



S P O R T S Y N C

Marketing Specialist

About Sportsync:

Sportsync is a dynamic social media platform focused on sports networking and talent discovery. This platform aims to provide connections and opportunities for athletes, sports teams and organizations. The users of this platform will be anyone within the sports industry i.e. all levels and ages of athletes, sports teams, businesses, events, organizations, schools, and more.

Job Description:

As the Marketing Specialist, you will be responsible for telling the world the story of our Sportsync platform. From determination of positioning, branding, digital, social media, events planning, and external communications, you will help shape the voice of our services and help it grow a loyal user base. In this role, you'll be involved with the development and execution of marketing strategies from beginning to end.

Responsibilities:

- Set specific marketing goals.
- Develop and execute marketing plans to achieve business goals.
- Digital marketing implementations.
- Social media branding.
- Analyze and review all marketing initiatives as well as budget control.
- Conduct market research to anticipate market trends and understand users behavior.
- Develop and manage media relations and channels.
- Lead the team on promotion planning, execution and evaluation.
- Brainstorm and develop ideas for creative marketing campaigns.
- Develop, formulate and implement marketing and social media strategies to build brand image and raise brand awareness through integrated campaigns.
- Drive new marketing strategies to improve attractiveness of the brand.
- Liaise with external vendors to execute promotional events and campaigns.
- Liaise with internal team and ensure brand consistency.
- Collaborate with operations team to design marketing programs.
- Analyze marketing data (campaign results, conversion rates, traffic, etc) to help shape future marketing strategies.
- Support marketing workshops, events and exhibitions.

Requirements:

- Degree holder in Business Management (Major in Marketing is preferable) or relevant field.



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- Proven work experience as a Marketing Specialist, Marketing Manager or similar roles.
- Competed in professional or amateur level sports.
- Solid computer skills, including MS Office, marketing software (Adobe Creative Suite & CRM) and applications (Web analytics, Google Adwords etc.).
- Excellent written and verbal communication skills (English, Cantonese and Putonghua) - there is a heavy amount of writing, presenting and selling ideas in this role.
- Commercial awareness partnered with a creative mind.
- Prefer working in a collaborative, cross-team capacity.

Desired Skills and Experience:

- Minimum 2-years of solid and relevant experience in marketing/ sports marketing industry.
- Creative in marketing strategy, tactic, and program development, strong analytical and business management skills.
- Possess excellent communication skills and is able to communicate with all levels.
- Capable to work under pressure independently in multiple projects environment.

Compensation:

- We offer 5-day work week, competitive salary, year-end bonus, and annual leave to the successful candidate.
- Free round trip shuttle bus service will be provided at designated times to/from the Cyberport office: Mei Foo, Tai Wai, Kowloon Tong, Olympic, Han Hau, Yau Tong, Sheung Wan, and Sai Wan.
- Free gym membership at Cyberport.

Application Method:

Interested parties please send your cover letter and resume together with date of availability to mysuccess@affinityed.com for consideration.