



French May Arts Festival – Marketing Officer

(2026-2027)

French May, one of Asia's leading multi-disciplinary cultural festivals, is seeking a **Marketing Officer** for its 2027 edition in Hong Kong. The role will work closely with the Marketing Manager in implementing the festival's marketing strategy, with a focus on its digital campaigns, media coordination, and audience engagement, under the supervision of the Executive Director and the marketing consultant.

We are looking for dynamic and well-organised professionals with 2–4 years' experience in marketing, communications, digital campaigns or public relations.

Fluency in English and Cantonese (Mandarin is a plus), and passionate about arts and culture.
Full-time contract period: October 2026 – Aug 2027 (possibility to renew)

Main Responsibilities:

- Support implementation of the festival's overall marketing strategy.
- Coordinate with external partners (agencies, sponsors, media, HKJC, LCSD, Business France etc.).
- Prepare communication collaterals including festival brochures, leaflets, social media materials and other writing assignment if required, and maintain content consistency.
- Monitor campaign KPIs and audience engagement.
- Assist in press and promotional events (press trip, press conference, etc.).
- Contribute to audience development and outreach activities.
- Manage company's online platforms including website and social media.

Profile & Qualifications:

Bachelor's degree holder with minimum 2-4 years of experience in marketing, arts Administration, communications, public relations and/or related fields;
Creative, dynamic, and well-organised individual with a strong sense in social media promotion and engagement;
Hands-on experience in media coordination, social media management tools, CRM and eDM systems is required;
Experience in arts administration, event management, communications, public relations and/or related fields is a plus;
Excellent written and spoken English and Cantonese (Mandarin is a plus);
Proactive, detailed-oriented, and able to manage multiple tasks under tight deadlines;
Passion for arts, culture, and event management;
Immediate availability is preferred.

For interested parties, please submit your application with a detailed CV, cover letter and expected salary to admin@frenchmay.com with the subject line "Marketing Officer Application – French May" on or before **15 August 2026**.

Shortlisted candidates will be contacted for an interview. Early submissions are encouraged.