

The Hong Kong, China Rowing Association is now inviting applications for the following post: -

**Recruitment Advertisement (02.12.22)**

**Marketing and Communications Manager (Job Ref.: MCM)**

**Jobs Descriptions**

- Manage and execute all marketing, including SEO/SEM, marketing database, email, social media, press releases and display advertising campaigns;
- Design, build and maintain our social media presence and contents;
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs);
- Coordinating marketing strategies with the development, event, and high-performance departments;
- Developing and managing the marketing department's budget;
- Overseeing branding, advertising, and promotional campaigns including the social media platforms and media/partnership rights execution;
- Manage and maintain relationships with key stakeholders and vendors; and
- Handle Ad-hoc Duties assigned by supervisors.

**Entry Requirements**

- Bachelor's degree in marketing, finance, business administration, or similar would be advantageous;
- A minimum of 4 years' relevant experience, passionate about sport would be an advantage;
- Experience in marketing software tools;
- Extensive knowledge of marketing strategies, channels, and branding;
- Strong leadership, communication, and collaboration abilities;
- Exceptional analytical and problem-solving skills;
- Can do attitude; and
- Immediate availability is preferred.

**We Offer**

A dynamic and flexible working environment who looks to take Hong Kong Rowing to the next level. Competitive salary will be offered to the right candidate, 5-day work, MPF, annual leave and medical insurance will be offered to the successful candidate. Interested party please apply in confidence with cover letter and resume, stating present and expected salary, and availability by email to: [hkcra@rowing.org.hk](mailto:hkcra@rowing.org.hk) (***Please mark the Job Ref. "MCM" on the e-mail header***)

*All applications will be treated in the strictest confidence. Data collected will be used for recruitment and other employment-related purposes only. All data will be destroyed 3 months after the completion of selection.*