



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:-

## **Marketing and Development Manager (市務及拓展經理)**

### **Main Responsibilities**

- Leading a small team of staff, this position needs to work closely with the Head of Marketing and Communications to ensure the smooth execution of the Company's marketing and development strategies and to achieve key performance indicators.
- To promote the image of the Company and to devise, co-ordinate and implement the promotion, public relations and marketing activities and campaigns.
- To formulate plans and implement strategies for audience building and community involvement activities, to develop and launch project schemes including Venue Partnership scheme, the "Friends" scheme, and the Company's website.
- To lead the team to execute multi-platform strategy and plans, including online and offline communication, corporate publications, house programmes, venue displays and media relations.
- To conduct and oversee market research and audience survey, to analyze the results and to provide reports, recommendations and action plans.
- To develop Company archives for publications, artist profiles, production photos, video documentation of productions etc. for research and promotional purpose.
- To involve in the Company's fundraising and brand building works, including but not limit to initiations of programmes and activities, preparation of proposals, manage and develop relationship with donors and working partners.
- To perform other related duties as required by the Company.

### **Qualifications**

- Possess a recognised university degree preferably in Business, Marketing, Communications or related disciplines;
- Have at least 5 years of solid experience in marketing, relationship management, and/or event management;
- Have professional knowledge of and practical experience with online and offline marketing including digital marketing, social media, advertising and print;
- 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**

25 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 the post is filled.

All resumes and relevant information will be used strictly for recruitment purposes and will not be disclosed. Applicants not being invited for interview within 12 weeks from the submission date may assume their applications unsuccessful.

All related information will be kept up to 12 months and all personal data will be destroyed afterwards.

**Enquiries : 3103 1888**

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