

Job Title: Marketing & Branding Officer

Responsibilities:

- To handle the production of marketing collaterals and promotional materials to tie in with events and other business needs
- To assist in devising innovative marketing communication campaigns to engage stakeholders and enhance brand awareness
- To assist in formulating in-venue visitors engagement activities and execute during on-site or off-site events as required
- To serve as a brand advocate and assist in strengthening and upholding brand identity, including in-venue decoration and outgoing communication materials
- To provide support and collaborate with different teams to achieve dynamic planning across the company
- To support in team related administrative and logistics as required

Requirements:

- Degree Holder in Marketing, Communications, Public Relations or other related disciplines
- 1 year experience in marketing, communications, advertising or event management. Fresh graduate are also welcomed
- Proficient in AI, Photoshop, HTML and CSS is an advantage
- A positive team player, pro-active, detail-minded and highly independent
- Strong organizational ability and able to work effectively and efficiently under pressure
- Proven writing skills in both English and Chinese
- Fluent in English and Chinese, including Mandarin

Interested parties please send your full resume stating present & expected salary to HR Department by email to hr@asiaworld-expo.com.

Personal data collected will be used for recruitment-related purpose only.

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