



ROLE SPECIFICATION

For the position of DIGITAL MARKETING OFFICER

with Save the Children HONG KONG

December 2019

BACKGROUND

Save the Children believes every child deserves a future. In HK and around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We delivery lasting results for millions of children, including those hardest to reach.

Are you passionate about helping children to help themselves? Join us in inspiring breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives!

DIGITAL MARKETING OFFICER

Location: Hong Kong

Reports to: Digital Marketing Manager

SKILLS AND BEHAVIOURS (our Values in Practice)

Accountability:

- Holds self-accountable for making decisions, managing resources efficiently, achieving and role modelling Save the Children values.
- Holds the team and partners accountable to deliver on their responsibilities - giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.

Ambition:

- Sets ambitious and challenging goals for themselves (and their team), takes responsibility for their own personal development and encourages others to do the same.
- Widely shares their personal vision for Save the Children, engages and motivates others.
- Future orientated, thinks strategically.

Collaboration:

- Builds and maintains effective relationships, with their team, colleagues, members and external partners and supporters.
- Values diversity, sees it as a source of competitive strength.
- Approachable, good listener, easy to talk to.

Creativity:

- Develops strategies and interventions to enable people culture aspirations
- Willing to take disciplined risks

Integrity:

- Honest, encourages openness and transparency

KEY AREAS OF ACCOUNTABILITY

- Develop engaging, creative, innovative content (text, images, video or HTML) for regularly scheduled digital posts, that builds meaningful connections and encourages prospective donors to sign up
- Collaborate with other Fundraising staff to provide proper digital support and web content to maximize overall fundraising success
- Perform social media monitoring including managing Facebook comments and reply on-time according to guidelines and up to date information
- Assist to build and execute digital/social media fundraising strategy through competitive research, platform determination, benchmarking, messaging and donor identification
- Assist to design and implement regular donor conversion programs, new mobile apps, gift shops etc
- Oversee and update the website content, functionalities and donation forms
- Work with other teams to develop social media timelines and messaging coinciding with donor development campaigns and other brand messages
- Continuously improve by capturing and analyzing the appropriate social data/metrics, digital costs and returns, insights and best practices, and then acting on the information
- Support the team to organize and execute fundraising events
- Other ad hoc duties as requested by the Line Manager

QUALIFICATIONS, SKILLS AND EXPERIENCE

- Degree holder in Marketing or Social Media, Business Administration, PR/Marketing Communications or related discipline
- A minimum of 2 to 3 years proven working experience in social media marketing or as a digital media specialist
- Excellent video and photo editing skill sets including Photoshop, Adobe Illustrator & Premiere
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, CRM and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Fluency of both written and spoken Chinese (Cantonese) and English with good communication and presentation skills
- Positive attitude, detail and customer oriented with good multitasking and organizational ability
- Capable to prioritize tasks and adapt to sudden changes of work requirement, such as putting up an appeal within 48 hours during onset of emergencies / large scale disasters
- Lots of initiatives and with a can-do and adaptable attitude

APPOINTMENT TERMS

This post is on a full-time basis.

Don't miss the opportunity to have career success and fulfilment while you deliver change for children to attain the right to survival, protection, development and participation.

We need to keep children safe so our selection process, which includes background checks, reflects our commitment to the protection of children from abuse. Candidates at the final stage of recruitment process may be requested to undergo Sexual Conviction Record Check by the Hong Kong Police. If you refuse to undergo the check, we have the right not to consider your application.

Interested parties please send full resume, including your current & expect salary and date of availability to hkcareers@savethechildren.org.

Personal data collected will be used for recruitment purpose only.