



**Manager, Communications**  
(Ref: MCW/240705/CM)

**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**

We are seeking an experienced and dynamic Manager in Communications.

This role will play a critical role in shaping and implementing our communication strategies, enhancing our public image, managing media relations whilst also ensuring consistent messaging across all channels. We are looking for a strategic thinker with excellent communication skills and a proven track record. This role requires a clear understanding of the mission and vision of Mother's Choice and a passion to work helping the lives of vulnerable children and girls dealing with crisis pregnancies.

**Key Responsibilities**

**Communications Strategy:**

Develop and implement comprehensive corporate communications strategies that align with Mother's Choice vision and mission and target staff, Board and Committees, alumni as well as key stakeholders and partners.

**Media Relations:**

Manage and cultivate strong relationships with media and influencers to enhance Mother's Choice visibility and reputation.

**Communications House:**

Ensure consistent messaging, tone of voice and branding across all communication related assets and channels.

**Service Communications:**

Work with our services with a customer-focused mindset, assess needs and gaps and support with communications assets suited to various audiences. This includes support for our fundraising and event team.

**Content Creation:**

Oversee the creation of compelling content for press releases, newsletters, social media, website, and other communication vehicles, across channels and audiences.

**Website, Social Media, EDM:**

Develop, manage and track all our digital channels, to maximize our reach and engagement

**Monitoring and Evaluation:**

Track and analyze the effectiveness of our communication efforts using metrics and feedback to refine strategies.

**Team Management:**

Inspire and manage a team of social media, and creative professionals and often, volunteers. Assign tasks, provide guidance and feedback, and foster a collaborative and creative work environment.



## Requirements

- Bachelor's degree in Communications, Public Relations, Journalism or related field.
- At least 8 years of relevant experience, preferably in journalism within the media industry or Brand or NGO communications.
- Fluency in written and spoken English and Cantonese.
- Excellent written and verbal communication skills. This includes the ability to craft clear, concise, and engaging content for various platforms and audiences.
- Strong strategic thinking and planning abilities are essential to develop and execute effective communication strategies aligned with organizational goals.
- Critical thinking & ability to seek out and clearly present information and recommendations
- Innovative, creative and proactive with an analytical and solution-orientated approach.
- Proficiency in digital communication tools, social media platforms, content management systems, and email marketing is important. Knowledge of SEO (Search Engine Optimization) and analytics is also beneficial.
- 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, full resume 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.