



## **Digital Content & Program Coordinator**

### **About Crafts on Peel**

Crafts on Peel is a charitable non-profit foundation based in Hong Kong dedicated to reviving, reinterpreting, and perpetuating traditional craftsmanship in a modern artistic context. We foster dialogue and collaboration between traditional craftsmen and contemporary artisans, providing a platform for creativity through exhibitions, workshops, and our Craft Exchange Programme. Our mission is to integrate traditional craft techniques into innovative contemporary design, ensuring these skills are passed on to the next generation.

### **Job Highlights**

- Support bilingual social media strategy & website management
- Manage daily venue operations and visitor engagement
- Provide hands-on support for exhibition delivery and programmes

### **The Role**

We are seeking a creative, digitally-native and highly organised **Digital Content & Program Coordinator** to join our small, passionate team. This role is designed to bridge the gap between high-level digital storytelling and the day-to-day operations of our physical space.

The successful candidate will support our online and social media presence while ensuring our exhibition venue runs smoothly. Furthermore, this role provides essential administrative and logistical support to the Program Manager and Program Officer, ensuring the seamless delivery of our foundation's initiatives.

### **Key Responsibilities**

#### **1. Bilingual Content & Social Media Management**

- Support the strategy and content execution for all social media platforms, including **Instagram, Facebook, LinkedIn, Xiaohongshu (小紅書) and YouTube**.
- Create, edit, and publish high-quality bilingual content (**English and Traditional Chinese**) to ensure a sophisticated, consistent brand voice.
- Produce engaging multimedia content, including short-form reels and video features.
- Actively manage community engagement by responding to enquiries and monitoring digital trends within the arts and culture sector.

#### **2. Website & Digital Management**

- Maintain and update the Crafts on Peel website, ensuring that exhibition details, artisan profiles, media coverage and news are up to date in both English and Traditional Chinese.
- Draft and distribute monthly bilingual electronic newsletters (eDMs) to our community of supporters and stakeholders.
- Utilise AI tools to streamline content drafting, translation, and image optimisation while maintaining the foundation's authentic human touch.

#### **3. Exhibition Space & Daily Operations**

- Manage the daily operations of the exhibition venue to ensure the space is well-maintained, professional, and welcoming to all visitors.
- Serve as the first point of contact for walk-in guests, providing insights into the foundation's mission and current exhibitions.
- Oversee daily venue opening and closing procedures, monitor exhibit safety and manage inventory of collateral and retail items.
- Coordinate general venue logistics, including vendor deliveries and basic facility maintenance.

#### 4. Programme & Administrative Support

- Provide vital "hands-on" support to the Program Manager and Program Officer during the installation and de-installation of exhibitions.
- Assist in the coordination of workshops, guided tours and special events, including guest list management and on-site logistics.
- Maintain a meticulous digital archive of project assets, including high-resolution photography, videos and media clippings.
- Perform other administrative duties as assigned to support the team's overall efficiency.

#### Requirements and Qualifications

- **Education**
  - Degree holder in Communications, Digital Marketing, Creative Media, Art History, Cultural Management, or a related discipline.
- **Experience**
  - 2+ years of experience in digital communications, social media management or cultural venue operations.
- **Language**
  - Excellent command of written and spoken **English and Chinese (Cantonese and Mandarin)**.
  - Proficiency in Mandarin is essential.
- **Technical Skills**
  - Proficiency in video editing software (e.g., CapCut, Premiere Pro) and graphic design tools (Canva/Adobe Suite).
  - Experience with website CMS (WordPress) and email marketing tools.
  - Tech-savvy with a strong knowledge of AI tools and digital literacy.
  - Possess hands-on experience with Mac OS and Google Suite.
- **Attributes**
  - A proactive "can-do" attitude with the flexibility to handle both creative and physical operational tasks.
  - Strong aesthetic sense and meticulous attention to detail.
  - Excellent interpersonal skills for interacting with artisans, visitors and partners.
  - Tech-savvy with digital literacy skills - strong knowledge of AI tools and apps
  - Excellent organisational and time management skills.
  - Passion for working in the non-profit sector and making a difference in the community.
- **Availability**
  - Five full days a week.
  - Flexibility to work in evenings for exhibition openings or special events is required.
  - Immediate availability is preferable.

#### How to Apply

Submissions must be made in English.

Interested candidates, please send your cover letter stating your availability date, current and expected salary, and your CV, clearly outlining your employment history and skills.

Please also include a digital portfolio or links to social media accounts/videos you have managed.

Applications should be sent to **Penelope Luk, Creative Director**, at [penelope@craftsonpeel.com](mailto:penelope@craftsonpeel.com).

All data collected will be used solely for recruitment purposes and kept strictly confidential.