



## **Senior Corporate Branding Manager**

### **Responsibilities:**

- Formulate, develop and execute brand positioning, marketing strategies and plans tailored to specific target international markets through different channels and touchpoints, including website, social media channels and events
- Plan and coordinate Hong Kong International Aviation Academy (HKIAA)'s participation in international trade shows, exhibitions, conferences, and other marketing events
- Serve as a brand custodian, internally and externally, ensuring consistent brand messaging and representation across all touchpoints
- Define and maintain the brand positions, ensuring consistent messaging, tone, and visual identity across all marketing and communication channels
- Develop and maintain brand partnerships which add value to brand-building
- Perform any ad hoc assignments as required

### **Requirements:**

- Bachelor's degree in Marketing, Business Administration, Aviation or a related field
- Minimum 10 years' relevant experience with 4 years at managerial / supervisory level
- Proven experience in international marketing, preferably in a global or multi-national company or organisation
- In-depth knowledge of the international aviation market
- Strong understanding of branding, marketing principles, and best practices
- Experience in developing and executing marketing campaigns across various channels, including digital and traditional
- Strong project management and organisational skills, detailed-minded, well-organised, logical thinking and able to translate complex information into easy-to-understand engaging content
- A good team player with strong interpersonal and communication skills
- Proficient in written and spoken English and Chinese, including Mandarin