

Position: Marketing Assistant

Support implementation of marketing plans, creation of marketing tools and coordination of product communication activities. Conduct basic research and compile marketing information for reporting purposes

Key Responsibilities:

- Assist in the development and execution of marketing campaigns to promote HKCTA events and programs.
- Manage social media accounts and assist in creating engaging content to increase online presence and community engagement.
- Coordinate with media partners and sponsors to maximize exposure and support for HKCTA initiatives.
- Support the planning and execution of events, including logistics, promotions, and on-site coordination.
- Collaborate with internal teams to ensure consistent messaging and branding across all channels.

Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Approximately one year of experience in a marketing role.
- Strong written and verbal communication skills in English and Chinese.
- Proficiency in social media platforms and digital marketing tools.
- Creative thinking and the ability to generate innovative ideas.
- Excellent organizational skills and attention to detail.
- Ability to work independently and as part of a team.
- Passion for sports, particularly tennis, is a plus but not required.

If you are interested in the above position, please submit detailed CV to info@tennishk.org. Please indicate on the subject of the email "Application for Marketing Assistant".

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 **Tuesday, 31 December 2024**.