



Assistant PR & Marketing Manager Description

Company: Hong Kong String Orchestra (HKSO)

Department : Programme & PR Team. (Marketing & PR under this team)

Location: Tin Hau, Eastern District

Employment Type: Full-time

About Us:

Hong Kong String Orchestra (HKSO), founded by internationally distinguished violinist Prof. Jue Yao SBS, BBS, JP, is Hong Kong's flagship professional string ensemble and leading cultural institution.

As Hong Kong's trusted global cultural ambassador, HKSO features a distinctive East-meets-West artistic positioning. It has delivered high-calibre performances across 14 countries and 52 cities, earning consistent acclaim at home and abroad.

Committed to cultural innovation, cross-border collaboration and Greater Bay Area cultural advancement, the Orchestra continues to elevate Hong Kong's international cultural standing and brand influence.

Why Join Us?

This is a career accelerator. You will master sought-after digital skills across platforms like Instagram and Xiaohongshu—a rare asset. You won't just assist; you will actively build an impressive portfolio by creating real campaigns for high-profile concerts and tours. With direct mentorship, you'll gain specialized arts marketing expertise that sets you apart and fast-tracks your career.

Responsibilities:

- Develop creative copy and manage social media platforms (Instagram, Facebook, Xiaohongshu, WeChat).
- Implement online and offline marketing plans to maximise visibility of concerts and programmes.
- Draft and coordinate promotional materials for concerts, tours, and education activities.
- Assist in designing KV, thumbnails, posters, flyers, and digital ads.



- Capture, organise, and manage promotional photo/video content.
- Support daily marketing activities including presentations, reports, and market research.

Requirements:

- Bachelor's degree in Design, Marketing, Communications, or a related field.
- 2-3 years of working experience, preferably in the non-profit or arts industry.
- Experience with design and video editing platforms like Photoshop, Canva, AI Design.
- Familiar with various social media platforms and their unique audiences.
- Strong understanding of branding principles and marketing strategies, with the ability to manage tight deadlines and multiple projects simultaneously.
- Proficiency in verbal and written Mandarin, Cantonese & English.
- Self-driven, passionate in the arts & music, with strong time management skills.
- Able to work under pressure.

How to Apply:

Send your resume and PR & Marketing portfolio to hkso@stringorchestra.org.hk. Please use the subject line "Assistant PR & Marketing Manage Application".