

## **Assistant Marketing Manager (Digital)**

### **About the post**

Reporting to the Co-Directors and Head of Communications of CHAT, the Assistant Marketing Manager (Digital) shares in the responsibility to promote CHAT's programs, activities, exhibitions, and facilities to local and international media; responsible for all marketing initiatives to position and brand CHAT and its related happenings, and to facilitate audience and visitor growth in support of the CHAT's mission and goals. The Assistant Marketing Manager (Digital) is also responsible for building ongoing public interest and support for CHAT through partnerships and collaborations.

### **Main duties**

The Assistant Marketing Manager (Digital) will be expected to:

- Manage the creation and execution of overall digital marketing and public relations strategies for CHAT.
- Manage CHAT website development and online marketing strategies for CHAT via official social channels including Facebook, Instagram and LinkedIn etc.
- Optimize website and social media channels for SEO as well as user experience.
- Co-manage and develops the CRM system of CHAT to facilitate the growing visitor base.
- Supervise brand enforcement, ensures consistency of design, messaging and the production and quality control of promotional images and videos for all marketing campaigns and communications.
- Supervise junior team members and interns / management trainees, and oversees invoice processing.
- Work with tourism and hospitality partners to promote the museum as a cultural destination on digital platforms.
- Work with outside vendors including advertising representatives, PR consultants, etc.
- Assist with developing cross-promotional partnerships and collaborations with key arts and business organizations and advertising/ PR consultants.
- Assist with media buys and negotiations for media sponsorships for events and programs.

You should have/be:

- Bachelor's degree required in communications, marketing, digital marketing, cultural management or liberal arts.
- 6 years-experience in related field, and at least 1 year-experience in managerial role.
- Prior experience working in museums or in arts digital marketing preferred.
- Experience in planning and conducting digital marketing and communications campaigns. (Knowledge of non-profit branding initiatives preferred.)
- Up to date and hands on knowledge and experience with digital and social media marketing tools; excellent, demonstrated written, oral, interpersonal, and communication skills (including editing ability), and must be able to work effectively with a wide range of

constituencies in a diverse community.

- Knowledge of arts and culture press is important. Nonprofit experience, particularly with an art organisation (medium to large size), is preferred as is knowledge of local and international arts and audience trends.
- A team player who have an ability to work flexibly and collaboratively. Must be able to perform effectively in a fast-paced environment with a high level of creativity and self-direction.
- Candidates with less qualification and experience will be considered as Senior Digital Officer / Digital Assistant.

### TO APPLY FOR THIS POSITION

Qualified candidates should email their cover letter, CV, expected salary, names of 2 references with contact information to [hr@mill6chat.org](mailto:hr@mill6chat.org)

*The information provided will be kept confidential and used for recruitment purposes only. Applicants not contacted within **six weeks** may consider their applications unsuccessful.*