

## **Job Description – Executive, Marketing & Communications Ding Yi Music Company Limited**

**Job Title:** Executive, Marketing & Communications

**Reports To:** Manager, Marketing & Communications

**Job Summary:** The Executive is responsible for planning and executing the online marketing strategy for Ding Yi Music Company. The Executive will assist and support the Manager (Marketing & Communications) in all marketing, publicity and public relations work for the company's concerts and programmes to ensure a good branding image. The Executive will contribute towards the goals of the company, including reaching out to diverse communities and audiences.

### **Key Responsibilities:**

- Develop and execute an effective social media strategy to promote Ding Yi and its programmes and concerts through social media, email marketing, website & SEO optimisation and online advertisements
- Create, write and optimise creative content for the company's website/EDM and social media platforms such as Facebook, Instagram and Youtube
- Work closely with the Programming team to develop ideas for marketing, publicity and social media etc
- Manage and maintain the company website, and keep the website's information up to date
- Track and analyse website and/or digital traffic flow, and provide regular internal reports
- Identify and pitch stories/content ideas to partners, publications to a variety of demographics
- Identify and evaluate new trends in digital marketing especially for the arts and culture sector, that can be implemented for the company

### **Requirements:**

- Passionate about the arts/music
- Strong communication (verbal and written) abilities, in English and Mandarin
- Possess strong knowledge in marketing tools, digital and social media platforms ideally within the Arts & Culture sector
- Good project and time management skills, with a meticulous eye for detail
- Committed team player, responsible, reliable, and able to work with others to achieve company goals
- Familiar with Adobe or multimedia tools would be an added advantage