



Chief Marketing and Development Officer
(Ref: MCW/250910/CMO)

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

Position Description

Mother's Choice is seeking a strategic, mission-driven leader to oversee fundraising, marketing communications, and events. As a key member of the senior leadership team, the Chief Marketing and Development Officer (CMO) will work closely with the CEO and other members of the executive team to advance the organization's mission, culture, and strategic goals. This role leads the development and execution of integrated fundraising and communications strategies to grow philanthropic support, deepen donor engagement, and enhance brand visibility.

The ideal candidate is a seasoned leader with a passion for social impact, exceptional communication skills, and a proven track record in donor pipeline growth, major gifts, and institutional fundraising. This is a unique opportunity to join a high quality, human services organization with an inspiring mission, 150 dedicated employees, a collaborative working environment, and a longstanding reputation for programme quality and impact.

Key Responsibilities

Fundraising:

- Play the role of "Chief Relationship Manager" both stewarding existing and developing new relationships with major stakeholder groups.
- Develop and lead the annual fundraising strategy, formulate and execute the annual plans and budgets to deliver the goals and objectives.
- Drive growth in major gifts and mass giving programs, expanding the donor pipeline and increasing revenue from foundations, family offices, and institutional funders.
- Lead and oversee the implementation of donor and data management systems that reflect Mother's Choice values of authentic relationships, appreciation, and hospitality, while ensuring professional, efficient, and sustainable fundraising operations.
- Recruit, coach and develop the staff to meet the organization's goals and develop the next generation of fundraising leaders.
- Working closely with the various Committees, develop and implement strategies to identify, engage, secure and steward new sponsor partners and cultivate the portfolio of current sponsors.

Programmes and Events

- Lead the planning and execution of fundraising programmes and donor events that reflect Mother's Choice mission and values.
- Build and manage partnerships and sponsorships across all stages of the event lifecycle, including content creation and donor engagement.
- Evaluate event performance through post-event analysis and ROI reviews to ensure long-term impact and financial sustainability.

Marketing & Communications

- Develop and implement a comprehensive long-term strategic communications and marketing plan and framework; Operationalize this into annual departmental plans to encompass the entire spectrum of departmental activity and all target audiences.
- Develop communication and marketing campaigns to drive organizational goals and objectives, including outreach, service promotion and fundraising goals.
- Develop and implement systems and procedures to measure and analyze metrics to measure the effectiveness of all strategic communications and marketing activities.
- Lead team of internal and external provider to produce rich, high quality content – video, written, web, etc, on brand and message and on bringing our vision and mission to life.



- Manage the organization's reputation and brand, both internally and externally. Ensure that the organization's culture and values are reflected in its messaging and branding and all events and experiences provided by Mother's Choice and that they are consistently communicated to employees, clients, and other stakeholders. This can include creating internal communications, such as employee newsletters and town hall meetings, and external communications, such as press releases and social media posts.
- 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.
- Recruit, coach and develop the team to meet the organization's goals and develop the next generation of communications leaders.

Requirements

- **Proven senior leadership experience (20+ years)** in complex, mission-driven organizations, with a track record of navigating multifaceted challenges.
- A **degree holder** in marketing, sales, business administration, communications or a related discipline
- A **visionary and goal-oriented leader** who inspires high-performing teams and fosters a culture of collaboration, innovation, and excellence.
- Demonstrated success in **building cross-sector partnerships** across public, private, and philanthropic sectors to drive strategic growth.
- Exceptional ability to **cultivate authentic, long-term relationships** with donors, partners, and stakeholders to advance fundraising goals.
- **Outstanding communication and writing skills**, with the ability to convey compelling narratives that resonate with diverse audiences.
- **High emotional intelligence and interpersonal acumen**, adept at engaging with a wide range of constituents in a dynamic environment.
- A **creative, adaptable, and diplomatic problem-solver** with a strong sense of urgency, influencing skills, and a deep commitment to the mission of Mother's Choice.
- Must share the commitment of Mother's Choice in upholding the safety and protection of children as paramount.

To Apply

Interested candidates please send a full resume , expected salary, and available date to Assistant Director, Human Resources, Mother's Choice Limited, 10 Borrett Road, Mid-Levels, Hong Kong; or email to hr@motherschoice.org

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.