



## Marketing and Communications Manager

### Job Duties

- Participate in the formulation of marketing and PR plans that are in line with the company's directions.
- Maintain good relationships with journalists/editors and local mass media to generate optimum media coverage/exposure by managing PR strategies and leveraging media contacts.
- Implement full spectrum of marketing programs, events and social media initiatives.
- Oversee media planning and to engage media channels in order to raise brand profile and awareness. Formulate press release.
- Plan, execute and drive all digital marketing activities e.g. company website, social media etc.
- Liaise with external & internal stakeholders for marketing opportunities and execute marketing programs.
- Evaluate the effectiveness of marketing campaigns and analyse performance.
- Assist to monitor budget, preparing marketing and PR reports.

### Job Requirements

- Bachelor's degree holder in Marketing or related disciplines.
- At least 6 years of solid experience, of which 2 years should be at supervisory level.
- Experience working in marketing agency would be an advantage.
- Exceptional communication skills and excellent interpersonal skills to work with a wide range of people across functions.
- High flexibility to handle multiple tasks and to work under pressure with short timelines.
- Strong problem-solving skills.
- Good leadership skills to improve the team's efficiency.
- High proficiency in English and Cantonese. Mandarin is a plus.
- Immediate available is highly preferred.

Interested parties please email your resume and covering letter (please state your current and expected salary and available date) to Human Resources Department, Hong Kong Arts Centre via email [hr@hkac.org.hk](mailto:hr@hkac.org.hk). Only short-listed candidates will be contacted.

We are an equal opportunities employer committed to workforce diversity and fair employment practices. All data collected will be used for recruitment purpose only.