

Project Leader – Digital Marketing for NGOs

Asian Charity Services (ACS) is the leading provider of pro-bono organizational development training for NGOs in Hong Kong. Since our inception 10 years ago, we have empowered and served 500 NGOs, covering a wide range of social causes, helping them to innovate and tackle some of Hong Kong's critical social challenges.

We have recently secured generous funding from one of the largest foundations in the world for a brand new multi-year project to train and empower Hong Kong NGOs in leveraging digital tools in their communications, their story telling and fund raising.

We now have a fantastic opportunity for an experienced communications, PR and/or social media guru, to apply his/her creative juice to drive this project forward to enable and empower local NGOs to catch up with the digital economy through new training workshops and 1-day hackathon.

Would you like to play a central role to initiate a NGO sector-wide cultural change through creative storytelling and messaging on the digital platform? Do you share a common passion and aspiration to “serve those who serve”? When you join our team, you'll be part of a rare collection of creative leaders and game-changing innovators.



RESPONSIBILITY

- ❖ Serves as overall lead in running, managing and executing each phase of the upcoming training programs and hackathon
- ❖ Provides day-to-day operational oversight and direction in the allocation of human and technology resources to achieve program goals and KPIs
- ❖ Monitors and reports progress regularly to the Project Advisory Board and to the Sponsor
- ❖ Works with a team of outside experts and ACS volunteers to develop the training curriculum
- ❖ Coaches selected NGO leaders and ACS volunteers
- ❖ Coordinates the creation of ACS digital content (i.e. new website, digital marketing contents and marketing video) to promote the program
- ❖ Represents ACS to NGOs, corporates, foundations and public agencies to raise awareness of the new program



QUALIFICATION REQUIRED

- ❖ Bachelor's Degree and higher
- ❖ 5 to 10 years of experience in PR/communications, creative copywriting and editing across channels such as blogs, social media & video
- ❖ Exceptional writing and presentation skills
- ❖ You are highly creative, skilled in taking a complex message and boiling it down to its essence
- ❖ Strong inter-personal skills to enable working with people at all levels
- ❖ Excellent project management skills
- ❖ Ability to work on your own initiative, offer new ideas and complete assignment under tight timeline

If you are excited about this career opportunity, please send your resume together with a cover letter to peter@asiancharityservices.org