



Position: Project Officer (Marketing Campaign)

Drink Without Waste (DWW) is looking for a Project Officer to develop and execute our campaigns.

Key Responsibilities

- Devise B2C and B2B campaigns with the aim of recovering beverage packaging.
- Motivate stakeholders and partners to place recycling bins and promote recycling initiatives
- Liaise with beverage producers, property management, shopping malls, environmental groups and waste recyclers
- Execute marketing events and projects
- Generate educational materials, publications, social media, press releases and newsletters

Knowledge & Experience

- 2-3 years' experience in event planning or marketing
- Skills in photoshop, indesign and video making are bonus
- Degree in Marketing, Business Development and Management, Corporate Communications, Environmental Management or relevant subjects an advantage
- Skills in WordPress; Microsoft Office; content management systems; and social media platforms including graphic design, video editing and content writing are useful
- Self-motivated, willingness to learn, pro-active, ready to join a fast-paced team environment

Interested parties may email cindy@designinghongkong.com by **20 November 2021** with your curriculum vitae, writing sample(s), available date, present and expected salaries.

Personal data provided will be used for recruitment purpose only.

About Drink Without Waste

Drink Without Waste (DWW) is an initiative led by the Single-Use Beverage Packaging Working Group, a coalition of beverage manufacturers and importers, waste handlers and recyclers, institutions, retailers and NGOs in Hong Kong focused on reducing waste from beverage consumption.

Established in September 2017, the Working Group seeks to reduce the volume of used beverage packaging going to waste by 70 to 90% in 2025. Our strategies are: to reduce the use of single-use beverage packaging; to establish sustainable beverage packaging standards; to collect used beverage packaging; and to recycle the collected materials. (<https://drinkwithoutwaste.org/>)