



PR & Marketing Manager Job Description

Availability: Immediate

Under the PR & Programme team, you will be responsible for managing PR & marketing-related work for the organization. Details can be found below:

Key Responsibilities

- Plan and execute integrated PR & marketing plans with clear messaging and timelines;
- Support ticket performance through promotional strategy, tracking results, and optimising campaign intensity;
- Identify and deploy ticket-support initiatives (e.g., partnerships, group offers, education/student initiatives) within campaigns;
- Serve as primary media contact; manage press releases, story pitching, and media opportunities;
- Direct campaign content and brand deliverables across; photo/video/KV/promotional materials and social content direction;
- Manage internal and external coordination to ensure efficient delivery under tight schedules;
- Oversee event-day PR needs and post-event coverage follow-up and reporting;
- Supervise and guide junior staff to ensure deadlines are met;
- Any ad-hoc related work as requested by senior management.

Qualifications

- 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 / performing arts industry
- Familiar with arts organizations and education institutions in Hong Kong & the region;
- Strong bilingual communication (English & Chinese), with solid media/press writing skills;
- Proven ability to plan and deliver campaigns independently, managing multiple projects under tight timelines;
- Strong stakeholder coordination and cross-team collaboration skills; able to lead workstreams with accountability;



- Familiarity with ticket-driven promotions and audience engagement for arts/events is an advantage;
- Mature, organised, calm under pressure; willing to work evenings/weekends during concert periods.
- Self-driven, passionate in music, with strong management and leadership skills;
- Creative mindset with the ability to think strategically and execute innovative ideas.

If interested in this position, please send a resume, cover letter, and previous work samples to hkso@stringorchestra.org.hk with the subject line "PR & Marketing Manager Application – [Your Name]".