

Assistant Manager, PR & Communications

The Job

- To manage content, navigation of website, in liaison with other departments and service providers;
- To assist in copywriting and translation of communication and marketing collaterals, such as speeches, annual reports, press releases, advertorial leaflets, social media posts, video, etc. Mainly relatively advanced copywriting, e.g. press release/invite, English speech, booklets;
- To assist the supervisor to implement programmes and activities on PR, publicity, media, event, digital marketing and services by preparing social media posts, other copywriting and simple artworks;
- To implement digital marketing strategic plan and make good use of digital communication channels plus social media;
- To optimise performance of all PR and communication activities, digital marketing, media and event; and compile analytical reports for management's review, e.g. SEO, Google Analytics, engagement of Facebook/Instagram;
- To assist the supervisor to implement media plan to proactively develop news angles and stories, maximize the Foundation's exposure and media coverage, and produce regular PR reports and analysis;
- To handle media and public enquiries to maintain good relationship with different stakeholders;
- To work closely with cross-functional colleagues.

The Candidate

- **Proficient in English and Chinese with exceptional bilingual writing skill is a MUST (IELTS score 7 / HKALE Use of English at Grade C / HKDSE English Language at Level 5 or equivalent).**
- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, Language/Literature or related discipline.
- At least 5 years in preferably in the field of media, PR, events and marketing, with knowledge and experience in managing website and social media platforms and video production.
- Proficient in digital marketing and understanding of current trends in digital media/social media.
- Strong connection and good rapport with media.

- Proficient in website management, Adobe Photoshop and Premiere Pro is an advantage.
- Good interpersonal skills, ability to work with people from a broad range of background internally and externally.
- Flexible and adaptable in a dynamic environment and able to work under pressure.
- Good team player with creative flair and capable of guiding junior teammates.

To Apply

Interested parties, please send your full resume stating salary expectation, date of availability and the test/exam result of English Language to recruit@hkbcf.org. Consideration of applications will continue until the position is filled.

All information collected will be used for recruitment purpose only and treated with complete confidentiality. The personal data of unsuccessful applicants will be destroyed within six months from the date of applications received.