



French May Arts Festival – Marketing Officer – Digital Campaigns & Engagement

(6-month contract commencing February 2026)

French May, one of Asia's leading multi-disciplinary cultural festivals, is seeking a **Marketing Officer – Digital Campaigns & Engagement** for its 2026 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.

Professionals with hands-on experience in marketing, communications, or public relations is preferred, and priority will be given to applicants demonstrating a strong marketing skill in digital campaigns and social media engagement.

Full-time contract period: Feb 2026 – July 2026

Main Responsibilities:

- Support implementation of the festival's overall marketing strategy;
- Manage social media channels and website;
- Develop and execute innovative digital campaigns & influencer activations
- Content creation and scheduling
- Monitor KPIs and provide reports
- Support online ticketing promotions

Profile & Qualifications:

- 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 2026" on or before **18th January 2026 (Sunday)**.

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