



**Faust International Limited was formed in 1999 to bring the wonderful world of theatre and performing arts to the young people of Hong Kong.** We offer after-school and Saturday drama workshops, and a variety of programmes supporting the performing arts in Hong Kong.

## Marketing Executive

Are you passionate about writing great copy for a world-class youth theatre company? Love education and have ideas on how to market in today's digital era? Appreciate and understand the importance of creativity and following a plan? Are you 100% social media savvy? Then read on!

### What You Will Do:

- Create exciting promotional campaigns for our programmes and shows
- Write and edit copy for brochures, promotional materials, website and press releases, with a focus on professionalism and fun
- Create multiple daily social media posts that are creative and educational
- Oversee Front of House for theatre events and other live marketing opportunities
- Ensure day to day marketing activities are completed to a very high standard
- Develop and maintain our public relations
- Build relationships with media partners and ensure we are always on their radar
- Keep an eye on what else is on offer in the market by becoming an expert in our industry
- Gather and Analyse data to report on effectiveness of campaigns and advise on future opportunities
- Work closely with the Registration Team to provide and share data, while supporting effective communication strategies with parents and the wider Hong Kong community
- Communicate well with the team so that our marketing / PR strategies echo our overall branding

### What You Need:

- A degree in Marketing / Public Relations or equivalent, with a minimum of 3 years work experience
- Excellent spoken and written English required, spoken Cantonese beneficial
- Excellent copy-editing skills
- Considerable digital marketing and social media knowledge and experience
- Initiative, with a proactive approach to problem solving
- Ability to prioritize tasks and manage multiple projects
- Previous experience or interest in drama and theatre is an advantage

**Please note this is a 2-year full time position, starting as soon as possible.**

**How to Apply:** Please email your CV with a covering letter to [Recruitment@FaustWorld.com](mailto:Recruitment@FaustWorld.com) and state the position you are applying for in the subject line. Shortlisted candidates will be invited for an interview. For more information about the company, visit [www.FaustWorld.com](http://www.FaustWorld.com) and [www.facebook.com/fausthongkong](https://www.facebook.com/fausthongkong).