



## **Marketing and Publicity Officer**

Application deadline: April 30,2019

**The Absolutely Fabulous Theatre Connection (AFTEC)** is a bilingual arts-in-education charity and a LCSD Venue Partner. Working in three strategic areas -- Arts for Change, Youth Empowerment and Learning & Participation – we allow the arts to inspire young people by providing alternative creative and interactive learning approaches in a diversity of sites. AFTEC is a dynamic organisation with over 70% of colleagues aged 35& under. Our work is game-changing and has been recognised locally and abroad.

To further promote the innovative and unique programmes of AFTEC, we are inviting creative and dynamic individuals to join the existing marketing team as Marketing & Publicity officer. This person will:

- Assist in marketing & publicizing the organization’s programmes & core values to different target groups including the general public, the media, and educational institutions;
- Implement e-marketing initiatives for programme promotion, and enhance and develop audience relationships through website and social media;
- Coordinate the design, development and production as well as contribute to the copywriting of marketing literature;
- Assist in the implementation of CRM programmes and database management;
- Network, liaise and maintain media contacts across print and digital platforms;
- Explore and develop brand building and promotion opportunities through different channels and through collaborations with other compatible organizations.

We are looking for an organised team player who is meticulous with a pleasant & outgoing personality and at least two years’ relevant experience and is equipped with:

- Strong English and Chinese writing ability;
- Strong digital marketing skills & experience in social media;
- Sound computer skills.

Please send your application with CV and expected remuneration to [teresa@aftec.hk](mailto:teresa@aftec.hk). Shortlisted applicants shall be invited for face-to-face interviews within 2 weeks of application deadline. Data collected is for recruitment only and will be treated in the strictest confidence.

Enquiries: 2520 1716

[www.aftec.hk](http://www.aftec.hk)