

Title: Marketing Manager

Job type: Permanent–Full Time

Location: Wanchai, Hong Kong

Founded in 1970, Arts of Asia (www.artsofasia.com) is the world's leading magazine of Asian art. Supported by museums, cultural organisations, universities and schools worldwide, as well as auction houses and art dealers, collectors and students of art, the magazine provides an unparalleled understanding of the international arts scene. It offers essential reading about Asian art and culture, and provides collectors and scholars of the field with a valuable research resource, as well as vital information about industry trends.

We have an exciting opportunity for a high calibre candidate to join our dynamic team.

Main Responsibilities

- Develop and implement marketing campaigns leveraging both offline and online platforms to drive business growth, brand awareness and customer acquisition
- Strengthen brand identity in local and international markets in addition to working with cultural partners, ensure a consistent voice and tone to build a strong brand image and reputation
- Manage content calendar and create engaging content for all channels, including advertising, social media (Instagram, Facebook, Twitter, LinkedIn), emails, newsletters (Mailchimp), and other communication forms while working closely with the graphic design and editorial teams
- Manage website via content management system (CMS), update website content, monitor website performance and purchase orders, oversee website developers
- Work closely with subscription and distribution team to increase customer satisfaction and retention

Requirements

- Degree in marketing, communication, art, media or related field preferred; interest in Asian art an advantage
- 4+ years of work experience in marketing / communication / PR; exposure in art / cultural / media related projects preferred
- Fluency in spoken and written English and Chinese, copywriting in English
- Strong understanding of digital marketing and social media (Instagram, Facebook, Twitter, LinkedIn), newsletters (Mailchimp)
- Experience with CMS platform (WordPress), graphic design (Canva or Adobe), Google Analytics, etc
- Excellent command of Microsoft Office (Excel, Word, Outlook, PowerPoint)
- Excellent communication, interpersonal, teamwork and organisation skills

All information provided will be treated in strict confidence and solely used for recruitment purposes. Interested candidates should apply with CV, expected salary and available start date by email to info@artsofasia.com. Only shortlisted candidates will be contacted.