



Established in 1981, the 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 character. HKDance is now looking for:-

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

### **Main Responsibilities**

- Report to the Head of Marketing and Communications, this position needs to plan, formulate and execute the Company's marketing and development strategies and to achieve key performance indicators with the support of the team.
- Lead various branding and fundraising initiatives with the objectives to raise the Company's profile and to drive the recruitment and retention of sponsors, donors, members and partners.
- Spearhead the Company's fundraising and sponsorship through year-round programmes, including but not limited to the initiations of engagement events, develop competitive proposals and deliver a compelling pitch presentation and efficient follow-up.
- Manage day-to-day communications and relationship-building with sponsors, donors, and partners to ensure a good and trusted collaboration spirit is shared with these stakeholders.
- Responsible for preparation, production and distribution of publicity and promotional materials, including KV and trailer shooting, copywriting, editing, compilation of information and proof-reading related to sponsors, donors and members' development initiatives.
- Monitor and coordinate with internal stakeholders and external agencies/ or vendors to develop marketing and fundraising materials and implement promotions via events, PR, social media, eDM and brand website etc.
- Regularly monitor and evaluate the effectiveness of marketing and fundraising campaigns; implement innovative strategies to optimise the outcome and target.
- Cultivate and maintain strong, professional relationships with external and internal stakeholders of the Company.
- Perform other related duties as required by Head of Marketing and Communications and Executive Director.

### **Qualifications**

- University degree or above, preferably in Business, Marketing, Communications, Cultural Management or related disciplines;
- 7 years or above of solid experience in development, marketing, relationship management, and/or event management;



- Practical experience in budgetary planning and control, timeline and manpower management.
- Professional knowledge of and practical experience with online and offline marketing including digital marketing, social media, advertising and print;
- Strong project management and problem-solving skills with attention to details, and the ability to work independently and manage multiple tasks;
- Strong interpersonal skills to communicate with internal and external parties at all levels, a good team leader and team player;
- Knowledge of performing arts and latest art trends and technologies;
- Excellent language skills in written and spoken English, Cantonese and Mandarin;
- Ability to work under pressure and willing to work irregular hours and on weekends/public holiday.
- Experienced working in related field and possess networks to funders and sponsors would be an advantage.

### **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**

29 November 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 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)**