



Ydotx Services Limited

Position: Marketing Officer (Content Creator)

Location: Causeway Bay, Wan Chai District

Employment Type: Full-time

Key responsibilities:

- **End-to-End Content Creation & Production:**

Brainstorm, conceptualise, plan, script, shoot, and produce highly engaging multimedia content for digital and social media platforms. This includes eye-catching graphics, trending short videos/reels, post captions, web visuals, blogs, and other creative assets from concept to execution.

- **Community & Campaign Promotion:** Design print and digital promotional materials and campaign assets, including key visuals, social media grids, posters, event props, digital signages and more, ensuring a consistent and strong brand identity.

- **Gen Z Engagement & Collaboration:** Stay ahead of social media trends and youth culture. Collaborate with university students, key influencers (KOLs/KOCs), and youth organisations to co-create creative content that authentically resonates with Gen Z audiences.

- **Pitch Deck Retouching & Visualisation:** Assist in retouching and enhancing existing pitch decks and proposals to help potential clients better visualise ideas and concepts.

- **Analytics & Reporting:** Handle Meta Ads, track content performance and generate insights to optimise marketing strategies.

- **Ad-hoc Support:** Provide any additional support for in-house and client projects as required.

We need someone who:

- Degree holder. Experience in creative content development and multimedia design is a must.
- Experience as a media reporter, editor, or digital content creator is a big plus.
- Proficient in graphic and video design software (e.g. Canva, CapCut, Adobe Photoshop, Illustrator, etc.). Familiarity with adopting AI tools to enhance design work is advantageous.
- Proficient in handling digital ads and Google Analytics is advantageous.
- Strong understanding of Gen Z trends, language, and culture.
- Proactive, innovative, detail-oriented, and responsible.
- Ability to work collaboratively with the team as well as independently.

Why Join Us

- **Impact:** Be part of a fast-growing company where you can make a direct impact on the brand's growth and success.
- **Collaborative & Open-Minded Culture:** Join a team that thrives on creativity and innovation, fostering an environment where new ideas are welcomed, and every voice is valued.
- **Benefits:** Year-end bonus, medical insurance, training allowance, and additional perks.

About Y.X Community

Associated with Crystal Group (HKEX-listed), Y.X Community is Hong Kong's largest and award-winning membership network dedicated to university students and young professionals.

Since inception, Y.X Community has built strong partnerships with hundreds of leading brands across industries, helping them connect authentically with young audiences through integrated 360° marketing solutions. Our work spans experiential events, digital and social campaigns, KOL collaborations, affiliate programmes, OOH activations, and innovative co-creation initiatives that deliver measurable results.

At Y.X Community, we combine purpose-driven values with commercial excellence. We are fast-growing, highly collaborative, and constantly experimenting with new ideas, platforms, and formats to stay ahead of trends in youth culture and marketing.

Website: www.yxcommunity.com

IG: @y.x_community

Application

Please send your resume via email to **zita.feng@ydotx.com** with the subject line "Marketing Officer (Content Creator)".

****Please include a portfolio of your best work in PDF format or as a link with your application.**

The information provided will be used for recruitment-related purposes only. All personal data of unsuccessful applicants will be destroyed within 6 months from the date of application.