

## POSITION DESCRIPTION



TITLE: MARKETING ASSISTANT

RESPONSIBLE TO: MARKETING OFFICER, HEAD OF MARKETING

RESPONSIBLE FOR: ASSISTANCE IN PROMOTING THE MUSEUM'S COLLECTIONS, EXHIBITIONS, PROGRAMMES AND INITIATIVES AS WELL AS GROWING AND MAINTAINING THE MUSEUM'S DIGITAL PRESENCE

REPORTING STAFF: NIL

### 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 in cooperation with the Hong Kong Government and members the Hong Kong Ship Owners Association, 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 Assistant is to support the Marketing Team in promoting the Museum's collections, exhibitions, programmes and initiatives, with the goal of increasing visitation and brand awareness. The Marketing Assistant plays a key role in growing the Museum's digital presence by producing and maintaining content for platforms such as the website and social media.

## POSITION RESPONSIBILITIES

1. To assist the Head of Marketing and Marketing Officer in rolling out key projects including promotion of major exhibitions, the launch of the Swire Marine Discovery Centre, the Museum's digital transformation and developing HKMM as the cultural hub along the Central Waterfront.
2. To work with the Marketing Officer in managing the Museum's social media platforms (Facebook, Instagram, LinkedIn, Weibo, Red Account, etc.), planning and producing content, responding to enquiries, growing and maintaining online communities, evaluating and reporting platforms' performance, researching on social media trends, developing new functionalities and channels.
3. To copywrite for the Museum's advertisement and promotional materials.
4. To plan and prepare the Museum's bi-weekly e-Newsletter and maintain the subscribers' database.
5. To improve website functionality and interface, update and produce website content, analyse and report web traffic.
6. To explore and manage new digital products that can be used to improve marketing performance and museum experience.
7. To keep track of media coverage by compiling media clipping report, reporting media value, and maintaining media database.
8. To build relationships with Hong Kong and Chinese media, influencers, and partners.
9. To collaborate with the Museum Shop and Café staff in implementing joint promotions with the Museum.

10. To support the administration and onsite operation of special events and the Museum's membership programme.
11. To handle the marketing team's administration including expenses record and processing, collateral production and distribution, indoor and outdoor communication touchpoints maintenance.
12. To perform any other duties as assigned by the Head of Marketing.

#### QUALIFICATIONS AND EXPERIENCE

- A Bachelor's degree in marketing, communications, language studies or related disciplines.
- 1-2 years of experience in copywriting, digital marketing, and social media content production, preferably in the art and cultural field.
- Excellent command of written and spoken English and Chinese.
- Knowledge of Hong Kong and Chinese social media platforms, Google Analytics, Mailchimp and web content management system (Wix).
- Good communication and organizational skills.
- Presentable, detailed-oriented and a team player.