

Job Title: Senior Marketing Executive (Full-time)

Reporting Line: Reports to Marketing Manager

Mode of Work: Hybrid

Job Overview:

Alongside is seeking a creative and strategic Senior Marketing Executive to lead our mission in promoting death literacy and advance planning services in Hong Kong. We need a candidate who can blend high-end graphic design with cutting-edge AI tools to create engaging social media content and impactful campaigns activations. You will be responsible for transforming complex medical, legal, and ethical concepts into visual narratives that resonate with diverse audiences, including the LGBTQIA+ community and other underserved groups.

Job Responsibilities:

1. Creative Content & Graphic Design

- Lead the end-to-end production of high-quality graphic assets for social media, websites, and print materials.
- Utilize Adobe Creative Suite (Illustrator, Photoshop, InDesign) and Canva to maintain Alongside's distinct, calm, and professional brand identity.
- Produce engaging multimedia content, including short-form videos and motion graphics, to simplify end-of-life topics.

2. AI Literacy & Digital Strategy

- Implement AI-driven tools for content creation, workflow optimization, and data analysis.
- Launch and manage data-backed media campaigns across Instagram, LinkedIn, and other digital channels to increase service uptake.
- Monitor digital trends and AI developments to keep Alongside at the forefront of social innovation.

3. Media & Campaign Management

- Develop and execute comprehensive marketing campaigns to promote Advance Medical Directives (AMD) and other services.
- Liaise with media partners and influencers to expand Alongside's reach into the mainstream consciousness.

4. Marketing Event Management

- Manage the marketing and promotional logistics for various public events and activations.
- Coordinate on-site marketing activations and manage physical installations.

Qualifications and Requirements

Core Competencies (Essential):

- **Education:** Bachelor's degree. Graphic Design, Marketing, Communications, or a related field preferred.
- **Experience:** A minimum of 2 years of experience in marketing or creative agencies, with a proven portfolio of successful campaigns.
- **Graphic Design:** Expert proficiency in Graphic Design software like AI, Photoshop & Canva.



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- **AI Literacy:** Hands-on experience with AI tools for design, copywriting, or marketing automation.
- **Language:** Fluent written and spoken Chinese (Cantonese) and English.

Preferred Competencies (Beneficial):

- **Technical Skills:** Experience with video editing (Premiere Pro/After Effects) or web management (WordPress).
- **Social Impact:** Experience working in healthcare, social enterprises, or advocacy for marginalized communities (e.g., LGBTQ+).

Personal Qualities

- able to handle sensitive topics like death and grief with empathy and intellectual rigour.
- High emotional stability and the ability to find beauty and hope within end-of-life education.
- Strategic thinker with a "mission before metrics" mindset.

What We Offer:

- Flexible working hours and a vibrant, fast-growing social enterprise environment.
- The opportunity to lead meaningful, system-level change in Hong Kong's death literacy.
- Exposure to a diverse range of activities, from academic conferences to public art installations.
- A clear career path with significant opportunities for personal and professional growth.

How to Apply:

Interested parties are invited to send their CV, applying post, personal portfolio and expected salary to our hr@walkalongside.org, along with a cover letter by **14 February 2026**.