

The Equestrian Federation of Hong Kong, China (EFHKC) is the National Sports Association for Equestrian Sports in Hong Kong. It is recognised by the Sports Federation & Olympic Committee, Hong Kong, China (SF&OC), and affiliated with the Fédération Équestre Internationale (FEI). It aims to promote equestrian sports and support the training and development of athletes.

### **Marketing Executive/Senior Marketing Executive**

#### **Job Summary:**

The EFHKC seeks a skilled Marketing Executive to promote sports events, athletes, and programs. Responsibilities include managing budgets, coordinating events and programs on and offline, liaising with sponsors and media, and creating marketing materials. A proven track record in successful campaigns, excellent communication and organizational skills, and a passion for sports are essential. The Marketing Executive will play a crucial role in increasing awareness, engagement, and participation in EFHKC's sports events and programs.

#### **Responsibilities:**

- Collaborating with the Senior Marketing Manager to develop and implement comprehensive ATL and BTL marketing campaigns for EFHKC, encompassing website and social media management, email marketing, the creation of marketing materials, and the development of bilingual content
- Assisting in the planning, budgeting, coordination, production, and execution of EFHKC events, including ceremonies, sports competitions, conferences, courses & workshops, and other necessary events
- Managing media relations, handling PR inquiries, and proficiently drafting press releases
- Assisting in securing sponsors and donors to raise funding for the federation
- Collaborating with diverse cross-functional teams, including sports, finance, and administration, to ensure seamless execution of marketing campaigns
- Managing the membership database, executing membership acquisition and retention strategies in collaboration with the Senior Marketing Manager, including the implementation of membership marketing campaigns.
- Providing regular updates on campaign performance to the management
- Managing event finances, including budget tracking and invoice processing
- Assisting with ad hoc tasks as assigned

#### **Requirements:**

- Bachelor's degree in Marketing, Communications, Business Administration, Sports Management, or a relevant field preferred
- At least 2 years of experience in marketing, event management, sports management, or a related field
- Proven experience in marketing and event management
- Proficiency in Microsoft Office, including Word, Excel, and PowerPoint
- Proficient in marketing software such as Adobe Creative Suite is preferred

- Excellent written and verbal communication skills in both English and Chinese
- Strong organisational, time management, and project management skills
- Demonstrated ability to work collaboratively with cross-functional teams
- Ability to manage multiple tasks simultaneously while meeting tight deadlines
- Requires working outdoors on weekends and public holidays
- Experience with Equestrian Sports or sports organisations would be an advantage

If you are passionate about marketing or have a background in sports marketing, we encourage you to submit your application. We offer competitive compensation and benefits packages and opportunities for growth and development within our organisation.

**This position is subvented by the Leisure and Cultural Services Department (LCSD).**

For queries and applications, please email by 22 Jan 2024 with a full resume to:  
The Human Resources Management Subcommittee  
Hong Kong Equestrian Federation  
[hr@efhkc.org](mailto:hr@efhkc.org)

*Personal data collected will be used for recruitment purposes only.*