

Marketing Manager Job Description

Availability: Immediate

Reporting to the **Head of Marketing**, you will be responsible for managing marketing-related work of the organization. Details can be found below:

Responsibilities

- Develop and implement effective marketing strategies to support the organization's objectives;
- Assist in shaping the brand identity and ensuring consistent messaging across various channels, including digital platforms;
- Support core digital marketing programs, including Paid Search, SEO, Email marketing, and social media management;
- Conduct market research and analysis to identify target audiences, market trends, and opportunities for brand positioning;
- Manage content marketing efforts, including creating, curating, distributing, and monitoring content across online and offline platforms;
- Identify potential partnerships and opportunities to enhance the organization's growth and market presence;
- Collaborate in the creation and execution of marketing campaigns to promote programs and engage target audiences, optimizing ticket sales and enhancing the customer experience;
- Prepare reports and proposals on marketing projects as requested by management;
- Provide support and mentorship to team members to ensure efficient daily operations;
- Plan and execute various marketing projects and undertake ad hoc tasks as assigned by the Artistic Director.

Qualifications

- Bachelor's or Master's degree in Marketing, Communications, Public Relations, or a related field;
- Over 5 years of working experience preferably in the music industry;
- Familiar with arts organizations and education institutions in Hong Kong & the region;



香港弦樂團
HONG KONG
STRING ORCHESTRA
Artistic Director 藝術總監 | Yao Jue 姚珏

- Proven track record in a similar branding / communications role within the arts or cultural sector;
- Strong understanding of branding principles, marketing strategies, and industry trends;
- Proficiency in verbal and written Chinese & English, fluency in Mandarin preferred;
- Excellent written and verbal communication skills with the ability to craft compelling messages for different target audiences would be highly preferable;
- Excellent communication, presentation, and interpersonal skills;
- Self-driven, passionate in music, with strong management and leadership skills;
- Capable of managing multiple tasks in a deadline-oriented environment;
- Creative mindset with the ability to think strategically and execute innovative ideas.

If interested in this position, please send a resume, cover letter, and salary requirements to isabella.lu@stringorchestra.org.hk with the subject line "Marketing Manager Application – [Your Name]".