



ART CENTRAL 2021 EDITION

Lead Partner 首席合作伙伴

 UOB

20 – 23 May 2021

Preview 19 May

Hong Kong Convention
and Exhibition Centre

香港會議展覽中心

JOB DESCRIPTION | MARKETING EXECUTIVE

Event: Art Central

Role type: Full-time (2-month contract)

Salary: On request

Reporting to: Marketing Manager

Start Date: ASAP

End Date: 4 June 2021

OVERVIEW OF ART CENTRAL

Art Central, a cornerstone event of Hong Kong Art Week, showcases the next generation of talent from Asia's most innovative galleries alongside distinguished artists from around the world.

Presented in partnership with United Overseas Bank (UOB), Art Central 2021 takes place 20 – 23 May 2021 (VIP Preview 19 May) at the Hong Kong Convention and Exhibition Centre.

Now in its sixth edition, Art Central has established itself as an international platform for pushing boundaries in contemporary art and experimentation and is recognized as a place of discovery for seasoned collectors and new buyers alike. The Fair provides a platform for museum-quality artworks from more established names to be exhibited alongside cutting-edge works by emerging artists across different mediums.

The strong gallery line-up is complimented by a dynamic five-day programme that includes large-scale installations curated by André Chan, and a renowned talks programme in collaboration with the Fair's long-standing Education Partner, the Asia Society Hong Kong Centre.

OVERVIEW OF THE POSITION

We are seeking an enthusiastic, experienced marketer to take the position of Marketing Executive. As the Marketing Executive, you will work alongside the Marketing Manager to develop and implement the marketing campaign for Art Central. You will assist with offering innovative and creative marketing strategies that will make an impact and ultimately drive attendance. You will be self-starting, energetic, autonomous and results orientated executive that executes the role proactively and independently with guidance from the management team.

To be successful in this role, you should have an understanding and experience in marketing, copywriting skills, a good understanding of social media and digital marketing. Strong verbal and



ART CENTRAL 2021 EDITION

Lead Partner 首席合作伙伴

UOB

20 – 23 May 2021

Preview 19 May

Hong Kong Convention
and Exhibition Centre

香港會議展覽中心

written communication skills are essential as is excellent time and project management skills. Along with the relevant tertiary qualification in arts or event marketing (or equivalent), you will have highly developed interpersonal skills.

KEY RESPONSIBILITIES INCLUDE:

- Assisting the implementation of marketing strategy to drive audience attendance
- Electronic direct mail (EDM) copywriting, creation and deployment
- Social Media and community management across Facebook, Instagram and Twitter
- Managing the effective distribution of marketing materials, both print and online
- Managing marketing and registration enquiries, online and via phone
- Execution of sponsor / partner marketing deliverables
- Assisting with the preparation of event marketing materials, including leaflets, posters, tickets and invitations
- Maintenance of the website
- Onsite management of communications, media, visitor flow and entrance

SELECTION CRITERIA:

- Minimum bachelor's degree with a preference in marketing, communications or a related discipline or equivalent experience
- Minimum of 2 years' experience in marketing, ideally within the arts industry or events/conference industry
- Excellent verbal and written communication skills
- Proficient in Microsoft Excel, Word, Outlook and Photoshop
- Highly efficient organisational skills
- Excellent attention to detail and accuracy
- Ability to work under pressure and meet deadlines
- Strong understanding of social media and digital marketing
- Ability to work independently and take direction as required
- Preferred skills: Wordpress and EDM software experience, additional languages to English an advantage

HOW TO APPLY

To apply, please send through your CV and a tailored Cover Letter addressing key criteria outlining why you would like to work at Art Central and what you will bring to the role to Marketing Manager Emma Battaglione at marketing@artcentralthongkong.com.