



**Art
Central**



Art Central 2027

Job description

Marketing Executive, Art Central

Role type: Project-based, full-time
Employment period: from now to 31 March 2027
Salary range: On request
Reporting to: Director of Marketing

OVERVIEW OF ART CENTRAL

Art Central, a cornerstone event of Hong Kong Art Week, showcases the next generation of talent from Asia's most innovative galleries alongside distinguished artists from around the world. Presented in partnership with United Overseas Bank (UOB), Art Central will return to its home on Hong Kong's iconic Central Harbourfront from 24 to 29 March 2027, with a Preview on 23 March. The upcoming edition will be staged in an architect-designed, purpose-built structure overlooking Victoria Harbour, conveniently situated in the heart of the city's business district, within walking distance of Art Basel at the Hong Kong Convention and Exhibition Centre, and a short ferry ride to M+ and the Palace Museum Hong Kong.

Art Central has established itself as an international platform for pushing boundaries in contemporary art and experimentation, and is recognised as a place of discovery for seasoned collectors and new buyers alike. The Fair provides a platform for museum-quality artworks from more established names to be exhibited alongside cutting-edge works by emerging artists across different mediums. With a unique identity in the Hong Kong visual arts landscape, Art Central presents the best in today's global contemporary art practice to thousands of VIPs, collectors, curators, critics and art lovers who visit the Fair during Hong Kong Art Week – the largest art week in the Asia Pacific region.

OVERVIEW OF THE POSITION

We are looking for an enthusiastic and experienced Marketing Executive to join our team. Working alongside the Director of Marketing, you will be contributing to developing and implementing impactful conversion marketing campaigns for Art Central, driving ticket sales and attendance through creative strategies.

The ideal candidate is a self-starter, energetic, autonomous, and data- and results-oriented, who proactively executes tasks with guidance from the management team.

To succeed in this role, you should possess a strong understanding and experience in implementing ticket sales campaigns, excellent content creation skills, and proficiency in social media and digital marketing. Excellent verbal and written communication skills in both English and Chinese, and strong time management and multitasking skills are essential. A relevant tertiary qualification in marketing, along with highly developed interpersonal skills, is also required.

KEY RESPONSIBILITIES

- Support the execution of ticket sales campaigns to optimise sales conversions;
- Develop content for promotional assets, such as ads, eDMs, social media platforms, and other external communications;
- Track digital marketing campaign metrics, evaluate performance, and recommend improvements to maximise campaign impact;
- Help produce marketing collateral, including invitations and ticket sales promotional collateral;
- Oversee on-site communication activities during the event;
- Carry out additional ad hoc duties as requested by management.

SELECTION CRITERIA

- Possess a bachelor's degree in marketing, communications, or a relevant field;
- Hold at least 2 years of marketing experience (or equivalent), with experience in ticket sales in the events sector;
- Demonstrate a proven track record in driving ticket sales promotions;

- Display strong proficiency in digital marketing strategies and social media platforms;
- Familiarity with the Chinese marketing landscape is an advantage;
- Exhibit exceptional written and spoken communication skills in English and Traditional Chinese (Simplified Chinese fluency is desirable);
- Show excellent organisational capabilities with strong precision, numerical aptitude, performance analytics, and attention to detail;
- Thrive in fast-paced environments, managing pressure and strict deadlines effectively;
- Work successfully both as an autonomous individual contributor and collaboratively within cross-functional teams and external agencies.

HOW TO APPLY

To apply, please send your CV and cover letter addressing the key criteria, outlining your interest in working at Art Central and your contributions to the role, to Director of Marketing Veni Wan at veni@artcentralhongkong.com.