



中國香港手球總會

HANDBALL ASSOCIATION OF HONG KONG, CHINA

Recruitment for the post of Sports Marketing Manager

Handball Association of Hong Kong, China is a recognized organization under LCSD's subvention and a member of Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) for development and promotion of handball activities in Hong Kong.

We are glad to announce that we are seeking for a competent and experienced candidate to join our team as a Sports Marketing Manager. Your main aim will be promoting handball activities and responsible for creating and managing marketing campaigns. You will also be responsible for measuring and analyzing the performance metrics and KPIs. To be a successful in this job role, you should have excellent communication skills and the ability to work for long hours. You should also have good time management skills and exceptional organizational skills.

Duties:

- Developing effective marketing strategies and campaigns.
- Creating campaigns on the upcoming sports events
- Looking out for sponsorship
- Producing innovations and appealing content.
- Using the analytical tools to understand the performance of the campaigns
- Managing the promotional activities and communications.
- Interacting with the audience on both online and offline modes
- Organize and execute the programmes approved by the Executive Committee of the NSA
- Attending meetings, daily standups, and conferences.
- To perform any other appropriate duties as assigned by senior officers and / or office-bearers of the Association

Requirements:

- Bachelor's degree in Communication, Marketing, Journalism, or a related field
- Computer literacy with knowledge of Photoshop software, Adobe software, MS Office, Frontpage, Chinese input and Strong knowledge of website analytics an advantage
- Working experience in sports related field or Marketing Department an advantage
- Demonstrate excellent ability to write in a creative manner
- Independent, willing to work under pressure, overtime and able to meet tight deadline
- Showcase knowledge and understanding of social media marketing.
- Good command of both written and spoken English and Chinese (Good command in spoken, Putonghua is an advantage)

Only suitable candidates will be invited to attend a written test. Successful candidate will be offered the post at a salary subject to his background and work experience. Fringe benefits include MPF, medical, paid leave and employee's insurance.



中國香港手球總會

HANDBALL ASSOCIATION OF HONG KONG, CHINA

Applications:

Apply in writing by 19 August 2021 with full resume, current and expected salary to HAHKC via email to recruit@handball.org.hk with subject of “*Apply for Sports Marketing Manager*”.

All applications will be treated in the strictest confidence. Personal data provided will be used strictly in accordance with the Personal Data Policies. Applicants who do not hear from us within 4 weeks after the closing date may assume their applications unsuccessful. All information on unsuccessful candidates will be destroyed within 6 months.