



協康會助幼展潛能



Manager, Corporate Development and Communications (Digital and Social Media)

Responsibilities

- Develop and implement digital and social media strategies, develop communications and PR plans, messages, projects and guidelines to promote Heep Hong's children and youth rehabilitation education and training initiatives, and enhance brand awareness and engagement
- Develop robust digital and social media presence and touchpoints for Heep Hong Society with strong links to its fundraising, education, vocational training, social innovation, volunteering and experiential learning initiatives
- Plan, develop and manage corporate website and social media channels (eg Facebook, YouTube, Weibo, WeChat); prepare shareable content (text, videos, interactive tools, graphics, infographics) to support brand and audience-building initiatives and events
- Engage target audiences and build communities with appealing and tailored messages
- Develop compelling contents, stories, case studies, initiatives and collaterals for communications and education purposes
- Manage channel enquiries and issues
- Develop and manage SEO and SEM strategies such as content marketing, keyword development and link building
- Developing education projects and partnerships in line with the Heep Hong's mission
- Provide analytic insights, develop monitoring and evaluation mechanism for channel improvement, project effectiveness and operational efficiency
- Generate reports that highlight trending and actionable contents and activities
- Act as an in-house expert in the digital and social media space, and provide advice on best practices, trends and emerging platforms
- Manage and/or assist with corporate and community education and engagement projects and collaterals, including all aspects of procurement and outsourcing jobs to external suppliers

Requirements

- Degree holder in relevant discipline
- Proven track record of managing digital and social media, within the public, NGO and FMCG sector
- At least 8 years' relevant experience
- Possess strong marketing sense and business acumen, creative and able to drive results in a fast paced environment
- Solid Knowledge of SEO, SEM, analytical tools including coding, Google Analytics, Omniture, Facebook analytics, Facebook Ad Manager, Facebook Power Editor
- Excellent communications and presentation skills
- Good understanding of children and youth rehabilitation and fundraising in Hong Kong
- Demonstrated ability to manage multiple projects and/or provide solutions on time and on budget and in accordance with quality criteria
- Ability to write and edit content with high quality standard
- Independent, creative, resourceful and meticulous
- Candidate with less experience will be considered as Assistant Manager

Manager, Corporate Development and Communications (Branding and Communications)

Responsibilities

- Develop and implement branding and communications strategies, develop communications and PR plans, messages, projects and guidelines to promote Heep Hong's children and youth rehabilitation education and training initiatives, and enhance brand awareness and engagement
- Develop and manage PR and advertising campaigns across print, electronic, outdoor, digital, mobile and social media channels; stakeholder networks and public facilities
- Prepare and promote corporate and education collaterals eg annual report, newsletters, education publications, leaflets, posters, videos; speeches and presentation materials, gifts/souvenirs, etc
- Build and manage media relations including developing proactive media and PR strategies, writing editorials and media releases, and responding to media queries and requests
- Develop compelling contents, stories, case studies and initiatives for communications and education purposes
- Identify opportunities, develop partnerships and networks, and organise thought-leadership events and flagship stakeholder engagement campaigns to raise Heep Hong's profile in children and youth rehabilitation education and life planning
- Develop and promote the corporate brand; develop brand style guide and communications toolkits, conduct briefings, review initiatives and collaterals to ensure delivery of consistent brand expression and messages
- Conduct research and analyse consumer insights for brand development, campaign performance and channel effectiveness
- Handle public enquires and crises, and prepare responses

Requirements

- Degree holder in journalism, communications, public relations, marketing, advertising or related discipline
- Proven track record of managing corporate communications and media relations within the public and NGO sector
- At least 8 years' solid experience in brand building and management
- Good knowledge of new media and communications trends
- Demonstrated ability to manage corporate and stakeholder events
- Strong interpersonal and negotiation skills
- Excellent communications and presentation skills, including the ability to communicate fluently and professionally in English and Chinese in writing.
- Independent, creative, resourceful and meticulous
- Candidate with less experience will be considered as Assistant Manager

Please send full resume with expected salary and earliest available date to Human Resources Department, Heep Hong Society, Units J-L, 10/F, MG Tower, 133 Hoi Bun Road, Kwun Tong, Kowloon or via email recruit@heephong.org.

(Personal data collected will be used for recruitment purpose only)