



## PR & Marketing Manager Description

**Company:** Hong Kong String Orchestra (HKSO)

**Location:** Tin Hau, Eastern District

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

**Employment Type:** Full-time, Permanent

### 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 pivotal leadership position through which you will leave an indelible impact on Hong Kong's thriving music and arts landscape—beyond the scope of concert promotion, you will advocate for our noble vision of enriching lives through music, shape the narrative for our critical community and educational initiatives, and exercise full autonomy to drive strategic initiatives, enhance the orchestra's public prestige, and provide mentorship to a dynamic, growing team; we offer a vibrant, innovative work environment where passionate marketing professionals can utilize their expertise to make a profound and lasting contribution to the performing arts industry.

### Key Responsibilities:

- Work alongside the PR & Programme Director to map out the entire organization's PR & Marketing strategy, encompassing not only concerts and tours but also educational programmes and the personal brand of the Artistic Director.
- In alignment with the overall strategy, plan and execute integrated PR & marketing plans for all organizational activities.



- Support ticket sales through strategic promotions, track performance, and optimise campaign intensity.
- Identify and deploy ticket-support initiatives (partnerships, group offers, student programmes).
- Act as the primary media contact; manage press releases, story pitching, and media opportunities.
- Direct campaign content and brand deliverables across all channels.
- Coordinate internal teams (e.g., junior marketing staff, programme coordinators) and external vendors (e.g., designers, PR agencies, printers, media partners) to ensure efficient delivery under tight schedules.
- Oversee event-day PR needs and post-event reporting.
- Supervise and guide junior staff to meet deadlines.

#### **Requirements:**

- Bachelor's or Master's degree in Marketing, Communications, Public Relations, or a related field.
- Over 3+ years of working experience, preferably in the music or performing arts industry.
- Strong bilingual communication skills (English & Chinese) with solid media/press writing ability.
- Proven ability to independently plan and deliver campaigns, managing multiple projects under tight timelines.
- Familiarity with ticket-driven promotions and audience engagement for arts/events is an advantage.
- Mature, organised, calm under pressure; willing to work evenings and weekends during concert periods.
- Self-driven, passionate in music, with strong management and leadership skills.

#### **How to Apply:**

Please send your resume, a cover letter, and past work samples to [hkso@stringorchestra.org.hk](mailto:hkso@stringorchestra.org.hk) with the subject line "PR & Marketing Manager Application – [Your Name]".