



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, programmes for schools, as well as other services supporting the performing arts in Hong Kong.

Due to continued expansion, exceptional candidates are invited to join the Faust team!

Social Media & Marketing Executive

This is a full-time position starting as soon as possible in Hong Kong.

Job Description

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 brochures, promotional materials 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

How To Apply

Please email your CV with a covering letter to Recruitment@FaustWorld.com and state the position you are applying for in the subject line.

Shortlisted candidates will be contacted for an interview.

For more information about the company, please visit www.FaustWorld.com.