

Assistant Manager – Branding and Communications

About the post

Reporting to Director of Branding and Communications, the Assistant Manager of Branding and Communications shares in the responsibility to promote CHAT's programmes, 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.

Main duties

The Assistant Manager of Branding and Communications will be expected to:

- work closely with the team and participate in the creation and execution of overall marketing and public relations strategies for CHAT, including budget and timeline planning and monitoring.
- assist in managing and developing marketing strategies for CHAT website, social media and digital platforms.
- assist in developing an integrated marketing plan (online and offline) which focuses on segmented audience experiences/offers, including exhibitions and programmes
- optimise the CRM system of CHAT to facilitate the growing visitor base.
- supervise brand enforcement, ensure consistency of design, messaging and the production and quality control of promotional images and videos for all marketing campaigns and communications.
- coordinate with tourism and hospitality partners to promote CHAT as a cultural destination on digital platforms.
- liaise with external agencies including advertising representatives, PR consultants, etc.
- assist in developing cross-promotional partnerships and collaborations with key arts and business organisations and advertising/ PR consultants.
- writing, translating and reviewing texts for CHAT's promotion.
- coordinate on media buys and negotiations for media sponsorships for events and programmes.
- supervise junior team members / interns and oversee invoice processing.
- provide administrative support to the team.
- perform any other duties as assigned.

You should have/be:

- Bachelor's degree required in communications, marketing, digital marketing, cultural management or liberal arts with at least 4 years' working experience in related field.
- 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.
- experience in planning and conducting marketing and communications campaigns. (Knowledge of non-profit branding initiatives and digital campaign 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.

- must be able to perform effectively in a fast-paced environment with a high level of creativity and self-direction.
- a good team player.
- flexibility for being required to work in off hours, weekend and public holiday from time to time as deemed necessary.

TO APPLY FOR THIS POSITION

Qualified candidates should email their cover letter, CV, expected salary and names of 2 references with contact information to hr@mill6chat.org by 31 Jan 2022.

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

Important Note

Centre for Heritage Arts and Textile (“CHAT”) is a Temporary Places of Public Entertainment (“TPPE”) licensed premise and we abide by the HKSAR government-maintained measures under the Prevention and Control of Disease - Requirements and Directions (Business and Premises) Regulation Cap. 599F. Upon employment by Mill 6 Foundation Limited that operates CHAT, staff is expected to comply with the government stated vaccination or testing requirement and/or other requirements of the company.