



## Position Available – Senior Manager (Marketing)

(Ref. SM/2023/01/MS)

### Organization Description

Musicus Society was founded in 2010 as the vision of cellist Trey Lee to become an international music organization with quality performances and world-class home-grown artists. The Society's mission is to promote cross-cultural collaboration of music internationally between top local and overseas artists through performances and by nurturing the next generation of talent. The Society is financially supported by the Art Development Matching Grants Scheme of the Government of the Hong Kong Special Administrative Region.

### Job Description

Working closely with General Manager and relevant Council members to promote the Society and its programs to various stakeholders, including sponsors, donors, and the general public. Responsibilities include:

- Lead a few-member team in managing and implementing all marketing and publicity campaigns for the Society;
- Drive existing and new online and offline marketing initiatives for the Society;
- Lead, develop and deploy strategies to engage existing and potential customers;
- Expand the Society's reach through public relations strategies;
- Monitor and analyse ticketing, sales and recruitment for Musicus concerts and education programs;
- Oversee the work with external vendors, designers, photographers, video production companies to ensure development of quality marketing and promotion materials; and
- Maintain good communications with internal and external stakeholders, including the Society's members, funders, donors, press, artists, and customers.

### Requirements

- Minimum 12 years of full-time work experience with at least 8 years in marketing, preferably in arts marketing;
- Proven ability to initiate, plan, lead, manage, execute and follow up projects;
- Experienced in working at an entrepreneurial environment and/or a small to medium size NGO will be helpful;
- Passionate in performing arts and/or classical music;
- Creative, highly detail-oriented, organized, with excellent analytical and inter-personal skills;
- Great communication skills, and fluent in English and Chinese;
- University degree in Business or Arts Administration, Marketing, E-Commerce or related disciplines;
- Working location: Chai Wan.

### Benefits

- 5-day week, Medical plan

### Compensation

- Salary offered will be commensurate with experience and qualification.

### Application

Any interested party should apply with a cover letter and full resume stating present and expected salary, and earliest availability. Such information should be sent to: [hr@musicussociety.org](mailto:hr@musicussociety.org) on or before **21 February 2023**. Applicants not invited for interviews within 8 weeks after submitting their applications may assume their applications are not successful. Personal data collected will be treated in strictest confidence and will only be used for recruitment purposes. Musicus Society reserves the right to consider late application and not offer any appointment for the post advertised.

# MUSICUS

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