



Position Title

Graphic Design Lead

The Hong Kong Rugby Union (HKRU) is seeking a Graphic Design Lead to join our Commercial Department. As the body responsible for the governance, development, and promotion of Rugby in Hong Kong, the HKRU is a dynamic, creative, and innovative company to work for, committed to excellence in global event hosting and sporting development.

Job Summary

We are seeking a content creator. A true believer in the power of creativity to drive meaningful results. The ideal candidate will possess a strong design sense, knowledge of communication hierarchy, solid typographical skills and commercial savviness. You'll be responsible for helping to define the image of the Union's communications across both print and digital platforms.

Specific Responsibilities

- Creative concept development
- Creation of HKRU assets for both print advertising (advertorials, flyers, poster, billboards, bus wraps etc) and digital advertising (website, eDM, social media, digital banners etc)
- Photography & Videography execution/management/support
- Video asset creation, and support of external videography agencies
- Creation of event branding collaterals, working in line with production/execution vendors
- Brand Guardian of all internal and external HKRU assets, including copy proofreading
- Work with external agencies, freelancers, and vendors on ad hoc projects
- Continuous research, brainstorming, idea generation and regeneration to ensure all content remains fresh and innovative
- Interpretation of results and stats for future content development

The Ideal Candidate

The ideal candidate is a highly energetic creative thinker who is always up for a challenge. We're looking for both an independent worker, and a team player, able to handle the pressure of multi-tasking in a busy working environment, whilst constantly delivering flawless executions.

Your Profile

- Degree holder in a Graphic Design-related field
- An interest in sport and particularly rugby is an advantage
- At least 3-5 years relevant experience in a Graphic Design role (either agency or in-house)
- Skilled executor with attention to detail
- Fluent spoken and written English, Chinese language skills are an advantage
- Must have an intimate working knowledge of Adobe software; Illustrator, Photoshop, InDesign, Dreamweaver, Flash etc
- Photography & Videography skills are an advantage

If you are offered an interview, you will be required to bring along working examples of your projects.

Salary offered will be commensurate with experience and qualifications.

Please apply with full C.V. detailing your last salary, expected salary and available date of commencement, to; **Human**

Resources Department, Hong Kong Rugby Union,

Room 2001, Olympic House,

1 Stadium Path,

So Kon Po,

Hong Kong

or by email to hr@hkrugby.com before 22nd January 2021.

Personal data collected will be used for recruitment purposes only.

Only short-listed candidates will be contacted directly.