



**Save the Children**  
救 助 兒 童 會

## **ROLE SPECIFICATION**

For the position of **MARKETING AND COMMUNICATIONS MANAGER**

With Save the Children HONG KONG

August 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 AND COMMUNICATIONS MANAGER**

**Reports to: SENIOR MARKETING AND COMMUNICATIONS MANAGER**

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

- Formulate and execute branding and communication strategies plans and campaigns/events to enhance awareness and image of Save the Children Hong Kong.
- Work closely with other teams and leverage global Save the Children resources to ensure all content and messages are integrated and optimized across all platforms and supports overall organisation mission, values and positioning.
- Develop online and offline corporate communications and promotional materials including but not limited to annual report, website, social media content press release and brochures with inputs from other teams.
- Build and manage relationships with media, KOLs and celebrities.
- Monitor media, conduct analysis, devise crisis management plan and develop Q&As as appropriate to enhance and safeguard Save the Children's reputation
- Prepare reports and measurements evaluating the effectiveness of communications initiatives, within which to derive useful market insights and optimize ROI.
- Work closely with other teams on cross-functional initiatives to conceptualize marketing and communications ideas and implement project plan effectively

### **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 marketing, communications, journalism, public relations, or related field.

## **SKILLS AND EXPERIENCE**

- At least 7 years of experience of relevant experience in public relations, or corporate communications and marketing communications position.
- Strong relationship with media, KOL and celebrities and sound judgement.
- Good understanding and strong sense of ownership in handling of public and media relations and experienced in crisis communication and management.
- Excellent interpersonal, communication and presentation skills
- Excellent project management and organizational skills, strong attention to detail, and ability to work independently and to exercise initiative.
- Proficiency in both written and verbal English and Cantonese / Traditional Chinese
- A team player with positive can-do attitude and be able to effectively meet deadlines while remaining flexible and accommodating.
- Good PC skills in Word, Excel, PowerPoint
- Ability in photo taking, photo and video editing is a plus.
- Good knowledge in digital marketing and social media platform is a plus.
- Previous experience in PR agency is a plus.
- Previous experience and passionate about communications work in NGO setting is a plus.

## **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.