



Established in 1981, 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:-

**Project Officer / Senior Project Officer (Digital Marketing & CRM)**

**項目主任 / 高級項目主任 (數碼營銷及客戶關係管理)**

**Main Responsibilities:**

1. Develop digital, social media and CRM programme and activities to raise the Company's awareness and drive audiences/ members recruitment and retention.
2. Coordinate with agency and/or appointed vendor(s) to develop marketing materials and implement promotions via eDM, social media and brand website etc.
3. Manage CRM platforms, the Company's website and membership scheme to meet the set KPIs through planned deliverables. Generate CRM reports and assist on the execution of audience engagement activities.
4. Regularly monitor and evaluate the effectiveness of digital campaigns and CRM system; implement innovative strategies to optimise the outcome and target.
5. Conduct audience survey and analyse marketing data.
6. Be alert of latest digital trend and technology to boost both efficiency and creativity while resource could be limited.
7. Assist to identify, solicit, devise and implement activities for members/ donors/ sponsors relations, fund-raising and sponsorship programmes.
8. Assist in preparation, production and distribution of publicity and promotional materials, including copywriting, editing, compilation of information and proof-reading.
9. Develop digital archives for the Company's publications, artist profiles, marketing photos and video etc. for research and promotional purposes.
10. Perform other related duties as required by Head of Marketing and Communication and Executive Director.

**Qualifications:**

1. University degree or above, preferably in Marketing, Communications, Arts Administration, Creative Media or related disciplines.
2. 2 years or above experience in marketing, CRM and website management.
3. Experience in CRM, digital and social media marketing is a must.



4. Strong computer skills with CRM / loyalty programs background is highly preferred.
5. Interest in and knowledge of performing arts, and have passion for promoting Chinese dance to the public.
6. Detail-minded ability to perform multiple tasks, self-motivated with initiative and creativity.
7. Excellent command of written and spoken Chinese (Cantonese and Mandarin) and English.
8. Candidate with less experience will be considered as Project Officer (Digital Marketing & CRM).

**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:**

31 December 2023

**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)**