

General Manager – Marketing & Communications

Kai Tak Sports Park is a Design, Build and Operate project funded by the Hong Kong SAR Government for the development and operation of a sports, leisure and entertainment complex over a 28 hectare site at the former Kai Tak International Airport. Kai Tak Sports Park Ltd (KTSPL) has been awarded the contract to undertake this project. ASM Global, through its subsidiary company in Hong Kong, SMG China, has been engaged by KTSPL to be the Operator of Kai Tak Sports Park.

Department : Commercial & Marketing

Reports to : Director - Commercial

Role Introduction

The General Manager – Marketing & Communications will lead all aspects of marketing, including Go-To-Market initiatives, event launches, promotional strategy development and execution, media planning and roll-out. You will lead with strategic insight to drive the growth of the corporate brand, support Kai Tak Sports Park's mission, and promote Kai Tak Sports Park internationally, regionally and locally. You will lead communications, brand positioning, brand management, public relations, and marketing. You will serve as a go-to-person leveraging the inhouse marketing capabilities, maintain and enforce brand consistency and guidelines, and manage external resources to execute various marketing activities.

The successful candidate will manage all external communications for Kai Tak Sports Park and fully optimize all possible communications platforms. Communications delivery channels to be managed include, but are not limited to, websites, Facebook, Twitter, Instagram, YouTube, podcasts, direct media outreach, e-blast networks, and e-newsletters.

Key Responsibilities

- Play an integral role in developing and implementing the marketing strategy in collaboration with local leaders and in alignment with company's strategic and marketing goals; mining relevant story angles and crafting compelling narratives that resonate with key stakeholders – namely media, clients, corporate customers and guests
- Lead the development and production of marketing plans as well as the production of marketing materials and content
- Initiate offline and online campaigns
- Develop and implement KPIs to show ROI of marketing initiatives
- Oversee executive visibility for key members of the leadership team, across media interviews, media conferences and industry conferences. Oversee the development of messaging documents and all briefing materials
- Develop relationships within the community to strengthen and expand the customer base for sales opportunities and additional revenue
- Develop relationships and maintain active contact with local/regional/national and international press for generating publicity of the project
- Develop, build and maintain strong relationships with media, business partners, celebrities and influencers to enhance branding and corporate image
- Lead all corporate crisis and issues management and serve as a guardian of Kai Tak Sports Park's brand reputation. Act as a first responder for all crisis and issues. Provide counselling to senior leadership members when special situations occur.
- Act as spokesperson for the company on designated corporate issues/positions, and in response to media inquiries.
- Responsible for the development and management of annual budget as they related to marketing and communications

Requirements

- Degree holder, preferred in Marketing, Communications, Journalism, or related disciplines
- Minimum 15 years of experience in communications / marketing communications
- Prior experience with the development and execution of communications and marketing plans as well as budgets
- Strong business acumen in strategic planning, analytical, and tech-savvy
- Extensive network of different types of media
- Strong influencing skills and ability to create buy-in among team members and senior leadership
- Self-starting and independent with an ability to prioritize and manage multiple high priority responsibilities simultaneously
- Positive attitude and ability to find creative solutions, especially in the midst of adversity
- Excellent oral, written, and presentation-based communication skills of both Chinese and English
- Collaborative style with strong listening skills and valuing the ideas of others

Full-time

Personal & Application Information

We are an equal opportunity employer. Data collected will be treated in strict confidence and used for recruitment purpose only. Applicants who are not invited for interviews within 4 weeks may consider their applications unsuccessful.