

## **JOB DESCRIPTION | MARKETING MANAGER**

Event: Art Central

Role type: Full-time

Salary range: Dependent on experience

Reporting to: Managing Director and Fair Director

Art Events HK are seeking a results-focused, enthusiastic, events Marketing Manager to join the Art Central team and lead the marketing campaign. Art Central is a cornerstone event of Hong Kong Art Week, held in March annually in Hong Kong. The event showcases leading galleries from Hong Kong and beyond, with an ambitious five-day program including performances, large scale installations, engaging panel discussions, talks and tours.

Presented in partnership with United Overseas Bank (UOB), the eighth edition of Art Central will be held 22 to 25 March 2023 (Preview 21 March) at the Hong Kong Convention and Exhibition Centre, running alongside Art Basel Hong Kong.

As the Marketing Manager, you will work alongside the Managing Director and Fair 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 seventh 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. Marketing Manager 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 strong understanding of digital media, including digital content creation and storytelling. A knowledge of contemporary art is preferred. You should also have the ability to grow and develop an existing visitor database to deliver a targeted visitor attendance. Strong verbal and written communication skills in English and Cantonese 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, photographers, videographers) 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 team in the development and management of collaborative partnerships and sponsorships, including the execution of deliverables;
- Secure and manage marketing and 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 digital VIP Passes;
- Managing the ticket agency, and daily reporting of ticket sales during event period;
- Work closely with the VIP Relations Manager and Fair Director to deliver the important VIP audience, including preparation of VIP communications in the form of eDMs or as required.
- Manage the Marketing Executive

### **Key Selection Criteria**

- Minimum bachelor's degree with a preference in marketing, communications or a related discipline;
- A knowledge of contemporary arts is preferred, a love of art and culture is essential;
- Minimum of 5-7 years' experience in marketing, ideally within the events industry;
- Demonstrates experience in marketing and communications strategic planning and campaign delivery;
- Excellent written communication skills in English and Cantonese, 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;

- Disciplined and resourcefulness, with the ability to think laterally and solve problems creatively
- Proficient in Microsoft Excel, Word and Outlook;
- Experience using programs such as Salesforce, ZOHO (or CRM equivalent), and Dropbox
- Strong understanding of social media and digital marketing; including digital content creation and storytelling
- Strong understanding and experience in managing budgets
- Experience in working with ticketing agencies;
- Proficient in WordPress website management; and
- Proficient in Adobe Creative Suite.

**Start Date: ASAP. Applicants must be available to work throughout March 2023.**

Candidates should submit a CV and a document addressing the Key Selection Criteria. Applications to Managing Director, Charles Ross at [charles.ross@smelondon.co.uk](mailto:charles.ross@smelondon.co.uk)