

# Hong Kong International Photo Festival 香港國際攝影節

## Design Lead

The Hong Kong International Photo Festival (HKIPF) is seeking a Design Lead to carry on developing our visual branding and communication strategies. You will be managing and executing new and ongoing projects with local talents and internationally-renowned practitioners, as well as working independently, to produce publicity assets and publications for the Festival. The ideal candidate will be a team player and a self-starter who can bring new ideas to the table to meet the needs of the Festival.

In each edition, HKIPF spotlights local and overseas image makers to discuss current issues and stories from around the world through exhibitions and a wide range of public programmes. Beyond events during the Festival period, the team delivers educational projects and fundraising initiatives throughout the year to carry on our mission of nurturing emerging image makers and strengthening the international creative support and partnership network. The Design Lead will play a pivotal role in shaping the visual language of the Festival in order to effectively facilitate such projects and help connect the works with a wider audience.

## Main Duties

Working with the Artistic Director and Festival Director, the Design Lead will be:

- Overseeing a broad range of projects, including but not limited to design, website development, photography and videography, and moving efficiently between them;
- Ensuring the Festival's brand consistency and the quality of its digital and printed publicity assets and publications;
- Responsible for the projects from the ground up, including preparing briefs, service agreements, concept proposals, devising and implementing timeline and budget plans, and production supervision;
- Sourcing and engaging suitable external suppliers such as designers, photographers, videographers, website developers, printers, production houses, and artists, in compliance with company procurement procedures;
- Developing project briefs for service procurement and contract negotiation with external suppliers and collaborators;
- Preparing tangible and realistic project plans that balance the needs of the team and room for creative growth;
- Building strong relationships with external suppliers and a wider network of potential collaborators;
- Running regular meetings and managing actions across the team, including with programme, editorial and marketing, to ensure the timely execution and delivery of projects;
- Packaging project output and assets for various internal and external uses, including updating the company's publicity asset library;
- Working with the team to create and monitor marketing campaigns and devise visual communication strategies for the Festival programme and happenings;
- Creating and delivering publicity assets independently, including but not limited to key visual, video, print, outdoor displays, digital and social content;
- Supporting external suppliers and the team in editing, adaptations and all else involved to bring the creative vision to life;
- Ensuring best practice in handling the copyright, licensing, usage and accreditation of all works contributed by external suppliers;
- Preparing templates and guidelines for the team's day-to-day operation; key visual and publicity packs for programme and promotions; as well as presentations and reports for development and sponsorships; and
- Mentoring and training junior staff and student interns.

The Design Lead will also provide support to other aspects of the Festival where necessary.

## Requirements

- Graduated from an accredited college or university with training in the field of art and design
- Around 3 years relevant experience in a professional environment
- Excellent command of spoken and written English and Chinese (Cantonese is a must)
- Broad knowledge and keen interest in contemporary art, photography, digital media and visual culture
- Diverse skill set, with ability to work comfortably across art and graphic disciplines
- Must be comfortable working with Adobe Photoshop, Illustrator and InDesign
- Extensive understanding of social media platforms
- Confident with working independently and as part of a team with external designers and suppliers
- Strong communication and presentation skills - able to articulate underlying principles and concepts of designs, and clearly explain reasons behind decisions to the team and relevant parties
- Exceptional problem solving skills
- Comfortable with juggling competing priorities
- Highly organised and meticulous
- Resourceful and flexible

## To Apply

For interested parties, please send your application letter, CV, and portfolio with expected salary to [hr@hkipf.org.hk](mailto:hr@hkipf.org.hk) to the attention of Ms. Lo, on or before **12nn, 13 May 2023**.

HKIPF is an equal opportunity employer. All employment is decided on the basis of qualifications, merit, and organisation need. If you are a member of any under-represented communities, you are encouraged to self-identify, on either your cover letter or CV.

All collected data will be used for recruitment purposes only and kept in strict confidence for 6 months.

For all enquiries or further information please contact [hr@hkipf.org.hk](mailto:hr@hkipf.org.hk) or 2777 0955.

### Personal Information Collection Statement

HKPCA respect personal data and are committed to implementing and complying with the data protection principles and the relevant provisions of the Personal Data (Privacy) Ordinance.

Purpose of Collection	All information provided in this application will be used by the Association for Processing and evaluation the submission; Providing communications regarding the submission through email or call; Comply with any statutory requirements or laws that bind the Association; and General administration.
Consequence of Not Providing Information	Failure to supply sufficient and accurate information will prevent HKPCA from evaluation and processing, as such may render the submission invalid.
Right of Access	You have the right of access to and correction of your own personal data kept and used by HKPCA in accordance with the provisions of the Personal Data (Privacy) Ordinance (Cap. 486). For access or correction requests, please contact HKPCA at <a href="mailto:info@hkipf.org.hk">info@hkipf.org.hk</a> .

### About HKIPF

Hong Kong International Photo Festival (HKIPF) was launched in 2010. In each edition, the Festival focuses on a different theme, introducing local and overseas photographers to discuss manifold issues and perspectives. Through a wide range of public programmes, the Festival promotes creative practices as means to deepen our understanding of the environment we live in and the people we live with.