

Job title/Position: Marketing and Communications Manager

Division: Institutional Advancement

Direct Supervisor: Institutional Advancement Director

Position Overview

The Marketing and Communications Manager will contribute to the development of HKA's internal and external marketing and communications strategy. Working directly with the Institutional Advancement Director and members of the Leadership Team, this individual will be key in ensuring that the school's Mission, vision and core values are at the centre of messaging and that programmes are clearly articulated and embraced throughout the community. The Marketing and Communications Manager will be pivotal in building and enhancing the reputational value of HKA across a range of platforms and media.

Qualifications and Experience

The Marketing and Communications Manager should have:

- A strong commitment to the mission and values of HKA and an excellent ability to articulate these to a wide audience
- A sophisticated understanding of HKA's core values as an inclusive school and the capacity to effectively work with diverse communities within and beyond the school
- Excellent organisational skills, sound judgement and the ability to work flexibly and sensitively in a multicultural environment
- Exceptional written and verbal English language communication skills with the ability to effectively write for and present to varied audiences (Cantonese and Mandarin are also desirable)
- The ability to think critically and creatively, with a strong eye for detail and flair for content creation
- Proficiency in digital communications, traditional media and CRM as well as be willing to learn new tools to deliver effective publications
- A high level of motivation and resilience with a positive and proactive approach
- The ability to thrive in a high workload environment, often to tight deadlines
- An undergraduate degree in a related field
- 5-10 years experience in the field of communications

General Responsibilities

The Marketing and Communications Manager will:

- Work with the Institutional Advancement Director and Leadership Team to strategise and implement an integrated marketing and communications programme
- Collaborate with the Institutional Advancement Director and other colleagues to develop and deliver publications, ongoing messaging and advertising plans
- Produce collateral materials to support educational / operational programmes
- Support the development of social media content
- Coordinate and edit newsletters and email messages

- Support periodic review and update of School Policies and Procedures in collaboration with school leadership
- Oversee maintenance of the school's website(s)
- Lead campus-based digital platform content
- Manage the whole-school calendar building process
- Attend and support key school and admissions marketing related events, prepare, write and post any news copy and social media coverage of the event, expand and maintain the schools social media presence on Facebook, Linked-In, and other programmes
- Understand and fully utilise Veracross as HKA's primary communication and community information tool/platform
- Work with senior management team of the school to conceive, write and produce marketing materials
- Support whole-school crisis response communications
- Coordinate photography of everyday activities and special events
- Coordinate with consultants and, contractors when necessary
- Other duties as assigned by the Institutional Advancement Director

Work hours:

7:45am - 4:00pm from Monday to Friday with a 45-minute lunch break. Due to the nature of the role, some evenings and weekends for special events may be required.

Contact: recruitment@hkacademy.edu.hk

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