

Digital Designer

The Hong Kong, China Tennis Association (“HKCTA”) is seeking a high caliber candidate for the above position:

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 matches 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
- Perform other ad-hoc duties as required

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 email your resume and expected salary to info@tennishk.org on or before November 18, 2024. Please indicate on the subject of the email “Application for Digital Designer”.



Applicants who are not invited for interview within three months may consider their applications unsuccessful. 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.