



Keeping families close™

23 To Shek Street, To Shek Village, Shatin, H.K.
香港沙田多石村多石街23號
Tel: 2947 8778 Fax: 2947 8780
Email: rmh@rmh.org.hk
Website: <http://www.rmh.org.hk>

RONALD MCDONALD HOUSE CHARITIES HONG KONG

Communications Manager

The name Ronald McDonald House Charities (RMHC) is well known around the world as its efforts have touched the lives of countless children and their families over the past 40 decades. With a presence in over 63 countries and territories, the 365 Houses and 225 Family Rooms have provided a home-away-from-home for those desperately in need.

At Ronald McDonald House Charities Hong Kong (RMHCHK), we have been dedicated to expanding the RMHC service to serve more people in Hong Kong. Now, beginning our third decade, having been the first chapter established in Asia in 1996, we are as committed as ever to providing refuge to those families confronted with the most difficult physical and psychological challenges.

For more details, please visit www.rmhc.org.hk

Key Responsibilities:

- Develop and implement all marketing and communications strategies
- Establish annual marketing and communications calendars
- Oversee and coordinate with others the development and production of all marketing materials or public information for events, advertisements and/or business essentials and ensure the alignment with brand guidelines
- Develop and execute media relations functions such as press releases and direct website development as well as handling media enquiries
- Direct responsibility for the successful planning and execution of donor engagement initiatives (direct mail, digital and social media, newsletters, etc.)
- Explore new fundraising and promotion channels, joint promotion opportunities and manage multiple channels of communication for stakeholder engagement
- Provide support to our fundraising events in terms of PR, media advertising and onsite support



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Requirements:

- Minimum 6 years' experience in corporate communication, preferably in sizable organization
- A recognized university degree in Communications / Journalism / Marketing
- Sophisticated and professional English and Chinese written and spoken communication
- Mature interpersonal skills and sound network in the media and KOL
- Proficient in computer skills, including Microsoft Office

We offer attractive remuneration package to the right candidate. Interested parties please send your CV with present and expected salary to admin@rmhc.org.hk