

# Shakespeare4All Company Limited (S4A)



Shakespeare4All Company Limited (S4A) was founded in 2003 and is a charity registered under S88. It is recognised throughout Hong Kong for its spectacular annual Shakespeare Gala event, supported by founding sponsor SWIRE Properties and has provided drama experiences to thousands of students from aided, direct subsidy, government and private schools in the region. At its inception, S4A pursued a very specific manifesto of using Shakespearean text to support confidence in English. However, in recent years the organisation has evolved to work on a larger platform, providing diverse performance and learning opportunities to children and youth along with professional support. We are also true to the '4All' part of our moniker by reaching out into communities to work with students and students with different abilities from all over Hong Kong.

It is our mission to inspire young people to aspire to excellence:

INSPIRE: Offering a learning environment that is creative, original and structured

ASPIRE: A demanding but imaginative framework that involves new thinking and disciplines

EXCELLENCE: Drawing out the potential in students to be the best they can be

## **Social Media Content Creator & Marketing Communications** **(Starting April 2024)**

**We are now looking for a freelance based candidate with the following skills and attributes:**

- Hong Kong Permanent Resident or with a valid working visa
- Minimum 1 year of professional experience in maintaining and creating content in social media platforms
- Bilingual speaker with the ability to write in English and Chinese
- Deep knowledge of social media trends, hashtags and engagement strategy
- Able to work independently, organised, attention to detail and cooperatively with different teams to meet tight deadlines
- Proven experience in creating engaging content on different social media platforms
- Ability to incorporate S4A's brand voice and identity in digital content to help with the organisation's brand promotion
- Passionate about English drama, theatre, youth development is an advantage

### **Responsibilities:**

- Create various forms of social media content, including, text captions, videos, images etc. that are suitable for various social media platforms
- Work with Head of Digital Visual Design and management team to organize and arrange marketing content calendar
- Publish posts according to the established marketing content calendar
- Collaborate with Head of Digital Visual Design and management team to ensure that every piece of content is relevant and helps organization to maximize engagement

### **Working Hours:**

- Flexible working hours, 5 hours per day, 5 days a week
- Mostly work-from-home, with occasional check-ins in the office and participate at S4A events

Please send your CV in confidence to [hr.s4ahk@gmail.com](mailto:hr.s4ahk@gmail.com), all information will be treated with the strictest confidence.

Shakespeare4All® Company Limited 香港小莎翁有限公司

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