香港乳癌基金會
HK Breast Cancer Foundation

Officer, Fundraising & Communications

Position Overview

The Officer, Fundraising & Communication will support the development and execution of corporate communication, public relations, and digital marketing initiatives to enhance HKBCF's brand presence and stakeholder engagement. The role involves content creation, digital media management, media liaison, and cross-functional coordination.

Key Responsibilities

1) Content Development & Copywriting
   - Assist in drafting and translating communication and marketing materials, including speeches, annual reports, press releases, leaflets, social media content, and video scripts.
   - Prepare engaging posts and simple visual materials for digital platforms.
   - Support the creation of graphic and video content to enhance brand visibility.

2) Digital & Social Media Management
   - Support the management of the organisation's website and social media platforms.
   - Develop visually compelling content to drive audience engagement and increase web and social media traffic.
   - Assist in implementing digital communication strategies to strengthen brand awareness.

3) Public Relations & Media Support
   - Handle media and public enquiries professionally and promptly.
   - Support the execution of PR, publicity, and media-related programmes and activities.
   - Maintain positive relationships with internal and external stakeholders.

4) Coordination & Collaboration
   - Work closely with cross-functional teams to ensure effective communication initiatives.
   - Liaise and coordinate with external agencies and service providers.
   - Provide general support for other duties as assigned by the supervisor.

Requirements

- Bachelor's degree in Marketing, Public Relations, Communications, or related disciplines.
- HKDSE Level 4 or above in both Chinese Language and English Language (or equivalent qualification).
- Minimum 3 years of relevant experience in PR, events, marketing, or corporate communications.
- Experience in managing social media platforms and websites is preferred.
- Strong portfolio demonstrating graphic design and video production experience is highly desirable.
- Proficiency in written and spoken English and Chinese; strong writing skills are an advantage.
- Proficient in Adobe Photoshop, Illustrator, and Premiere Pro is a plus.

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- Strong interpersonal skills with the ability to work effectively with diverse stakeholders.
- Creative, well-organised, detail-oriented, and adaptable in a fast-paced environment.
- Able to work under pressure and meet tight deadlines.
- Immediate availability is highly preferred.

To Apply

Interested parties, please send your full resume stating salary expectation and date of availability to recruit@hkbcf.org on or before **10 November 2026**.

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.