

## **Job Title: Senior Marketing & Branding Officer**

### **Responsibilities:**

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

### **Requirements:**

- Degree Holder in Marketing, Communications, Business or other related disciplines
- At least 3 years experience in marketing, communications, advertising or event management
- Proficient in AI, Photoshop, HTML and CSS is an advantage
- A positive team player, proactive, 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](mailto:hr@asiaworld-expo.com).*

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

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