



Marketing

This is where you unleash your creativity, ignite your leadership potential, and immerse yourself in a community dedicated to shaping the future through inspiring talks. Don't just attend TEDxHSG; shape it, and let your voice be the catalyst for change.

Job Description:

In Marketing at TEDx you are a creative and skilled person dedicated to promoting TEDx events across various platforms. This role is essential in building awareness, engaging the community, and ensuring the successful reach of TEDx's ideas worth spreading. The ideal candidate will have a blend of creativity and analytical skills, with a strong grasp of both digital and traditional marketing channels, and in the best case is able to produce content.

Key Responsibilities:

- Develop and execute marketing strategies to promote TEDx events on digital platforms, including social media, online advertising and on-campus work.
- Engage audiences through innovative content creation, from social media posts to partnerships.
- Design and implement advertising campaigns tailored to different media channels, including print and digital.
- Collaborate with other teams to create cohesive and impactful promotional materials.
- Foster relationships with sponsors, partners, and other stakeholders to expand reach and develop cross-promotional opportunities.
- Manage the TEDx brand presence, ensuring consistent and effective messaging across all platforms.
- Stay current with marketing trends and tools, and apply best practices to maximize the impact of TEDx events.

Required Skills:

- Experience some form of marketing
- Content creation skills, with the ability to produce compelling copy and engaging visuals.
- Proficiency in social media marketing, search engine optimization (SEO), and email marketing.
- Creative thinking paired with a results-driven mindset.

The Marketing Specialist will play a crucial role in amplifying the TEDx message and ensuring that events capture the attention and imagination of a global audience. If you have a passion for storytelling, a knack for engaging audiences, and a commitment to excellence, we invite you to apply.

Send us your CV & short statement of motivation to info@tedxhsg.com and we are happy to schedule an interview with you!