

## POSITION DESCRIPTION



<u>TITLE:</u>	GRAPHIC DESIGN ASSISTANT
<u>RESPONSIBLE TO:</u>	HEAD OF MARKETING
<u>RESPONSIBLE FOR:</u>	ASSISTANCE IN THE PREPARATION OF PROMOTIONAL GRAPHICS, SIGNAGE AND PUBLICATIONS.

### ORGANISATIONAL MISSION

The HKMM is an independent, not-for-profit responsible for the collection, documentation and presentation of maritime material culture associated with Hong Kong, the South China Sea, and the Pearl River Delta.

Working with the Hong Kong Government, members of the Hong Kong Shipowners Association, academic institutions, cultural and community partners, the HKMM is developing an international standard maritime museum and research centre at Pier 8.

“Our mission is to chronicle, analyse and communicate knowledge about the oceans and their dynamic relationship with the past, present and future of Hong Kong, the mainland of China and the world. We particularly explore shipping, maritime trade, naval activity, maritime-related leisure, arts and culture, and the sustainability of the oceans. Through a unique fusion of history, art, and science, the HKMM creates crossover learning experiences for local, regional, and international audiences. Integral to our mission is to be credible, accessible, and inclusive when connecting with our stakeholders’ communities.

### POSITION OBJECTIVE

The purpose of the position is to support the management and administration of the Marketing department, and to provide graphic design support to all other departments, in particular Education and Curatorial departments.

## POSITION RESPONSIBILITIES

1. To design and produce the Museum's collaterals including print and online promotional materials, social media audio-visual content, outdoor signages and banners.
2. To maintain brand consistency across publicity materials at the Museum's digital and physical touchpoints and update its content regularly.
3. To support other departments in producing promotional materials for exhibitions, events, and programmes.
4. To maintain the overall aesthetics of the website by updating the homepage and interface.
5. To produce videos and photography on the Museum's branding, exhibitions, programmes and behind-the-scenes.
6. To support the administrative tasks of the Marketing department including expense record and processing, coordinating filming by media and other partnering organisations.
7. To support the administration and onsite operation of special events.
8. To perform any other tasks as instructed by the Head of Marketing and/or Marketing Officer.

## QUALIFICATIONS & EXPERIENCE

- University degree in graphic design
- At least one year experience in design field
- Ability to read, write, and communicate in both Chinese and English.
- Proven graphic design skills based on knowledge of main proprietorial software products.

- Excellent interpersonal and organizational skills and planning ability, detail-oriented with good follow-through.
- A team player who works independently