

## **PR Associate**

### **Responsibilities:**

- To perform day-to-day account work which includes: drafting a wide range of programs written materials, coordinating events, maintaining client and media contact, managing projects performed with and by others and supervising more junior staff.
- To act as a liaison between client, outside suppliers (graphic designers, photographers, A/V houses, etc.) and, as appropriate, other internal and external audiences (e.g., employees, media, interest groups).
- To interface with client contacts and others in a professional, positive and appropriate manner.
- To implements events such as press conferences, media briefings, analyst meetings, media tours third-party advocacy, etc.
- To apply knowledge of the full range of resources available throughout the company.
- To consistently identify and pursue opportunities for enhancing involvement and contributions to the account, team and agency.

### **Requirement:**

- Degree holder in Marketing/Communications with at least 3-4 years' experience in event planning and organization with 4As Agency.
- Broadening knowledge of PR, social and industry landscape.
- Outgoing, confident, able to articulate his/herself well, motivated to learn and embrace new challenges.
- Able to develop communication ideas to engage media and influencers, beginning to show ability for bigger creative ideas.
- Excellent in media relations - have been good contacts and have secured stories with HK media.
- Fluent in English and Cantonese.

## **Account Executive**

### **Responsibilities:**

- Responsible for day to day project administration in an accurate and timely manner.
- Assist in developing briefs for the client.
- Develops a thorough understanding of the brands and apply the knowledge to meet/exceed clients' expectation.
- Develops a sense of ownership and passion for all creative work.
- Works with peers across departments & disciplines to apply best account servicing practice.
- Manage ad hoc projects when required.

### **Requirements:**

- Degree holder with one year experience in marketing / communications industry is preferable.
- 1 to 2 years relevant or agency experience is an advantage.
- Good at project management and interpersonal skills. Well organized and pays attention to details.
- Good communication in both written and oral presentations (English and Chinese).
- Proficient in the use of Microsoft Office (Excel, Word, PowerPoint).