



## Coordinator, Design & Production (Ref: CT/220319/CDP)

**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

Powerful designs create and strengthen emotional connections between a brand and its audience. We would like to communicate and connect with relevance to our stakeholders (including service users, employees, volunteers, donors, sponsors, supporters, community and business partners, and the wider community local and international etc), relaying our vision and mission, messaging and stories, with simple yet powerful visuals in line with our communication strategies, marketing and development programs.

The successful candidate assists in all Mother's Choice design works and coordination, project and production liaison, support in social marketing, branding and administration. Deliverables included but not limited to visual expressions, the design & production of corporate communication and marketing events materials such as printed collaterals, merchandising, social, photos and videos, brand compliance and consistency across all communication channels.

### Key Responsibilities

Design works and coordination:

- Assist in develop, coordinate, and execute on creative designs and campaigns, eg online and offline visuals.
- Provides monitoring and updates (eg research, comparisons and recommendations) to supervisory/project manager regarding specifications, pricing and delivery, etc.
- Identifies and recommends improvements in the print production sourcing process. Researches local printing market to obtain knowledge of new developments in technology and services.
- Assist in coordinating photographic assignments and production activities. Executes assigned photographic assignment including location, studio, architecture, portrait and event as needed.
- For example:
  - Event materials . e.g. Invitation, mementos, collaterals, backdrops, nametags, digital visuals, booths and props, website and social media publicity.
  - Corporate materials . e.g. Impact reports, handbooks, brochures, pamphlets, presentations, media materials, website and social media communication and publicity, etc.
  - Social media sponsored programs and analytics and so on.

Project and production liaison:

- Serves as the primary liaison to external printer and/or production vendors, business partners and internal service users.
- Provide support in the communication and collaboration on specifications, timelines and recommendations. Assist in effective project liaisons and management including scheduling and monitoring, ensuring works are completed as specified and on time.
- Assist in liaison with and build effective relationships with paid, pro bono, and volunteer creative partners including: creative agencies, production companies, and freelance designers, photographers, and videographers.

Social marketing support:

- 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.

Branding:

- Uphold and ensure brand compliance and consistency is applied throughout all online and offline design and materials productions.
- Update and communicate brand materials and communication tools as needed.



**Admin:**

- Organizes and maintains filing and archives regarding all visuals, production materials, advertising.
- Assist in 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.

**Requirements**

- High degree of creativity and keen eye for design. Proficient in Adobe Creative Suite applications such as Illustrator and Photoshop. Strong sense of production management and drive to meet timelines.
- Positive, collaborative, and a problem-solver. Organized and attention to details. Good communication and interpersonal skills. Passion and initiative to learn, with a good sense of urgency in managing priorities, tasks and projects.
- Possess 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.
- Fluency in spoken and written English and Chinese, ability to read, write and type in Chinese.
- 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/CDP) 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.