



Communications & Marketing (Asst.) Manager Job Description

Availability: Immediate

Hong Kong String Orchestra is seeking a Communications & Marketing (Asst.) Manager to oversee and manage the organization's institutional communications, audience development, marketing initiatives and digital platforms.

The role will be responsible for developing and executing communications, marketing, PR, audience growth, and digital engagement strategies to strengthen the organization's brand, increase ticket sales and student enrolment, and grow its overall audience reach.

Key Responsibilities

- Lead the organisation's communications, marketing and audience development strategies to strengthen brand visibility, audience engagement and organisational growth
- Manage media relations, public relations initiatives and institutional communications, including speeches, Chinese-language content and promotional materials
- Drive audience growth through ticket sales campaigns, CRM initiatives and targeted marketing activities
- Support student-related recruitment, event promotion, and communications with students and parents of our education platform
- Oversee content strategy and performance across digital platforms, including Facebook, Instagram, Xiaohongshu, WeChat, YouTube and the website
- Coordinate with internal and external stakeholders to deliver high-quality campaigns, events and communications initiatives
- Supervise junior staff and support the successful execution of departmental objectives
- Perform other related duties and ad-hoc assignments as required by management

Qualifications

- Bachelor's degree or above in Communications, Marketing, Public Relations or a related discipline
- At least 5 years of relevant experience in communications, marketing, public relations or related fields, preferably within the arts, cultural, education or events sectors
- Strong experience in communications, public relations, content development and digital marketing, including media relations, campaign planning, social media management, and the drafting of speeches, press materials and institutional communications

- Strong written and spoken English and Chinese; Cantonese is required and Putonghua is an advantage
- Experience in audience development, CRM, ticketing promotion, student recruitment or education marketing is an advantage
- Good understanding of major digital and social media platforms, including Facebook, Instagram, Xiaohongshu, WeChat, YouTube and website content management
- Strong project management, organisational and stakeholder engagement skills, with the ability to manage multiple priorities independently and deliver high-quality outcomes
- Mature, proactive and creative, with the ability to think strategically while remaining hands-on in execution
- Passion for music, arts, culture or education is an advantage
- Willing to work evenings and weekends when required during concerts, events or major programme periods

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