

Marketing Manager - Sassy Hong Kong + Sassy Mama Hong Kong

The Marketing Manager will be a key member of the lively Sassy Media Group team, supporting current marketing activities and planning new marketing initiatives to drive traffic to all SMG channels.

Main responsibilities include:

- **Campaign Management:** Initiate and plan all aspects of digital and physical events, including scheduling, execution, promotion, managing RSVPs, and on-site management.
- **Giveaways Collaboration:** Implement and oversee the various stages of all giveaways such as partner liaison, web communications, social media campaigns, banner ads, etc.
- **Reporting & Analysis:** Track our channels' and campaign digital performance by analysing key data, measuring growth, and identifying improvement areas by the examination of weekly and monthly performance.
- **Media Relationship:** Cultivate and maintain relationships with industry partners, initiate and coordinate media interviews to increase brand awareness.
- **Partnership Collaboration:** Work with the Partnership Team to plan and develop promotional material, including media kits, rate cards, client communications, sales pitches, etc.
- **Events:** Work on the event strategy, plan and execution of SMG's events.

Required Skills:

- 3-5 years of proven experience in marketing, media, PR, or related fields.
- Excellent English verbal and written communication skills.
- Display a strong interest in family-related content and community events.
- Strong organisational and time management skills; adept at multitasking in fast-paced environments.
- Effective problem-solving abilities and adaptability to evolving situations.
- Strong interpersonal skills for building stakeholder relationships.
- Team player with leadership potential, guiding tasks like content development, online reputation management, and providing feedback for marketing campaigns.
- Proficiency with web analytics tools (e.g., GA4, LookerStudio, Google Ad Manager, Meta Business Manager, etc.).
- Bachelor's degree in marketing, PR, or a related field.
- Familiarity with WordPress or other content management systems is a plus.

Benefits of Sassy Media Group

- This is a full-time role with a friendly team that offers flexible hours and remote working opportunities.

If you are a motivated, results-oriented individual with a love of learning, we would love to hear from you! Please send your CV and cover letter to: jobs@sassymediagroup.com detailing why you are interested in the role.

Subject line: SMG Marketing Manager - Your Name



The applicant must be eligible to work in Hong Kong and be based in Hong Kong, (unfortunately we cannot sponsor a visa).