



## Assistant Officer, Marketing Communications (Ref: CT/220319/AOM)

**CHANGE YOUR FUTURE, AND THE FUTURE FOR CHILDREN IN HONG KONG. JOIN OUR TEAM.**

Our staff are creative, collaborative, and willing to do whatever it takes to get the job done. They embody our core values and believe in our vision and mission. If you enjoy a work environment that is challenging, rewarding and making an impact, we invite you to consider a career with Mother's Choice.

### Position Description

Reporting directly to the Marketing Communications Manager, this person will provide communications development and implementation support with regards to internal and external communications, marketing and advertising, events, PR/media relations, services outreach events, collaterals productions, digital marketing and social media (including websites, blogs, social media content and monitoring). The overall purpose of the role is to lay the foundation of content creation and story-telling to drive stronger awareness and community support for Mother's Choice.

### Key Responsibilities

- Assist in managing the production of a range of publications and collaterals in accordance with communication house, which includes liaising with other teams to establish their requirements, preparing and editing creative copy, managing the design and print process and proofreading, developing new materials as appropriate. Materials include presentations, reports, cards, pamphlets and brochures, mailings and so on.
- Assist in devising and managing an annual marketing communications plan to market the calendar of events.
  - This includes working closely with the fundraising and services teams, and continuously monitoring and amending the plan throughout the year as needed; developing proactive media relationship, interviews and features stories, speaking opportunities and so on in reaching out and interacting with the community.
  - This includes the developing, writing and editing periodic and targeted e-newsletters, building email campaigns, crafting and reviewing of messaging, presentations and materials, using the CMS and other software, and extracting segmented mailing lists from the CRM software.
  - The liaison and planning of engagement and activities with fundraising and services teams as well as volunteer engagement (including Youth Leadership Council) as seen in annual gala dinner, flag day, community fun fairs and so on.
- Assist in developing and managing online communication channels (such as social media channels, website, collaborative digital marketing platforms).
  - This will include liaisons and developing content, ensuring regular posts (eg news, events, job postings etc), and investigating PPC advertising.
  - Assist in managing, monitoring and analysing email campaigns, in particular email click and open rates, to inform approach and future campaigns.
  - Assist in developing tactics for audience segmentation and growth in social media.
  - Support as a power user of data analytics tools, using it to measure marketing effectiveness, audience engagement, and provide support in informing future marketing strategies and tactics.
- Assist in administration responsibilities such as planning, budgeting, coordination and supervising in the quality work of volunteers, including scheduling and deliverables. Serves on committees as assigned and perform any other duties as required.  Carrying out from time to time, and as directed, any other duties as required in addition to the above that will be both reasonable and within your capabilities.

### Requirements

- Excellent communication skills and demonstrated copy writing skills within marketing/communications environment. Possess understanding and sensitivity in cultural diversity. Bilingual skills an added advantage.



- A minimum of 2 years working experience in communications, marketing, publishing, customer service or related industries. Hands-on experience in the work processes of content research and crafting for media and events purposes, as well as media strategy development.
- Completed qualification in Journalism, Communications, Marketing, or related disciplines, bachelor degree an advantage. An understanding of digital marketing and social media channels is essential.
- Knowledge of Adobe Photoshop, WordPress (including SEO optimization), Mail Chimp, Google Analytics, Facebook Analytics, HTML, InDesign and Marketing Cloud would be favourable.
- A can-do attitude, motivated by challenges and opportunities with limited resources and budgets in a nonprofit environment. Proactively identifies opportunities. Passion for the nonprofit / philanthropic sector.
- Traits of positivity, collaborative, and a problem-solver. Organized and attention to details. Good communication and interpersonal skills. Passion and initiative to learn, with a strong sense of project management and drive to meet timelines.
- Must share the commitment of Mother's Choice in upholding the safety and protection of children as paramount.

### To Apply

Interested candidates should send a cover letter and full resume quoting the job reference number (Ref: CT/220319/AOM) and expected salary to Assistant Director . Human Resources, Mother's Choice Limited, 10 Borrett Road, Mid-Levels, Hong Kong; email [hr@motherschoice.org](mailto:hr@motherschoice.org); fax 2525 7445

Personal data collected will be used for recruitment purposes only. Applicants who do not hear from us within two months may consider their application unsuccessful. Mother's Choice is committed to diversity and inclusion and is an equal opportunity employer.

### About Mother's Choice

Mother's Choice is a local charity serving the many children without families and pregnant teenagers in Hong Kong. We join hands with our community to give hope and change the life stories of vulnerable girls and babies. Our vision is to see every child in a loving family.