



**Save the Children**  
救 助 兒 童 會

## **ROLE SPECIFICATION**

For the position of ASSISTANT DIGITAL MARKETING MANAGER

With Save the Children HONG KONG

Nov 2020

## **WHO WE ARE**

Save the Children is the world's leading independent organization for children. We believe every child deserves a future. In Hong Kong and around the world, we give children a healthy start in life, the opportunity to learn and protection from harm. We do whatever it takes for children, every day and in times of crisis, transforming their lives and the future we share.

Building on our 100 years' experience of bringing communities, civil society, governments, businesses and donors together, Save the Children ensures children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

Save the Children Hong Kong is part of the Save the Children global movement, which is made up of 30 member organisations, operating in around 120 countries.

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

## **Assistant Digital Marketing Manager**

### **SCOPE OF ROLE**

The Assistant Digital Marketing Manager will play an integral role in shaping and elevating Save the Children Hong Kong's brand image and reputation across digital and social media platforms. S/He will be responsible for formulation and execution of digital and social media strategy and plan including digital campaigns, content and solutions development across paid, owned, earned channels to drive reach and engagement growth that leads to enhancement of brand awareness, recognition and advocacy.

**Reports to: Senior Marketing and Communications Manager**

### **KEY AREAS OF ACCOUNTABILITY:**

- Formulate and execute strategy and plan for digital and social media platforms to enhance brand awareness and recognition through competitive research, platform determination, benchmarking, content creation, effective digital/social media tactics, KPI setting and result analysis for optimization.
- Develop engaging, creative, innovative content (text, images, video, multi-media or HTML) for regular placements in online channels to engage target stakeholders.
- Responsible for website updates, maintenance and performance optimization through SEO/SEM, CMS management, building up of mini-sites in support of various campaigns to increase the visibility of SCHK's website and social contents.
- Design and execute impactful digital, social media and email marketing campaigns to achieve organisation goals via enhancing brand image and engaging various stakeholders.
- Maintaining a consistent look and feel across all digital and social media platforms.
- Audit, analyse and responsible for social media presence, performance and ROI.
- Analyse, select and manage external agencies, KOL and bloggers to enhance positive and impactful results of digital and social media campaigns.
- Monitor and develop reports on competitor activity within digital and social media spaces.
- Support the team to organize and execute marketing and communication initiatives.
- Other ad hoc duties as requested by the Line Manager.

### **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 and encourages new and innovative solutions
- Willing to take disciplined risks

**Integrity:**

- Honest, encourages openness and transparency

**QUALIFICATIONS**

- Degree holder in Marketing or Social Media, New Media, Business Administration, PR/Marketing Communications or related discipline.
- A minimum of 5 years proven working experience in social media marketing or as a digital media specialist with coverage on both strategy planning and execution.

**SKILLS AND EXPERIENCE**

- Excellent writing, editing (photo/video/text), multi-media production skills.
- Demonstrable social networking experience and social analytics tools knowledge.
- Adequate knowledge of web design, web development, CRO and SEO.
- Knowledge of online marketing and good understanding of major marketing channels
- Excellent interpersonal, communication, presentation and project management skills.
- Excellent presentation and communication skills. Fluency of both written and spoken Chinese (Cantonese) and English.
- Positive attitude, detail and customer oriented with good multitasking and organizational ability.
- Lots of initiatives and with a can-do and adaptable attitude.
- Self-motivated and with an ambition to deliver the best fundraising outcomes for children.
- A confident and assertive communicator, able to challenge, inspire and lead to achieve targets.
- Able to solve problems resourcefully and efficiently and hold a “can-do” attitude to challenges and changes.
- A good team player who is able to work alongside with colleagues at all levels.

**COMPETENCY FRAMEWORK**

**Leading:**

- Leading and inspiring others
- Delivering results
- Developing self and others

**Thinking:**

- Problem solving and decision making
- Innovating and Adapting

- Applying technical and professional expertise

**Engaging:**

- Working effectively with others
- Communicating with impact
- Networking

**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](mailto:hkcareers@savethechildren.org). Personal data collected will be used for recruitment purpose only.