



## Musicfriendly

### *Your Music Education Advisor*

Established in 2000, Musicfriendly is a dedicated group of music professional specialising in education and music promotion. We develop a variety of music courses, covers both Western and Chinese music, which are tailor-made to accommodate different levels of students in both primary and secondary schools. In order to encourage students perform active learning, Musicfriendly organizes various music competitions and concerts, provides a sophisticated platform for students to learn music and develop their performance skills, and therefore to make music being their 'Lifelong Partner'.

Musicfriendly is now seeking for a high caliber individual to join our team as a Marketing Officer.

### **Marketing Officer**

#### **Job Duties**

- Formulate marketing plans and strategies for education and training programmes
- Plan and execute marketing campaigns and events and monitor the progress
- Prepare marketing communication materials
- Manage website and perform regular update on Facebook
- Conduct market surveys and compile relevant data
- Contact and liaise with external parties for sponsorship
- Coordinate with internal and external parties for event management
- Prepare event evaluation report and market intelligence of competitors
- Perform ad-hoc projects as required
- May required to work on public holidays or weekends

#### **Requirements:**

- Degree holder or equivalent, preferably major in Marketing or Communications
- Experience in event planning / online marketing is preferred
- Good command of both spoken and written English and Chinese
- Strong interpersonal and communication skills
- Demonstrate good sense of responsibility, multi-tasking and problem solving skills
- Proficiency in MS Office including Word, Excel, PowerPoint, and Chinese word processing
- Knowledge in Adobe Illustrator, Photoshop, video editing software etc., is an advantage
- Fresh graduate will also be considered

**Benefits:**

- Compensation Leave
- Discretionary Bonus
- Overtime Allowance
- Transportation Allowance
- On-job Training
- Medical Insurance

Interested parties please send your resume including your academic result, job experience, availability, current and expected salary to [jobs@musicfriendly.com](mailto:jobs@musicfriendly.com).

All Personal data collected will be kept in strict confidence and used for recruitment purpose only.