

POSITION DESCRIPTION



TITLE: MARKETING OFFICER

RESPONSIBLE TO: HEAD OF MARKETING

RESPONSIBLE FOR: HANDLING MARKETING AND DIGITAL INITIATIVES

ORGANISATIONAL MISSION

The HKMM is an independent, not-for-profit company 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 function of the Marketing Officer is to work closely with the Head of Marketing in formulating and implementing the Museum's marketing and digital strategies, with the targets of driving visitation, building brand awareness, and growing digital presence.

POSITION RESPONSIBILITIES

1. To assist the Head of Marketing in planning and rolling out key projects including the enhancement of the museum experience, promotion of major exhibitions, the launch of the Swire Marine Discovery Centre and developing HKMM as the cultural hub along the Central Waterfront.
2. To develop publicity campaign brief and direction, manage campaign plan and budget, and lead the execution of the campaigns.
3. To manage the social media content plan and calendar.
4. To lead the overall development of the website and the eShop, implement testing and changes to improve the user experience.
5. To oversee the production of museum's branded materials outdoor and at various communications touchpoints, keep track of its condition and explore new venues for advertising.
6. To maintain and expand tourism, industry, and cultural partnerships, lead the research of potential new partners and evaluate effectiveness of existing partnerships.
7. To work with the Fundraising Team in revamping the museum's membership programme.
8. To manage the production and operation of special events, e.g., exhibition opening.
9. To supervise the Marketing Assistant in analytics, audience feedback and KPIs reporting across platforms, draw insights from data to inform campaign planning.
10. To coordinate media interviews and respond to media enquiries.
11. To supervise assistants in administration to ensure smooth running of the Marketing Department

QUALIFICATIONS AND EXPERIENCE

- A Bachelor's degree in marketing, communications or related disciplines.
- At least 3 years of solid experience in digital marketing, social media planning and campaign management, preferably in the art and cultural field.
- Experience in website development and maintenance, UX and SEO is highly preferable.
- Excellent command of written and spoken English and Chinese.

- Knowledge of digital marketing and social media, Google Analytics and Mailchimp.
- Good communication and organizational skills.
- Presentable, detail-oriented, and able to work independently.