

Manager, Corporate Communications

The Job

- Work closely with Department Head to plan and formulate PR and corporate communications strategies.
- Develop and implement media plan to proactively solicit news angles and stories and maintain close media relationship, and produce regular PR reports and analyses.
- Assist to develop and implement digital marketing strategic plan, explore and make good use of digital communication channels plus social media.
- Proactively monitor, evaluate and optimise performance of all PR and communication activities and compile the analytical reports for management's review and formulation of future strategic directions.
- Develop messaging, copywriting and translation of communication and marketing collaterals, such as speeches, annual reports, press releases, advertorial leaflets, social media platforms, video, mobile app, etc.
- Provide promotional support for various fundraising events and campaigns.
- Handle media and public enquiries to maintain good relationship with different stakeholders.
- Monitor and manage PR budget and expenses.
- Work closely with cross-functional colleagues, liaise and coordinate with external agencies and service providers.
- Provide support in other duties as assigned by the Executive team.

The Candidate

- Bachelor's Degree in Communication, Public Relations, Journalism, Language/Literature, or related discipline.
- Excellent command of both English and Chinese with exceptional bilingual writing skills is a must (Grade C or above in Use of English of the HKALE, or overall score of 7 or above in IELTS, or other recognized qualifications).
- Minimum 7 years' hands-on experience in PR, corporate communication, journalism or media relations and event management with capability of leading a small team.
- Good interpersonal skills. Ability to work with people from a broad range of background internally and externally.
- Strong connection and good rapport with local media.
- Proficient in digital marketing and understanding of current trends in digital media/social media.
- Proven brand building campaign using digital as the main medium is a definite asset.
- Well organized and result-oriented with empathetic communication manner is preferred.
- **Immediate available is advantageous.**

To Apply

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

Please note that all information collected will be used for recruitment purposes only and treated with complete confidentiality. We value your interest in the HKBCF, but we regret that only those applicants under consideration will be contacted. The personal data of unsuccessful applicants will be destroyed within six months.