

# Content Creator

## Responsibilities:

- Perform interviews for local news, explore, research and provide creative copywriting
- Stay abreast of the latest local digital marketing trends, popular culture and hot topics, identifying key advertising content
- Utilize content-driven strategies to maximize exposure and attract a larger user database
- Stay up to date with industry trends, emerging technologies, and best practices in multimedia content production, and recommend innovative approaches to enhance content quality and engagement
- Willingness to appear on the camera is a plus

## Requirements:

- Bachelor's Degree holders in Media, Journalism, Communication or other relevant disciplines
- 1 year or above in relevant work experience; media work experiences with video editing and frame-out are preferred
- Familiar with major social media platforms and best practices
- Strong attention to detail and ability to multitask in a fast-paced environment, well-organized and able to handle multiple projects under a tight deadline
- Good command of written and spoken Chinese and English, knowledge of Mandarin will be an added value
- Working Location: Tseung Kwan O Industrial Estate