

Senior Officer – Branding and Communications

Job Description

Reporting to the Manager of Branding and Communications, the Senior Officer of Branding and Communications will be responsible for:

- working closely with the team and participating in the creation and execution of overall marketing and public relations related tasks for CHAT and CHAT Shop;
- the maintenance of CHAT's affiliated website and digital platforms;
- the content execution of CHAT's affiliated social media channels including Facebook, Instagram, WeChat, XiaoHongShu, LinkedIn and WhatsApp.
- assisting in the execution of an integrated marketing plan (online and offline) which focuses on segmented audience experiences/offerings, including exhibitions and programmes;
- assisting in optimising the CRM system of CHAT to facilitate the growing visitor base.
- assisting in brand enforcement, ensuring consistency of design, messaging and the production and quality control of promotional images and videos for all marketing campaigns and communications;
- liaising with media and external parties including advertising representatives, PR consultants, etc. and provide on-site support when necessary;
- assisting in developing cross-promotional partnerships and collaborations with key arts and business organisations and advertising/ PR consultants;
- assisting in writing, translating and reviewing texts for CHAT's promotion with Chinese and English copies and the support of AI technologies;
- coordinating on media buys and negotiations for media sponsorships for events and programmes;
- liaising with peers at The Mills to coordinate promotional materials and events
- assisting in the editing and creation of seasonal reports for CHAT;
- supervising interns and overseeing invoice processing;
- providing administrative support to the team; and
- performing any other duties as assigned.

You should have/be:

- Bachelor's degree required in communications, marketing, digital marketing, advertising and public relations, cultural management or liberal arts with at least 3-4 years' working experience in related field.
- knowledge and work experience in contemporary arts and culture is preferred.
- sociable and willing to promote CHAT to people.
- knowledge of arts and culture press and local and international audiences is important.
- experience in planning and conducting marketing and communications campaigns. (Knowledge of non-profit branding initiatives and digital campaign is an advantage.)
- up-to-date and hands-on knowledge and experience with digital and social media marketing tools; demonstrated excellent written Chinese and English (including editing ability), fluency in oral Cantonese, English and Putonghua, and interpersonal and

communication skills; and must be able to work effectively with a wide range of constituencies in a diverse community.

- has editorial skills in both Chinese and English and detail minded.
- must be able to perform effectively in a fast-paced environment with a high level of creativity and self-direction.
- a good team player.
- flexibility for being required to work in off-hours, weekends and public holiday from time to time as deemed necessary.
- most importantly, has had prior visit to CHAT and with basic knowledge of CHAT's mission and activities.

TO APPLY FOR THIS POSITION

Qualified candidates should email their cover letter, CV, expected salary and names of 2 references with contact information to hr@mill6chat.org by 16 Feb 2025.

*The information provided will be kept confidential and used for recruitment purposes only. Applicants not contacted within **six weeks** after the application deadline may consider their applications unsuccessful.*