



Established in 1981, the Hong Kong Dance Company (HKDC) was incorporated in 2001 as a charitable and non-profit-making institution, and is financially supported by the Government of the Hong Kong Special Administrative Region. As one of the major performing arts companies in Hong Kong, our mission is to promote Chinese dance with contemporary artistic visions and Hong Kong character. HKDC is now looking for:-

## **Head of Marketing and Communications (市務及傳訊主管)**

### **Reporting to Executive Director, the responsibility includes:**

- Acting as the senior management as well as a team leader, to plan, coordinate, direct and supervisor the works of subordinates;
- Formulating and implementing strategic marketing plans to illustrate the vision and core values of Hong Kong Dance Company;
- Formulating and implementing integrated PR and publicity plans to promote Hong Kong Dance Company in Hong Kong, Mainland China and overseas;
- Driving branding and customer experience which keeps Hong Kong Dance Company's brand relevant, refreshed and alive;
- Developing and implementing fundraising strategy for raising donations and sponsorships from corporations, foundations and individual donors;
- Promoting programmes and events through integrated marketing campaigns including online, print, outdoor and social media platforms;
- Planning and producing a wide range of creative content and promotional material such as photos, videos, print matters, outdoor displays and social media posts to showcase the unique selling proposition of each programme and event;
- Monitoring budget, preparing marketing reports, and adjusting marketing strategy to fulfil marketing goals as well as other KPIs;
- Communicating with stakeholders, producers, partners, editors, agencies and production houses to achieve set outcomes;
- Identifying the latest marketing trends and competitive practices in order to optimise marketing efforts based on data and insights;
- Managing and maintaining the company's website; and
- Performing any other duties from time to time as reasonably assigned by the Executive Director.

### **Qualifications:**

- Possess a recognised university degree preferably in Marketing, Communications, Creative Media, Public Relations, Cultural Studies or related disciplines;



- Have at least 8 years of solid experience in marketing fields, with minimum 3-year experience gained from senior positions, preferably from performing arts, commercial corporates, or related field;
- Have professional knowledge of and practical experience with online and offline marketing including digital marketing, social media, advertising and print; proven experience in Mainland China digital marketing will be an advantage;
- Possess ability to conduct market research, to interpret and extract the insights out of data collected from different platforms will be a plus;
- Be able to multi-task and work under pressure;
- Have strong interpersonal skills to communicate with internal and external parties at all levels, a good team leader and team player;
- Have an interest in performing arts and latest art trends and technologies;
- Be detail-oriented and have good time management skills;
- Have excellent language skills in written and spoken English, Cantonese and Mandarin;
- Be willing to work irregular hours and on weekends/public holiday.

### **Salary and Benefits**

Salary will be commensurate with qualifications and experience of the successful candidate. Fringe benefits include rest days, annual leave, medical insurance and MPF.

### **Closing Date**

20 November 2022

### **Application**

Interested parties please submit your application with detailed CV, current salary and expected salary to [hr@hkdance.com](mailto:hr@hkdance.com) or by post to the Finance and Administration Manager, 4/F Hong Kong Dance Company, Sheung Wan Municipal Services Building, 345 Queen's Road Central, Hong Kong.

Applicants are encouraged to submit their applications as soon as possible. The review of applications will continue until post is filled.

All resumes and relevant information will be used strictly for recruitment purposes and will not be disclosed.

**Enquiries : 3103 1888**

**Website : [www.hkdance.com](http://www.hkdance.com)**