



## Senior Marketing Officer (Hong Kong Art School)

### Job Duties

- Assist manager to develop and drive marketing and branding strategies to achieve strategic goals and growth of Hong Kong Art School (HKAS).
- Organise and run regular marketing events, including Open Day, exhibitions, EduBooths, information sessions aimed at driving enrollments and increasing admissions for HKAS.
- Support and participate in marketing events for Hong Kong Arts Centre (HKAC) if needed.
- Utilise multiple skills and knowledge to incorporate branding into the design for printing collaterals, social media, web development etc. Find creative marketing solutions in promoting Hong Kong Art School.
- Plan and manage digital marketing campaigns, assess and report performance against KPIs and ROI (reach, lead generation, traffic, conversations).
- Assist in managing the routine of all marketing and communications-related portfolios of HKAC and HKAS.

### Job Requirements

- Degree holder in Communications, PR/Marketing or related discipline.
- At least 3 years relevant experience.
- Experience in marketing planning and communication materials production is preferred.
- Knowledge of using design software e.g. Canva, adobe AI, Photoshop, etc. will be an advantage.
- Well-organised, willing to take up new challenges and possess a strong market sense.
- Self-driven and result-oriented, passionate and possess a positive mindset.
- Excellent communication and presentation skills.

Interested parties please email your resume and covering letter (please quote our reference, 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.