



Senior / Digital Marketing Executive (hket.com)

You can enjoy:

- 5-day work week
- 16 days annual leave
- Special leaves (birthday leave, anniversary leave, marriage leave etc)
- Competitive pay and Discretionary bonus
- Comprehensive medical & life insurance
- Friendly working environment with dynamic and talented team members
- Smart and casual attire
- Learning and development opportunities
- Convenient office located near Quarry Bay MTR station

A typical day in this role:

- Manage marketing events and promotions through social media, SEM and other channels, aiming to acquire new users and enhance user experience
- Liaise with vendors and partners for marketing campaign and promotion
- Prepare marketing and promotion materials and marketing communications collateral
- Conduct market research, user survey, focus group and prepare analysis report
- Oversee marketing and promotion activities, take metrics and write performance reports
- Handle inquiries and resolve customer problems
- Assist in ad-hoc projects



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About you:

- Degree in Marketing and Business Administration or related disciplines
- Minimum of 2 years relevant experience
- Knowledge in digital marketing, social media savvy, video editing, graphic design will be preferred
- Proficient computer skills including MS Office and Chinese typing
- Excellent organisation skills with high attention to details and ability to multi-task
- Excellent in both written and spoken English and Chinese, fluent Putonghua will be a definite advantage
- Self-motivated, energetic, passionate and result-oriented
- Strong communication and presentation skills

Interested parties please complete online application form via

<https://hket.ctgoodjobs.hk/a/07499209-001>

Personal data provided by job applicants will be used strictly in accordance with our Personal Data Policy, a copy of which will be provided immediately upon request.