

Officer – Branding and Communications (Digital Media)

About the post

Reporting to the Manager of Branding and Communications (Digital Media), the Officer of Branding and Communications (Digital Media) shares in the responsibility to promote CHAT's programmes, events, exhibitions, and facilities and CHAT Shop to local and international targets; responsible for assisting in all marketing and branding related functions, and to facilitate audience and visitor growth in support of CHAT's mission and goals.

Job Description

The Officer of Branding and Communications (Digital Media) will be expected to:

- responsible for the maintenance of CHAT's affiliated website and digital platforms;
- responsible for the content execution of CHAT's affiliated social media channels including Facebook and Instagram;
- responsible for conducting market research, analysis and marketing surveys;
- work closely with content and editorial team and participate in the creation and execution of overall marketing and public relations related tasks for CHAT and CHAT Shop;
- assist in content execution (including video production and photo shooting) for a range of online platforms which is optimised for, aligns with and promotes the brand;
- assist in the execution of CHAT's CRMS in collaboration with Partnerships and Development team to facilitate the growing visitor base;
- assist in the execution of digital marketing campaigns across multiple channels, utilising tools and techniques as appropriate including e-mail marketing, paid search, advertisement and SEO;
- 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;
- coordinate on media buys and negotiations for media sponsorships for events and programmes;
- perform administrative tasks to ensure the functionality of marketing activities, including but not limited to, the update of databases, spreadsheets, inventory lists and promotional presentations; and
- perform any other duties as assigned.

You should have/be:

- Bachelor's degree required in marketing, digital media, communication, website/graphic design, liberal arts or business with at least 1-2 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 is an advantage. (Knowledge of non-profit branding initiatives and digital campaign is preferred.)

- 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 15 April 2023.

*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.