

## Head of Marketing Job Description

**Availability:** Immediate

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

### Responsibilities

- Responsible for developing and implementing effective marketing strategies to achieve the organization's objectives;
- Lead efforts in shaping the organization's brand identity and ensuring consistent messaging across various channels. Core digital marketing programs include Paid Search, SEO, Email, and social media platforms;
- Conduct market research and analysis to identify target audiences, market trends, and opportunities for brand positioning;
- Take charge of content marketing by creating, curating, distributing, and monitoring content across online & offline platforms;
- Identify and pursue strategic partnerships and opportunities to enhance the organization's growth and market presence;
- Create and implement impactful marketing campaigns to promote programmes and engage target audiences effectively to optimize ticket sales and improve the overall customer experience;
- Prepare proposals or reports on these projects upon request from the management;
- Provide coaching and guidance to team members to ensure daily efficient operation;
- Plan and implement any respective projects in relation to marketing, or any ad hoc tasks as assigned by the Artistic Director.

### Requirements

- Bachelor's or Master's degree in Marketing, Communications, Public Relations, or a related field;
- Over 10 years of working experience preferably in the music industry; with at least 5 years in a senior manager role;
- Familiar with arts organizations and education institutions in Hong Kong & the region;
- Proven track record in a similar senior branding / communications role within the arts or cultural sector;
- Strong understanding of branding principles, marketing strategies, and industry trends;



香港弦樂團

HONG KONG  
STRING ORCHESTRA

Artistic Director 藝術總監 | Yao Jue 姚珏

- Proficiency in verbal and written Chinese & English, fluent 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.