Posted 06 November 2026

SOCIAL MEDIA MANAGER, ASIA

Hong Kong

We are seeking a strategic, analytical, and creative **Social Media Manager, Asia** to lead the development of Phillips' social media presence across the region, with primary responsibility for the launch, growth, and ongoing management of a dedicated Asia Instagram account. The role will define the channel's strategy, editorial direction and content approach, building a distinctive and engaging regional voice while ensuring alignment with Phillips' global brand identity and business objectives.

The Social Media Manager will oversee all aspects of the Asia Instagram account, including editorial planning, content creation and curation, publishing, community management and performance optimization. Working across Phillips' art, design and luxury categories, the role will develop social-first, culturally relevant storytelling that engages existing collectors while introducing Phillips to new audiences across Asia. The position will also identify opportunities for collaboration with Phillips' global and specialist channels, as well as with relevant artists, creators, influencers, and brand partners.

Working closely with Marketing, Creative, Digital, PR and Specialist teams, the Social Media Manager will use audience insights and performance data to drive sustainable growth in reach, engagement and followers. The role will monitor platform developments, audience behavior and the competitive landscape to continuously refine the strategy, while ensuring all activity adheres to Phillips' brand guidelines, tone of voice, account security requirements and corporate best practices.

Phillips values a workforce with a wide variety of experiences, backgrounds and skills, so we encourage you to apply even if you do not meet all the qualifications.

Duties and Responsibilities

Social Media Strategy & Management

- Lead the day-to-day management and development of Phillips' Asia Instagram account, with responsibility for audience growth, engagement and brand consistency.
- Develop and maintain a regional social media strategy and content calendar aligned with auctions, exhibitions, events and broader marketing and communications priorities.
- Manage publishing, copywriting, proofreading and community engagement.
- Monitor social media trends, platform developments, audience behavior, relevant cultural conversations and competitor activity to identify new opportunities and best practices.
- Ensure social media accounts are managed securely and in accordance with Phillips' brand, legal and corporate guidelines.
- Stay informed of platform policy changes, copyright considerations and potential security risks, working closely with the Copyright Manager and Legal team to ensure compliance and protect Phillips' social media presence.

Content & Storytelling

- Develop and curate engaging, social-first content across formats including photography, video, Reels, Stories and editorial content.
- Work closely with Specialist, Creative, Video, Marketing and PR teams to identify compelling stories around Phillips' art, design and luxury categories.
- Adapt and optimize global content for Asia audiences while maintaining a consistent brand identity and tone of voice.
- Identify opportunities to create original regional content around auctions, previews, exhibitions, events and cultural moments.

Audience Growth, Insights & Reporting

- Develop strategies to grow and nurture an engaged audience across Asia.
- Monitor key performance metrics including reach, engagement, follower growth, traffic and content performance, and provide regular reporting and recommendations.
- Test and optimize content formats, posting times, and other platform strategies to improve performance.
- Benchmark Phillips' performance against relevant competitors and translate audience and platform insights into actionable recommendations.

Influencer & External Partnerships

- Identify and cultivate relationships with relevant influencers, creators, artists, and tastemakers across Asia.
- Develop and coordinate social and influencer activations around key auctions, exhibitions, previews, and events.
- Manage briefs, content requirements, publishing schedules and deliverables to ensure partnerships are brand-aligned and effective.

Regional & Global Collaboration

- Work closely with Phillips' Communications, Marketing, Creative, Video, Digital and Specialist teams to develop coordinated regional campaigns.
- Collaborate with global Social Media and Communications teams and specialist channels, including Watches and Jewels, to align regional content with broader global initiatives.
- Bring Asia-specific audience insights, trends and opportunities into global social media planning.
- Support Communications activity where appropriate, helping connect earned media, influencer engagement and owned social content into cohesive regional campaigns.
- Support internal social media training and other projects as required.

Professional Skills and Experience

- Strong knowledge of Instagram and the wider social media landscape, including platform algorithms, content formats, audience behavior, emerging trends and best practices.
- Strong editorial judgment and a demonstrated ability to develop social-first storytelling across photography, video, Reels, Stories and other evolving content formats.
- Strong understanding of brand positioning and tone of voice, with excellent attention to detail and the ability to adapt content for different audiences while maintaining brand consistency.
- Proficiency in social media management and publishing tools such as Hootsuite and HubSpot, as well as content creation tools such as Canva and Adobe Creative Suite.
- Experience using analytics and reporting tools, including Meta Business Suite, Google Analytics and native platform insights, with the ability to translate performance data into actionable recommendations.
- Strong understanding of the social media landscape across Asia, including global and regional platforms such as Instagram, Facebook, YouTube, LinkedIn, WeChat and RedNote (Xiaohongshu).
- Strong awareness of social and cultural trends across Asia, with the ability to identify timely and relevant opportunities for content and audience engagement.
- Experience working with influencers, creators, artists, tastemakers, or brand partners is highly desirable.
- Experience with paid social media campaigns, audience targeting and content optimization is an advantage.

Education and Training

- Minimum 5 years of relevant experience in social media or content marketing, ideally within the art, luxury, fashion,

culture or lifestyle sectors.

- Excellent English and Chinese written and verbal communication skills, with a strong ability to write and edit engaging social copy. Proficiency in additional Asian languages is highly desirable.

Personal Attributes

- Highly organized and able to manage multiple projects, stakeholders and deadlines in a fast-paced, international environment, working effectively both independently and collaboratively.
- A genuine interest in art, design, watches, jewelry, fashion and the broader luxury and cultural landscape is highly desirable.

Working Conditions

- Work is primarily undertaken in Phillips' Asia headquarters in the West Kowloon Cultural District in Hong Kong.
- Ability to post on weekends to meet business needs.

Additional Info

Interested parties please apply and send your Full resume with expected salary to us by clicking "Apply Now".
