



Save the Children
救 助 兒 童 會

ROLE SPECIFICATION

For the position of **MARKETING & COMMUNICATIONS OFFICER**

With **Save the Children HONG KONG**

Feb 2021

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!

JOB TITLE: Marketing & Communications Officer

ROLE PURPOSE:

The Marketing & Communications Officer will play an integral role in shaping and elevating Save the Children Hong Kong's brand reputation through strengthening media relations, securing positive media coverage, creating compelling content for print, broadcast and digital platforms and assisting in brand communications and thought leadership initiatives. S/He will support Senior Manager in formulation and execution of media and communications strategies and plans.

Reports to: Senior Marketing and Communications Manager

KEY AREAS OF ACCOUNTABILITY:

- Assist in formulation and execution of media and communications strategy, plan and budget to elevate and safeguard brand image and reputation
- Manage and contribute to effective media monitoring, including the development and dissemination of daily news clippings and regular reports
- Proactively identify and maximize strategic PR opportunities and coordinate with internal stakeholders, partnering NGOs and beneficiaries on media engagement and case interview to enhance the visibility and reputation of Save the Children Hong Kong
- Establish and maintain excellent working relationship with key journalists, editors, producers and KOLs at print, broadcast and online platforms
- Write and translate various types of media and communications content e.g. press release, editorial, Op-ed, script, speech, case story, newsletter, leaflet for various platforms e.g. print, digital, video, social media and event-based that engage key stakeholders and elevate brand reputation
- Handle media inquiries, media events, speaking engagements, publication production and partnership content marketing initiatives
- Provide support in development and execution of PR and brand campaigns as well as crisis management
- Ad hoc projects as assigned

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

- University degree or above, preferably in communications, journalism, public relations, English, Chinese, marketing, advertising or related field

SKILLS AND EXPERIENCE

- At least 3 years of experience in public relations, communications, social media and writing/editorial
- Excellent communication skills, strong media relations experience and network (especially with education, parenting and local news) and sound judgement
- Good understanding and handling of public and media relations, crisis communication, branding and the ability to apply that knowledge within a collaborative team;
- Exceptional English and Chinese writing, editing and message development skills and experienced in various contents and formats of writing
- Be able to work in a multi-tasking, team-oriented atmosphere and effectively meet deadlines while remaining flexible and accommodating
- A team player with positive mindset, can-do attitude and good interpersonal skills
- Excellent project management and organizational skills, strong attention to detail, and ability to work independently and to exercise initiative;
- Good PC skills in Word, Excel, PowerPoint
- Ability in photo taking, design and video production is a plus
- Knowledge in child development, parenting and mental health is a plus
- Previous experience in PR agency or media companies is a plus
- Passionate about communications work in NGO setting

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. Personal data collected will be used for recruitment purpose only.