



**Save the Children**  
救助兒童會

## ROLE SPECIFICATION

For the position of ASSISTANT DIGITAL MARKETING MANAGER  
with Save the Children HONG KONG

## **BACKGROUND**

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 role will be highly involved in different digital projects management and provide input to assist the team to achieve fund raising campaigns.

**Reports to:** DIGITAL AND CHANNELS MANAGER

### **SKILLS AND BEHAVIOURS (our Values in Practice)**

#### **Accountability:**

- We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children.

#### **Ambition:**

- We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children.

#### **Collaboration:**

- We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children.

#### **Creativity:**

- We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children.

#### **Integrity:**

- We aspire to live to the highest standards of personal honesty and behaviour; we never compromise our reputation and always act in the best interests of children.

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

- Assist the manager on formulating fundraising strategy through competitive research, platform determination, benchmarking, messaging and donor identification
- Support the Fundraising team to design and execute online acquisition campaigns and manage relationship with external suppliers and media buying agencies
- Develop engaging, creative, innovative content (original text, images, video or HTML) for regular placements in online channels.
- Responsible for maintaining the website on fund raising related contents write up and building up of mini-sites in support of various campaigns to increase the visibility of SCHK's fund raising social contents.
- Set up and optimize Save the Children HK (SCHK) web pages by enhancing payment efficiencies and optimize donation tracking.
- Maintaining a consistent look and feel throughout all digital assets
- Provide regular management updates and analysis on digital marketing programs efficiency, including digital costs and returns in terms of number of donors acquired and their value

- Other ad hoc duties as requested by the Line Manager

## **QUALIFICATIONS**

- Degree holder in Marketing or Social Media, Business Administration, PR/Marketing Communications or related discipline
- A minimum of 4 years proven working experience in social media marketing or as a digital media specialist

## **SKILLS AND EXPERIENCE**

- Knowledge of online marketing and good understanding of major marketing channels
- Adequate knowledge of SEO, SEM, Google and web CMS platform Demonstrable social networking experience and social analytics tools knowledge
- Excellent writing, presentation and communication skills, basic knowledge photo/ video editing is a plus
- Fluency of both written and spoken Chinese (Cantonese) and English
- 
- 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
- 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.