



## PR & Marketing Manager Description

**Company:** Hong Kong String Orchestra (HKS O)

**Location:** Tin Hau, Eastern District

**Department:** Programme & PR Team

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

### About Us:

Hong Kong String Orchestra (HKS O), 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, HKS O 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 impactful 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.
- Develop and execute integrated PR & marketing strategies for concerts, tours, education programmes and organisational branding.

- Drive ticket sales, audience growth, and student enrolment for education programmes through targeted marketing campaigns, with clear performance and conversion objectives.
- Plan and manage the annual and campaign-level marketing budget, including budget allocation, advertising spend, cost control, and performance review.
- Identify and deploy ticket-support initiatives (partnerships, group offers, student programmes).
- Manage media relations, press releases, publicity opportunities, and brand communications.
- Plan and oversee digital and offline marketing campaigns, including paid advertising, social media, email, partnerships and campaign content.
- 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.
- Manage the full-cycle PR activities for concerts, from pre-event planning and promotion to on-site execution and post-event reporting.
- Supervise and mentor junior staff, supporting both timely delivery and professional development.

#### **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.
- Hands-on experience in digital marketing, paid advertising, and integrated campaign management.
- Experience in marketing budget planning and management, with the ability to analyse campaign performance and optimise spending based on results.
- 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 & arts, 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]".