



Officer / Senior Officer, Marketing (II)

Responsibilities:

- Execute marketing plans and develop effective promotional collaterals & activities
- Supervise the performance of HKIAA's social media channels, website and other online channels
- Analyse the programme promotion trend and effectiveness in Hong Kong and overseas market
- Manage external agencies to ensure the projects are on brief and on time, content is on brand and delivered with quality
- Support HKIAA's marketing materials and activities
- Provide support and collaborate with different teams to achieve dynamic planning across the Academy
- Assist in managing commercial contracts and business negotiations to achieve business objectives
- Support the team's administrative works
- Perform any ad hoc assignments as required

Requirements:

- Bachelor's degree in Marketing, Communications or related disciplines
- Minimum of 3 years of relevant experience in marketing, e-commerce, aviation or related field
- Tech-savvy, with hands-on experience in managing digital and social media campaigns
- Strong and effective presentation, communications and negotiation skills
- Good team player and possess good networking and interpersonal skills
- Proficient in Microsoft Office and Chinese word processing. Proficient in Adobe Illustrator, Adobe Photoshop and video editing software is a plus
- Good command of written and spoken English and Chinese
- Candidates with less experience will be considered as Officer, Marketing. Fresh graduates are also welcome