

## **JOB DESCRIPTION**

Marketing Manager

Art Central

Role type: Full-time

Salary range: Based on experience

Language requirements: Fluency in Cantonese and English, proficiency in Mandarin

Hire date: Immediate

Art Central seeks a results-focused, enthusiastic and experienced events Marketing Manager to join the team and lead the annual marketing campaign. A cornerstone event of Hong Kong Art Week, Art Central will return in March 2024. The event showcases leading and up-and-coming galleries from Asia and beyond, with an ambitious program including performances, large-scale installations, talks, tours, dining and special events.

The Marketing Manager will work alongside the Managing Director and Fair Director to plan the marketing campaign for the event and will assume overall responsibility for the development and implementation of the campaign, including strategic planning, reporting and control of the marketing budget. The Marketing Manager will offer innovative and creative marketing strategies, evolving a campaign that is entering its ninth year. This position requires a self-starting, energetic, autonomous and results-driven manager that executes the role proactively and independently without assistance or prompting from the executive team.

The Marketing Manager's role is to ensure targets are reached across three major audience segments – art collectors, prospective buyers and the general public – to achieve attendance numbers. This is a target-driven role with a high emphasis on marketing activities leading to proper gallery engagement, strong ticket sales and getting visitors to the event.

To be successful in this role, candidates should have experience in event marketing and a strong understanding of digital media, including digital content creation and storytelling. Candidates with an understanding and awareness of contemporary art and the art market will be prioritised.

The successful candidate should also have the ability to grow and develop an existing visitor database in order to deliver targeted visitor attendance. Strong verbal and written communication skills in English and Cantonese are essential, as are excellent time and project management skills. Along with the relevant tertiary qualification in marketing and event management (or equivalent), candidates are expected to 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 advertisements and digital media, printed brochures and signage, tickets, eDMs and 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 deadlines;
- 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 the 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.

### **Marketing Manager 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 proofreading;
- 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.

Candidates can submit a CV and cover letter by email to [careers@artcentralhongkong.com](mailto:careers@artcentralhongkong.com).