

Senior Officer – Branding and Communications

About the post

Reporting to Director of Branding and Communications, the Senior Officer of Branding and Communications shares in the responsibility to promote CHAT's programmes, events, exhibitions, and facilities and CHAT Shop to local and international media; responsible to assist in all marketing and branding related happenings, and to facilitate audience and visitor growth in support of CHAT's mission and goals.

Main duties

The Senior Officer 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 related tasks for CHAT and CHAT Shop.
- responsible for the maintenance of CHAT's affiliated website and digital platforms.
- executing the contents of CHAT's affiliated social media channels including Facebook and Instagram.
- assist in the execution of an integrated marketing plan (online and offline) which focuses on segmented audience experiences/offerings, including exhibitions and programmes.
- assist in optimising the CRM system of CHAT to facilitate the growing visitor base.
- assist in brand enforcement, ensure consistency of design, messaging and the production and quality control of promotional images and videos for all marketing campaigns and communications.
- liaise with media and external parties including advertising representatives, PR consultants, etc. and provide on-site support when necessary.
- 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 with a focus on Chinese copies.
- coordinate on media buys and negotiations for media sponsorships for events and programmes.
- supervise 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, advertising and public relations, cultural management or liberal arts with at least 3 years' working experience in related field.
- knowledge and work experience in contemporary arts and culture is preferred.
- knowledge of arts and culture press and local and international audiences is important.
- candidate with agency and/ or commercial background is preferred.
- experience in planning and conducting marketing and communications campaigns. (Knowledge of non-profit branding initiatives and digital campaign is an advantage.)
- up-to-date and hands-on knowledge and experience with digital and social media marketing tools; demonstrated excellent written Chinese (including editing ability), fluency in oral Cantonese, English and Putonghua, and interpersonal and communication skills; 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, weekends and public holiday from time to time as deemed necessary.
- most importantly, has had prior visit to CHAT and with basic knowledge of CHAT's mission and activities.

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 18 Nov 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.