proven expertise in public relations, media relations, digital marketing, and event management.
- Strong analytical skills to evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- Proficiency with digital marketing tools and platforms.
- Excellent organizational skills and the ability to manage multiple projects simultaneously.

### Qualifications:

- A minimum of 4 years of relevant experience in marketing and communications.
- A bachelor's degree in marketing, communications, or a related field.

### Personal Attributes:

- An independent mindset with the capacity to make informed decisions.
- A collaborative spirit and the ability to work effectively as part of a team.
- Comfortable working in a fast-paced environment and adaptable to change.

If you are interested in the above position, please submit detailed CV to [info@tennishk.org](mailto:info@tennishk.org). Please indicate on the subject of the email "Application for **Marketing and Communications Manager**".

We look forward to hearing from qualified candidates who share our passion for tennis and growing the sport



within our local community. All applications will be treated in the strictest confidence. Personal Data provided by appointees will be used strictly for recruitment and other employment-related purposes only.

The deadline of the application is **Thursday, 25 September 2024**.