



Senior Marketing Officer (Digital Focus)

Job Duties

- Plan, develop and manage marketing campaigns across various digital channels for Hong Kong Arts Centre and Hong Kong Art School.
- Responsible for website enhancement, maintenance and social media management.
- Support the team in the development and execution of e-marketing planning.
- Co-ordinate with different programme teams on all marketing, ensuring all promotions are planned and executed on schedule.
- Manage deliverables and generate monthly reports.
- Manage the website CMS platforms.

Job Requirements

- Degree holder in Communications, PR/Marketing or related discipline
- 3-5 years working experience.
- Experience in strategic marketing planning, communication materials production.
- Good knowledge in Digital media, Google analytics, GDN, SEO, SEM etc.
- Well-organized, multi-tasks, Open to change and strong market sense.
- Self-driven and result-oriented, passionate and positive mindset.
- Good 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. 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.