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## **Marketing Executive (Contract, Nov-Apr, 2025)**

### **ABOUT 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 will return to its home on Hong Kong's iconic Central Harbourfront on 26 – 30 March 2025. The upcoming edition will be staged in an architect-designed, purpose-built structure overlooking Victoria Harbour, conveniently situated in the heart of the city's business district within walking distance of Art Basel at the Hong Kong Convention and Exhibition Centre.

### **JOB SUMMARY**

Reporting to the Marketing Manager, the Art Central Marketing Executive will assist and facilitate the Marketing strategy and promotion. CRM management and ticketing experience will be a great advantage.

To assist and work closely with the Marketing Manager in executing the marketing plan to encourage strong attendance from local and regional visitors. Candidates must demonstrate motivation, diligence, and responsibility for all materials they oversee while adhering to the company's business objectives.

### **DUTIES**

- Manage all EDMs and social media to ensure timely and accurate content updates
- Support exhibiting galleries and programme partners fully in all promotional and publicity efforts
- Assist in CRM management to ensure effective communication
- Work closely with relevant teams to manage and organise the production of collateral materials
- Assist in organising media-related press events and conferences
- Provide administrative support and assist on-site at the Fair in any capacity as determined by the Employer

### **REQUIREMENTS**

- Degree in Marketing or business-related fields, with 2-3 years working experience, preferably in large-scale event or art industry
- Solid experience in social media and digital content creation
- Fluency in written and spoken English and Chinese (Cantonese and Mandarin)
- Strong communication and interpersonal skills

- High proficiency in MS Office
- Willing to work irregular hours

This contract position runs from November 2024 to April 2025, and the candidate must be available from 14 – 30 March 2025 (inclusive + including weekends).

It's a fantastic opportunity for someone looking to advance their career in the art industry while enjoying a dynamic and exciting work environment. To apply, kindly send your cover letter, CV and expected salary to Veni Wan at [veni@artcentralhongkong.com](mailto:veni@artcentralhongkong.com).