

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 social media platforms;
- Analyse online opinions to identify insights and develop social media reports;
- Support daily marketing activities and perform administrative duties, such as proposal preparation, reports, and market research;
- 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 special events;
- 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);
- Any ad hoc tasks as requested by the team.

Requirements

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field;
- 1-3 years of working experience preferably in the non-profit or arts industry;
- Familiar with arts organizations and education institutions in Hong Kong & the region;
- Prior experience in branding / communications role within the arts or cultural sector;
- Strong understanding of branding principles, marketing strategies, and industry trends;
- 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;
- Self-driven, passionate in the arts & 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.

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