



## Hong Kong String Orchestra Limited

Founded by Virtuoso Yao Jue SBS, JP., Hong Kong String Orchestra (HKSO) has achieved significant recognition locally and internationally for its “music uniqueness fusing Eastern and Western influences”. HKSO strives to expand musical horizon and promote new music, since its establishment, it has become a string orchestra with the best local strings elites in Hong Kong.

Suitable candidates are invited to apply for the following:

### Marketing and Outreach Director

#### Job Description

- To formulate, plan and execute marketing, PR and outreach strategies for the Orchestra, education and charity platforms
- To strengthen the brands' position and maximize impacts on the brands and products with collaboration and synergy
- To maintain and extend networks for existing and potential patrons, partners and sponsors for sustainable development
- To implement initiatives to arouse public awareness and support to the Orchestra and its charity programmes
- To monitor and manage social media platforms and company websites
- To ensure funding requirements and sales targets are achieved
- To assist on the execution and implementation of events
- To provide coaching and training to the team
- Ad hoc duties as and when required

#### Requirements

- Degree or above in Marketing or related discipline
- 10 yrs of relevant experience
- Passionate and team player
- Able to perform under pressure with multi tasks

Applications should be sent with updated resume by email to [hr@stringorchestra.org.hk](mailto:hr@stringorchestra.org.hk).

All personal data collected will be for recruitment purposes only.