



Marketing & PR Assistant Job Description

Availability: Immediate

Part of the PR & Programme Team, you will be responsible for supporting all marketing-related work of the organization. Details can be found below:

Responsibilities

- Develop creative ideas and copy-writing for brand promotions on various social media platforms and manage such platforms;
- Implement online and off-line marketing and promotion plans for HKSO programs to maximize impacts and reach;
- Coordinate and draft promotional materials for concerts, tours, and education programs;
- Assist in designing and distributing KV, thumbnails, posters, flyers, and digital ads;
- Capture, organize, and manage promotional photo/video (including behind-the-scenes of rehearsals/performances/tours);
- Support daily marketing activities and perform administrative duties, such as proposal ppt preparation, reports, and market research (analyse online opinions);
- Any ad hoc tasks as requested by the team.

Requirements

- Bachelor's degree in Design, Marketing, Communications, or a related field;
- 1-2 years of working experience preferably in the non-profit or arts industry;
- Previous roles in branding / marketing within arts organizations and education institutions in Hong Kong
- Experience with design and video editing platforms like Photoshop, Canva, AI Design etc.
- Familiar with various social media platforms such as Instagram, Facebook, Xiaohongshu, and Weixin Official Accounts
- Strong understanding of branding principles, marketing strategies, and industry trends;
- Proficiency in verbal and written Mandarin, Cantonese & English;
- Excellent written and verbal communication skills with the ability to craft compelling messages for different target audiences would be highly preferable;



- Self-driven, passionate in the arts & music, with strong time management skills;
- Capable of managing multiple tasks in a deadline-oriented environment;
- Creative mindset with the ability to think strategically and execute innovative ideas.

If you are interested in this job position, please send your resume and PR & Marketing portfolio to hkso@stringorchestra.org.hk