



## Marketing & Event Manager (Hong Kong)

Sassy Media Group is an English language lifestyle digital media company. The Marketing & Event Manager will be a key member of the lively SMG team, driving marketing initiatives that build awareness and engagement for the Sassy Hong Kong and Sassy Mama Hong Kong brands across digital, partnership, and event channels.

### Main responsibilities include:

- **Event Marketing & Campaign Management** - Lead the planning and execution of digital and physical events across Sassy Hong Kong and Sassy Mama Hong Kong, from concept development and promotion to partner coordination, on-site execution, and post-event review.
- **Collaboration, Partnerships & Market Awareness** - Stay closely connected to the Hong Kong market and local family, lifestyle, and cultural trends to spot timely opportunities, identify relevant partners, and proactively initiate collaborations that drive brand awareness, engagement, and growth.
- **Partner Collaboration:** Implement and oversee the various stages of all collaborations including partner liaison, web communications, social media promotion, banner ads, and campaign coordination.
- **Reporting & Analysis:** Track channel and campaign performance by analysing key data, measuring growth, and identifying opportunities for improvement through weekly and monthly reporting.
- **Partnership Collaboration:** Work with the Partnership Team to plan and develop promotional material, including media kits, rate cards, client communications, sales pitches, etc.
- **Paid Social & Content Promotion:** Support the planning, setup, and management of paid social campaigns, particularly Meta ads, to promote editorial, branded, partner collaborations, and event-related content, helping to increase reach, traffic, and visibility across Sassy Hong Kong and Sassy Mama Hong Kong channels.

### Required Skills:

- 3-5 years of experience in marketing, partnerships, PR, events, media, or related fields.
- Strong understanding of Hong Kong's lifestyle, parenting, family, and events landscape.
- Proven experience in event marketing, collaboration partnerships, activations, or community-focused campaigns.
- A proactive and commercially minded approach, with the ability to spot opportunities and turn ideas into execution.
- Strong relationship-building skills and confidence liaising with external partners, clients, PRs, venues, and stakeholders.
- Excellent project management and organisational skills, with the ability to manage multiple moving parts at once.
- Strong English verbal and written communication skills are essential. Fluency in spoken Cantonese is a plus but not a requirement.
- Comfortable working in a fast-paced environment and adapting quickly to changing priorities.
- Good analytical skills and experience tracking campaign performance and drawing actionable insights.



- Proficiency with digital, reporting, and advertising tools such as GA4, Looker Studio, Meta Business Manager, Meta Ads Manager, Google Ad Manager, eDM tools, and similar platforms.
- Familiarity with WordPress or other CMS platforms is a plus.
- Bachelor's degree in marketing, communications, PR, or a related field.

**Benefits of Sassy Media Group**

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

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](mailto:jobs@sassymediagroup.com) detailing why you are interested in the role.

***Subject line: SMG Marketing & Event Manager - Your Name***

The applicant must possess valid Hong Kong work authorization.