



Established in 1981, Hong Kong Dance Company (HKDance) 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 characteristics. HKDance is now looking for:-

## **Assistant Manager (Marketing)**

### **Main Responsibilities:**

1. Plan, formulate and execute marketing promotions and activities for the Company's main stage programmes and special events with the objective to raise the Company's awareness and drive audience recruitment.
2. Responsible for preparation, production and distribution of publicity and promotional materials, including KV and trailer shooting, copywriting, editing, compilation of information and proof-reading.
3. Monitor and coordinate with internal stakeholders and external agencies/ or vendors to develop marketing materials and implement promotions via advertising, events, PR, social media, eDM and brand website etc.
4. Develop ticketing strategies, monitor seating plans and box office reports.
5. Regularly monitor and evaluate the effectiveness of marketing campaigns; implement innovative strategies to optimise the outcome and target.
6. Conduct audience survey and analyse meaningful marketing data.
7. Be alert of latest trend and technology to boost both efficiency and creativity while resource could be limited.
8. Cultivate and maintain strong, professional relationships with external and internal stakeholders of the Company.
9. Perform other related duties as required by Head of Marketing and Communications and Executive Director.

### **Qualifications:**

- University degree or above, preferably in Marketing, Communications, Arts Administration, Creative Media or related disciplines.
- 5 years or above experience in marketing or performing arts.
- Practical experience in budgetary planning and control, timeline and manpower management.
- Knowledge of through-the-line promotions, ticketing, production, media buying, social media platforms, trends and practices.



- Strong project management and problem-solving skills with attention to details, and the ability to work independently and manage multiple tasks.
- With a knowledge of performing arts, and a strong passion for promoting Chinese dance to the public.
- Self-motivated team player with good interpersonal skills and work ethic.
- Excellent written and spoken English and Chinese (Cantonese and Mandarin).
- Ability to work under pressure and with flexible working hours.

**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:**

27 September 2024

**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 Head of Finance and Administration, 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)**