



Recruitment of Contract Post

Brand & Communications Manager (Community & Events Management) (Wan Chai)

Reporting to the Deputy Chief Executive, the overall responsibility of the Brand & Communications Manager (Community & Events Management) is to lead the events and community fundraising programme to increase engagement across the community, and to deliver an integrated, audience focused mass engagement and fundraising programme to increase brand reach, drive service engagement, amplify the Agency's brand to drive advocacy and grow donations across mass income streams.

Key Responsibilities

- To assist in formulating the strategic planning to strengthen the branding and publicity of the Agency, positioning it as a trustworthy service provider;
- To be responsible for the strategic planning, management, and implementation of all activity relating to community events and fundraising activities;
- To grow supporters and increase donations by activating potential community and fundraising events supporters;
- To manage budgets, financial resources, and monitor spend and ROI of all community events and fundraising activities;
- To act as Project Manager of each event and activity from pre-event planning to post-event evaluation; and
- To work closely and support Agency's executive team on community events and fundraising activities.

Requirements

- Degree holder or equivalent in Marketing, Communications, Public Relations or related disciplines;
- Minimum 8 years of solid experience in brand management or communications, with a focus on community engagement and event management;
- Experience with social media platforms and digital marketing tools to promote events and community initiatives;
- Strong understanding of community dynamics and experience in building and maintaining community relationships;
- Strong organisational skills with the ability to manage multiple projects simultaneously;
- Creative, passionate, responsible and excellent interpersonal, communication and analytical skills;
- Excellent command of written and spoken English and Chinese (Cantonese and Putonghua) with good bilingual translation and communication capabilities; and
- Proficiency in MS Office and Chinese word processing.

Appointment will be made on contract term with staff benefits including training subsidies, medical benefits. Qualified candidates are invited to submit application letter and full resume with present and expected salary and earliest availability to recruit@sidebyside.org.hk.



(All information provided will be kept as confidential & only be used for recruitment related purposes)