



# 西九文化區管理局 West Kowloon Cultural District Authority

The West Kowloon Cultural District Authority in Hong Kong is currently recruiting a Head of Administration and a Head, Marketing and Digital.

The West Kowloon Cultural District Authority welcomes exceptional talents with a passion to realize the dream of making the West Kowloon Cultural District the prime international and local destination for arts, culture and entertainment.

#### **Head of Administration** [deadline: July 13]

You will be reporting to Executive Director, M+ and responsible for:

- leading and supervising a small team of secretarial and administrative staff to provide professional executive administration services and ensure efficient and effective day-to-dayoperation of the department;
- providing executive support to Executive Director, M+ in writing high-level business reports, preparing Board and Subcommittee meetings as well as project planning and budgeting;
- collaborating with other functional departments or work teams for all matters concerning M+ to ensure the utilization of manpower or financial resources are optimized and in accordance with the Authority's policies and guidelines;

• devising and implementing an effective departmental system or process to orchestrate the administrative services provided to the department and ensuring all the assigned tasks are managed properly and professionally.

#### **Head, Marketing and Digital** [deadline July 16]

You will be reporting to an Executive Team member and are responsible for:

- steering the marketing functions to define strategic positioning for the Authority and develop the marketing infrastructure including core services, systems and processes;
- leading the marketing team to develop and implement strategies with innovative approaches and diverse mix of marketing campaigns or programs to enhance audience building, brand development, customer relationship management; and
- ensuring the implementation of corporate/event marketing promotions are effectively managed for developing brand loyalty and enhancing audience experiences in support of the performing arts/visual arts programs or public events.

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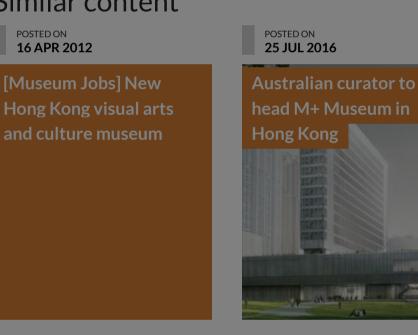
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