

Job title/Position: Assistant Marketing Manager

Division: Institutional Advancement

Direct Supervisor: Institutional Advancement Director

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## Position Overview

The Assistant Marketing Manager (AMM) will contribute to the planning and execution of HKA's internal and external branding, marketing and communications strategy. Working directly with the Institutional Advancement team and members of the Leadership Team, this individual will be key in ensuring that the school's Mission, core values and educational programmes are at the centre of messaging and clearly articulated. The AMM will be pivotal in building and enhancing the reputational value of HKA and will conduct ongoing market research, analyse trends, and understand demographics and pricing models to leverage strategic marketing platforms and connect with HKA's target audiences.

## Qualifications and Experience

The AMM should have:

- A strong commitment to the mission and core values of HKA and the ability to articulate these to a wide audience
- Excellent project management and organisational skills, sound judgement and the capacity to work effectively, flexibly and sensitively in a multicultural environment
- Strong written and verbal English language communication skills. Cantonese and/or Mandarin language proficiency are also desirable
- The ability to think critically and creatively, with a strong eye for detail and flair for content creation
- Proficiency in digital marketing and communications, traditional media and CRM, and be willing to learn new tools as needed
- Proficiency with graphics and video making software ( Adobe CS, Illustrator, InDesign, Photoshop, Canva...)
- 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 AMM will:

- Work with the Institutional Advancement Director and Leadership Team to strategise and implement an integrated branding, marketing and communications programme
- Collaborate with the Institutional Advancement Director and other colleagues to develop creative concepts and deliver publications, ongoing messaging and advertising plans
- Produce collateral materials to support educational and operational programmes
- Drive the development of social media content which connects with HKA's target demographic and drives qualified leads
- Drive HKA's inclusion in digital listings and educational review sites
- Support the creation of email marketing newsletters and messages
- Maintain and develop HKA's website in partnership with IT
- Maintain professional and productive relationships with publications and editors
- Promote school-wide consistency in the use of HKA's graphic standards and key messages
- 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
- Coordinate with ad hoc vendors, 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](mailto:recruitment@hkacademy.edu.hk)

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