



## Marketing and Publicity Officer

Application deadline: July 2, 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 approach through innovative arts programmes & theatre productions. Established since 2008, AFTEC was selected as a top 10 high impact NGO in the PwC Community Mentoring Programme on social impact assessment in 2015 as well as recipient of HK Arts Development Council's Arts Education Award 2014 & 2017.

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.
- ➔ Initiate and implement e-marketing ideas for programme promotion and to enhance and develop audience relationship through website and social media.
- ➔ Coordinate design development and production as well as contributing to translation/copywriting of marketing materials for promotion of arts programme and theatre productions.
- ➔ 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.

### **Requirements:**

- An organised & meticulous team player with a pleasant & outgoing personality
- University degree in marketing, communication or related fields
- 2 years working experience, preferably in the field of marketing, communication
- Strong English and Chinese writing ability;
- Strong digital marketing skills & experience in social media;
- Sound computer skills.

Interested candidates please send your application with CV and expected remuneration to [Christina@aftec.hk](mailto:Christina@aftec.hk). Data collected is for recruitment only and will be treated in the strictest confidence.

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