



## **THE WOMEN'S FOUNDATION**

### **SENIOR MANAGER – COMMUNICATIONS & MARKETING**

The Women's Foundation (TWF) is a leading NGO dedicated to improving the lives of women and girls in Hong Kong through research, programmes, education and advocacy. TWF is seeking a full-time Communications & Marketing Senior Manager to join its dynamic team. This is an exciting opportunity to help amplify TWF's voice in the community and contribute to a range of programmes making an impact across Hong Kong.

This is a key position which would suit a communications & marketing executive with broad experience of traditional & social media who is energetic, strategic, organised and passionate about gender equality.

You will lead the communications & marketing function, working closely with all departments to ensure a consistent approach and maximisation of impact.

#### **PRINCIPAL RESPONSIBILITIES**

- Plan and manage the overall content creation and distribution of TWF's multimedia marketing collateral and platforms including our website, newsletter, annual report, event-related collateral and social media
- Identify, manage and develop TWF's relationships with media, creative and PR agencies (paid/pro bono)
- Design, manage and implement strategies to optimise TWF's social media presence and engagement, and identifying emerging trends for integration into communications planning
- Collaborate cross-function or with external partners to develop and execute multimedia campaigns that amplify our fundraising, programmes and / or mission aims
- Develop media angles, press releases, thought leadership pieces and commentary in traditional and social media to amplify TWF's voice and representation in local and international media
- Represent TWF as a spokesperson in a variety of settings and mediums, including local stakeholders, where needed
- Oversee the management of TWF's database of subscribers, corporate partners, individual donors and other key stakeholders to optimise stakeholder engagement. Utilise CRM data to determine strategic communications and engagements with these groups
- Lead and coordinate on communications, design and media related aspects for TWF's signature events

## REQUIREMENTS

- Minimum 8 years of PR and communications experience and/or marketing
- Strong strategic planning and project management abilities
- Experience with marketing analytics and measuring the impact of communications efforts
- Proven ability to identify, develop and manage strong media relationships and secure stories in mainstream media
- Comfortable with public speaking
- Strong understanding and ties to the Hong Kong local community
- Digital and social media expertise strongly preferred. CRM experience would be a strong plus
- An interest in women's and gender issues would be a strong plus

## ESSENTIAL SKILLS

- Fluent written and spoken Chinese (Cantonese) and English
- Strong writing, editing, translation and presentation skills
- Effective project management from strategy to execution including time management, attention to detail and prioritisation
- Excellent communication and relationship management skills
- Thrives in a proactive and collaborative working environment
- Word, Excel and PowerPoint proficiency. Video editing would be a strong plus.

## TO APPLY

Interested candidates should send their curriculum vitae with details of their professional and academic background, availability and expected salary to [hr@twfhk.org](mailto:hr@twfhk.org) by **September 27** (early application is encouraged). Data collected will be used for recruitment and other employment-related purposes only.

If you need any reasonable accommodation to support your participation in the recruitment and selection process, please include this information in your application.

TWF is a committed Equal Opportunities Employer. Minority candidates (including race, ethnicity, gender, ability, among others) are encouraged to apply as well as those with non-traditional education backgrounds or those who have taken a career break and are looking to re-enter the workforce.

Review of applications is ongoing until the position is filled. Only shortlisted candidates will be contacted.