



## **MEDIA RELEASE**

14 December 2017

### **– ASQ Marketing & Communications Manager Appointed –**

**The Australian String Quartet (ASQ) is excited to announce the appointment of Samuel Jozeps to the newly created role of Marketing and Communications Manager, effective 8 January 2018.**

**With a key focus on digital marketing, this new role will be instrumental in enhancing the ASQ brand and helping to grow new audiences across its concert, festival, educational and digital programs.**

**Formerly the Digital Marketing Executive for the Adelaide Festival, Jozeps** returns to Australia to take up the position having spent the last two years living and working in Germany's fastest growing city, Leipzig, known world-wide as the home and workplace of the likes of Bach, Schumann, Mendelssohn, Wagner and Goethe. Leipzig is also known as the 'new Berlin', boasting a hyper-active cultural life and burgeoning start-up and tech industries. Jozeps worked in marketing and development roles for **Basislager Coworking** and **Starter Space**, driving strategic business development for start-ups and new enterprises. While abroad, Jozeps also worked as a freelance film maker, photographer, and was a writer for the Leipzig's English speaking magazine, the *Leipzig Glocal*.

Jozeps studied English and philosophy at the universities of Adelaide and Helsinki. In 2009 he was awarded the *Anthony Steel Fellowship* at the **Adelaide Festival Centre** before taking up roles with the **Adelaide Fringe, Cabaret and Guitar Festivals, WOMADelaide** and later, specialist digital marketing roles at the **Adelaide Festival Centre** and **Adelaide Festival**. During this time, Jozeps also held a residency as *Digital Writer in Residence* at **Writers SA** where he produced a series of late night, live-streamed, on-location literary podcasts.

Of his appointment, Jozeps said, *"The ASQ is a world class, musical powerhouse. It's an honour for me to work alongside its wonderful musicians and such an agile administration. I am looking forward to exploring ways to deepen the community's engagement with the quartet and its program."*

From its home base at the University of Adelaide, Elder Conservatorium of Music, the ASQ reaches out across Australia and the world to engage people with an outstanding program of performances, workshops, commissions and education projects. The ASQ's 2018 program is rich with exciting projects. Alongside its National Season, the ASQ continues its successful flagship festivals in the Southern Grampians, Victoria and Western Australia's Margaret River and pilot a new mini-festival on the north-coast of New South Wales. 2018 also welcomes international tours to China and Europe; regional and metropolitan residencies; Australian recording initiatives; the continuation of the ASQ's successful morning series at UKARIA Cultural Centre, Close Quarters gigs in unique spaces across the country; and a partnership with Jumpgate VR on the development of a new digital platform.

*"We are excited that Sam will be joining our team in January next year",* said the ASQ's Chief Executive, Angelina Zucco. *"His marketing, digital media and new-business experience, both here and abroad, will play a vital role in helping us to increase our capability to engage more effectively with the communities we serve."* she said.

**For further media information – Angelina Zucco, Chief Executive, 08 8313 3748.**

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