

# Head of Fundraising and Communications

## The Role

Leading the HKBCF's fundraising and communications team, this person will play a critical role in promoting the vision and missions of the HKBCF; building top-of-mind awareness and preference for the HKBCF brand, and proactively engaging all stakeholders. He/she is responsible for developing effective marketing and communications, and fundraising strategy for the long-term sustainability of the charity.

## Job Responsibilities

- Develop a long-term marketing and PR/communications strategy for the HKBCF to strengthen our reputation as a leading voice and expert in breast cancer care.
- Develop, lead, and implement strategic and tactical fundraising plans.
- Explore, identify and increase sustainable, long-term donation channels to maximize fundraising.
- Enhance engagement with existing supporters to encourage ongoing support.
- Monitor, evaluate, and optimize the effectiveness of fundraising strategies, and compile regular analytical, budget and performance reports for management's review and future strategic direction.
- Lead and manage the fundraising team to ensure fundraising plans are effectively implemented and tracked, and donation targets are achieved.
- Ensure our fundraising and communications are in line with our values and in compliance with applicable laws, regulations, guidelines and best practices.
- Drive effective and relevant contents for the HKBCF brand both long term and tactical in line with our brand story across all marketing touchpoints.
- Track, evaluate and refine marketing and PR/communications strategy to ensure maximized Return On Investment for strategic business initiatives.
- Formulate and implement coherent and strategically-aligned digital marketing strategies to raise HKBCF's profile and to increase traffic to and engagement on the HKBCF's website and social media channels.
- Lead and manage the communications team in creating effective and relevant communication materials, and produce regular media reports to evaluate and measure the impact of communications activities.
- Oversee the regular update of the HKBCF's website, various social media platforms, and video channels to ensure that they are current and engaging.
- Ensure all stakeholders are communicated adequately, regularly and consistently.
- Manage, update and optimize the operations of the CRM system to ensure effective stakeholder management.
- Develop ongoing partnership with media (both traditional and digital) and proactively pitch media stories to raise awareness of the HKBCF.
- Handle media and public inquiries to maintain a positive image and reputation of the HKBCF.

## The Candidate

- A recognized university degree with a major in PR, Communication, Marketing, or related disciplines.
- At least 10 years of relevant experience in communications, journalism, public relations or marketing, with at least 5 years at a managerial level.
- Proven track records in PR and Communications and event management, both traditional and virtual.
- Experience in fund-raising marketing and donor engagement will be a definite plus.
- Ability to manage and use social media as part of an overall communications strategy.
- Good understanding of social media management software, and analytics tools such as Google Analytics would be a plus.
- A leader and team player with excellent people management skill to coach and inspire individuals and teams.
- Proactive, intuitive for market opportunities/trends, creative, analytical, and result-driven.
- Excellent spoken and written communication skills in both English and Chinese.
- Experience in managing a CRM system.
- Ability to plan, organize, and effectively present ideas and concepts to groups.
- Immediate available or short notice period is advantageous.