



The Wave _ Content Marketing Assistant

Job Description

- Plan and deliver an effective content marketing strategy and editorial plan to drive traffic, engagement and sales leads
- Assist in managing the content of different marketing channels including website, Facebook, Instagram, LinkedIn, Tumblr, Mailchimp etc., and replying on customer queries
- Produce news stories and social media content (including writing and basic visual media production)
- Interview with startup founders and write blogs
- Work closely with sales and marketing team to align and achieve promotion objective
- Support ideation of content for our brochures, program/product promotions, eDM, PowerPoint presentations and social media
- Optimizing content through SEO

Requirements

- Undergraduate in Journalism, Communication, Marketing or relevant fields
- Experience in digital and print content creation is an advantage
- Proactive, well-organized, independent and able to work under pressure
- Strong sense of responsibility, self-motivated, hardworking and detailed-minded
- Able to handle multiple tasks and meet deadlines with quality; strong work ethic and commitment to the success of the project
- Proficiency in MS Word, Excel, PowerPoint, English & Chinese Word Processing
- Proficiency in both written and spoken English and Chinese
- Self-driven, confident, ambitious, cheerful, fun and enjoy working in a team
- Flexible to adapt changing demands of the job and have strong multitasking ability

For interested candidate, please send your cover letter and CV to talent@thewave.com.hk

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