

New World Facilities Management Company Limited

Established in 2009, New World Facilities Management Company Ltd. (“NWFM”) is the management company of Youth Square. Located in the proximity of MTR Chai Wan Station, Youth Square strives to become the focal point of Hong Kong’s territory wide youth development activities.

Youth Square adopted an innovative spatial design to reflect a new generation’s identity. Youth Square comprises a wide range of facilities such as theatre, studio, multi-purpose area, hostel, retail shops and offices.

NWFM is inviting candidates with the right calibre to join our team.

Senior Executive, Marketing & Communication

Responsibilities

- Support Manager/Assistant Manager on planning and implementation of events programmes to reach company KPI, and ad hoc marketing projects
- Work directly with Manager / Assistant Manager on new project initiatives to achieve departmental goals; and lead own programmes / projects
- Create relevant and engaging contents and campaigns across online and offline channels
- Play an active role in daily operations on key social media platforms including drafting contents & replies, engagement management, page monitoring and report etc
- Coordinate with other departments / stakeholders to develop and organise offline and online promotional activities
- Liaise and work with vendors and agencies on programmes / activities planning and execution
- Establish and maintain positive relationships with internal and external partners across marketing and operations
- Be strategic and proactively manage the content on website to ensure attractiveness and accuracy

- Co-ordinate and co-operate with internal departments for marketing programs roll-out in a timely, efficient and cost effective manner
- Develop communication materials including website content, social posts and press release

Requirements

- Degree holder in business, Marketing, Communication or related disciplines
- At least 5 years of relevant experience in corporate communications and / or public relations. Candidates from PR agency with event execution are welcome
- Experience in events communication, loyalty scheme target acquisition, promotion & execution, end-to-end events experience is definitely an advantage
- Proper knowledge about media relations and marketing
- Good interpersonal, communication, organisational and administration skills
- Effective time management skills and ability to work under pressure and complete multiple tasks before deadlines
- Master of MS Office applications and Chinese Input method. Knowledge in HTML, design and picture retouch programmes and video editing is a plus
- Good command of spoken and written English, Cantonese & Putonghua
- Can-do attitude, self-motivated, proactive, conscientious, creative and willing to learn
- A team player with an eye for detail and ability to multi-task, work independently and under pressure in a fast paced, dynamic environment
- Willing to take duties on event day over the weekend occasionally

(ref: HKAAA-SEMKTC)

We offer competitive salary and attractive benefits to the right candidates. Interested parties please send resume **quoting job reference number** with **expected salary** to Human Resources and Administration Department, New World Facilities Management Company Limited by clicking the link https://www.youthsquare.hk/join_us/1479/apply.

For details of the company, please visit website www.nwfm.com.hk