

Manager – Branding and Communications (Digital Media)

About the post

Reporting to Director of Branding and Communications, the Manager 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 to manage all marketing and branding related functions, and to develop audience and visitor growth in support of CHAT's mission and goals.

Job Description

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

- lead the development and maintenance of CHAT's website, devising strategies to drive online traffic and continuing to improve usability, design, content and conversion;
- lead the development of CHAT's digital media presence;
- lead the development of CHAT's CRMS in collaboration with Partnerships and Development team;
- develop and manage digital marketing campaigns across multiple channels utilising tools and techniques as appropriate including e-mail marketing, paid search and advertisement and SEO;
- create and update digital marketing strategies that will support CHAT and CHAT Shop to achieve its aims as part of the overall Branding and Communications plan;
- oversee the content execution of CHAT's affiliated social media channels including Facebook and Instagram;
- work with content and editorial team to create high quality content (including video production and photo shooting) for a range of online platforms which is optimised for, aligns with and promotes the brand;
- work with external agencies when required to develop and maintain CHAT's online presence;
- supervise Digital Media Officer and interns and oversee invoice processing;
- review new technologies and keep the company at the forefront of developments in digital marketing; and
- recommend the use of appropriate analytics to measure, evaluate and report against goals and performance of all digital marketing activity and plans.

You should have/be:

- Bachelor's degree required in marketing, digital media, communication, website/graphic design, liberal arts or business with at least 8 years' working experience in related field.
- Previous experience in a similar digital marketing role.
- Relevant experience including CMS, SEO, PPC, e-marketing, social media and analytics.
- Knowledge of current online marketing trends and best practice.
- Knowledge and work experience in contemporary arts and culture is preferred.
- 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.)
- 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.