



## Chief Marketing Officer (Ref: MCW/240719/CMO)

**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

The role of Chief Marketing Officer (CMO) is a new senior leadership position at Mother's Choice which would oversee marketing communications, fundraising and community education. As a member of the senior leadership team, the CMO works alongside the CEO, COO and other senior leaders to promote a strong organizational mission and culture, develop and drive the organization's strategic work plans, and represent the organization within the community.

The CMO spearheads the fundraising that is the lifeblood of Mother's Choice services to children, youth and families. S/he will own and coordinate the public affairs efforts of the various services and client groups with government, media and other bodies. The CMO will design and implementation of innovative strategic and integrated communications campaigns, consistent brand management, high functioning digital strategy, well-written and visually compelling content, and targeted outreach. The CMO will be well-positioned to provide strategic advice and counsel to the CEO and board of directors on all matters related to increasing philanthropic support of Mother's Choice in both the short and long term.

This is an extraordinary opportunity for an experienced and accomplished leader to join a high quality, human services organization with an inspiring mission, 130 dedicated employees, a collaborative working environment, and a longstanding reputation for program quality and impact. The CMO plays a catalytic role in enhancing the visibility of Mother's Choice to all audiences; working collaboratively with key stakeholders to ensure marketing and communications are on-brand, aligned, deliver measurable outcomes, and are in the best interests of the community.

### Key Responsibilities

#### Fundraising:

- Together with the CEO, play the role of Chief Relationship Manager+ both stewarding existing and developing new relationships with major stakeholder groups.
- Develop procedures and processes to professionalize and institutionalize the fundraising and donor management process.
- Spearhead Mother's Choice major gifts and mass giving programs to achieve and surpass annual fundraising budget while growing the pipeline of interested donors
- Develop a system of donor management system focused on Mother's Choice values including authentic relationships, appreciation and hospitality
- Grow the organization's income from foundations, family offices and other institutional fundraising, while developing a pipeline of prospective donors.
- Oversee the implementation of data management systems and policies for all Mother's Choice fundraising activities to ensure efficiency and sustainability.
- Develop and grow the existing group of Mother's Choice ambassadors for fundraising, government and community partner relationships and media.
- Provide leadership to the Fundraising Committee and work closely with other board committees to ensure timely action and clear decision-making on organizational goals and objectives.

#### Marketing & Communications

- Serve as the internal thought leader and expert on communications practices at Mother's Choice by promoting a culture of high standards and continuous improvement that emphasizes learning, collegiality, and collaboration as well as values diversity, inclusion, respect, and transparency.



- Develop a comprehensive long-term strategic communications and marketing plan and framework; then operationalizing this into annual departmental plans to encompass the entire spectrum of departmental activity and all target audiences.
- Provide strategic counsel to Mother's Choice leadership; advising on media perceptions, public relations issues, and effective messaging to advance the reputation of the organization and ensure its relevance and positioning with its core audiences.
- Develop and implementing systems, and utilizing data to measure the effectiveness of all strategic communications and marketing activities.
- Provide leadership to the Marketing Communications Committee and work closely with other board committees to ensure timely action and clear decision-making on organizational goals and objectives.

#### Events:

- Work closely with staff, committees, and volunteers to organize and maximize the effectiveness of fundraising/cultivation events whilst also devising new events and programs to expand the number of private contributions.

#### Community Education:

- Government/Public Affairs
- Oversee the development of the impact measurement effort at Mother's Choice including partnership with academic institutions.
- Ensure our impact is consistently communicated to critical stakeholders.

#### **Requirements**

- 15+ years of leadership experience in the not-for-profit sector; or, extensive experience working in an industry or institution that presents similar complexities and challenges.
- A goal-oriented leader experienced in inspiring and motivating staff to new levels of performance and success and creating a positive, forward-looking esprit de corps among staff.
- Collaborative cross-sector experience and a demonstrated competence in public, private and philanthropic partnerships; Ability to establish sincere, authentic, and enduring relationships; and to inspire and motivate individuals, corporations and foundations to engage with and give to Mother's Choice.
- Superior writing skills; Outstanding interpersonal skills and emotional intelligence required to navigate a complex environment, understand and relate effectively with diverse constituents.
- A self-starter with a sense of urgency, a clear set of priorities, a strong work ethic and the ability to adapt to changing circumstances in a highly collaborative environment.
- Must have a creative and imaginative approach to problem solving, a positive 'can-do' attitude; be diplomatic, adaptable and relationship builder with strong influencer skills.
- Be passionate about the Mother's Choice mission and committed to the strategic vision and future plans of the organization.
- Powerful advocate for scaling social change and building an infrastructure of opportunity. Brings humility and a deep commitment to philanthropy and empathy for those who struggle to maintain self-sufficiency, personal well-being and hope.
- Bachelor's degree required, Master's degree preferred.
- 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: MCW/240719/CMO) 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.