

POSITION DESCRIPTION



TITLE: MARKETING MANAGER

RESPONSIBLE TO: HEAD OF DEVELOPMENT

RESPONSIBLE FOR: BOOST VISITATION AND BUILD BRAND AWARENESS

REPORTING STAFF: MARKETING ASSISTANT, DIGITAL MARKETING ASSISTANT,
GRAPHIC DESIGN ASSISTANT

ORGANISATIONAL MISSION:

The HKMM is an independent, not-for-profit responsible for the collection, documentation and presentation of maritime material culture associated with Hong Kong, the South China Sea and the Pearl River Delta.

Working with the Hong Kong Government, members of the Hong Kong Shipowners Association, academic institutions, cultural and community partners, the HKMM is developing an international standard maritime museum and research centre at Pier 8.

Our mission is to promote a greater knowledge of Hong Kong, China and Asia's maritime history as well as the vital role that ships and the sea play in our past, present and future. We do this by providing the community and visitors to Hong Kong with an exceptional museum experience and opportunities to learn about Hong Kong's heritage and its links to the rest of the world.

POSITION OBJECTIVE

An all-round experienced marketer looking for a rewarding and exciting career in the cultural sector would be a good fit to the role - which forms part of the senior management team involved with strategic decisions making, shaping the Museum's brand image and communicating its social values as it continues to grow through transformational phases in the years to come. The Marketing Manager is to achieve two main objectives of the department - boosting visitation and building the brand awareness of HKMM. The role receives year-round advisory support from skill-based volunteers and/or consultant.

POSITION RESPONSIBILITIES

1. To achieve annual visitation target and audience building by forming external partnerships, targeting different audience segments and optimizing promotional channels available
2. To generate reports and analysis of visitation figures and survey, so to strategically advise on pricing strategy of admission tickets and museum experiences
3. To plan and implement integrated brand awareness and advertising campaigns
4. To lead the Museum's digital transformation phase, by growing digital footprints and promoting e-Commerce revenue streams, as an integral part of marketing plan under the new normal environment
5. To organise special exhibition openings and fundraising events (3 - 5 per year)
6. To develop New Central Harbourfront as a social and cultural hub with joint tourism and event marketing initiatives
7. To formulate and implement effective year-round promotional plan for special exhibitions, public educational programmes and fundraising initiatives to achieve organisational goals
8. To issue press releases, handle media enquiries, media monitoring and formulate media strategy
9. To coordinate publications such as annual report, quarterly newsletters, weekly e-newsletters and fundraising pitchbook(s) and donor reports
10. To oversee HKMM Friends' programme focusing on acquisition and retention
11. To oversee HKMM social media promotion calendar, content creation and regularly review effectiveness to enhance public engagement

QUALIFICATIONS AND EXPERIENCE

- Tertiary Education and with at least 6 years' solid experience in the PR agencies, or marketing / corporate communications in sizeable organisations, with an interest in pursuing a long-term management role in the Arts and Culture sector
- Digital marketing experiences essential
- Excellent writing skills in English and Chinese
- A presentable self-starter with strong interpersonal and communication skills, proactive, flexible and a team player