

MARKETING MANAGER – Art Central Hong Kong

We are seeking a results-focused, enthusiastic, events Marketing Manager to join the Art Central team and lead the 2019 campaign. As the Marketing Manager, you will work alongside the Fair Director and Managing Director to plan the marketing campaign for the event and will assume overall responsibility for development and implementation of the campaign, including strategic planning, reporting and control of the marketing budget. You will offer innovative and creative marketing strategies that will make an impact and ultimately drive ticket sales and online traffic, evolving a campaign that is now in its fourth year. You will be self-starting energetic, autonomous and results driven manager that executes the role proactively and independently without assistance or prompting from the executive team.

This is very much a target driven role with a high emphasis on all marketing activities leading to the ultimate goal of selling tickets and getting visitors to the event. The Marketing Manager's role is to ensure the correct target markets are reached across three major segments - collectors, buyers and general public - to achieve attendance numbers.

To be successful in this role, you should have an understanding and experience in event marketing and a good understanding of digital media as well as the ability to grow and develop an existing visitor database to deliver a targeted visitor attendance. Strong verbal and written communication skills are essential as is excellent time and project management skills. Along with the relevant tertiary qualification in marketing and event management (or equivalent), you will have highly developed interpersonal skills.

KEY RESPONSIBILITIES

- Manage the implementation of the marketing and communication strategy and the campaign rollout;
- Oversee the preparation of event marketing materials, including leaflets, posters, tickets, eDMs or as required;
- Develop and manage all digital communications including social media;
- Liaising with suppliers (printers, designers, distribution agencies) to ensure projects are executed and delivered within deadline.
- Monitor, review and report on all marketing activity weekly;
- Manage the marketing budgets ensuring all project components are delivered on schedule and on budget;
- Copywriting for all promotional collateral, including advertising and copy for external communications;
- Manage and coordinate all marketing and promotional staff;
- Manage visitor subscriber and distribution database;
- Act as liaison for contracted Public Relations agency, providing the link between the fair and the agency, supplying appropriate promotional content on request;
- Support the Director in the development and management of collaborative partnerships and sponsorships, including the execution of deliverables;
- Secure and manage media partnerships, including the execution of deliverables;
- Management of the Art Central website, including copywriting and imagery;
- Managing effective distribution of marketing materials, both print and online, including but not limited to complimentary tickets, pre-event flyers and VIP cards;
- Managing the ticket agency, and daily reporting of ticket sales during event period;

KEY SELECTION CRITERIA

- Minimum bachelor's degree with a preference in marketing, communications or a related discipline;
- Minimum of 3-7 years' experience in marketing, ideally within the events industry;
- Demonstrates experience in marketing and communications strategic planning and campaign delivery;
- Excellent written communication skills with the ability to write for different audiences;
- Excellent attention to detail and accuracy particularly in relation to proof reading;
- Confident with strong interpersonal skills and excellent verbal communication skills;
- Strong planning and time management skills, with the ability to manage competing tasks and work under pressure;
- Ability to work independently and take direction as required;
- Excellent interpersonal, communicative, consultation, and negotiation skills, with a working knowledge and interest in Hong Kong's contemporary art scene;
- Discipline and resourcefulness, with the ability to think laterally and solve problems creatively;
- Proficient in Microsoft Excel, Word and Outlook;
- Strong understanding of social media and digital marketing;
- Strong understanding and experience in managing budgets; and
- Experience in working with ticketing agencies

DESIRABLE ATTRIBUTES

- Experience in WordPress website management; and
- Experience in Adobe Creative Suite.

SALARY AND HOW TO APPLY

The position is full-time and offers a salary commensurate with experience. To apply, please send through your CV and a tailored Covering Letter addressing key criteria outlining why you would like to work at Art Central and what you will bring to the role to Charles Ross at charles@smelondon.co.uk.