

Recruitment of Contract Post

Assistant Brand & Communications Manager (Wan Chai) **(Ref.: AMBC/BCD)**

Reporting to the Senior Manager, the overall responsibility of the Assistant Brand & Communications Manager is to support the planning and delivery of branding, communications, stakeholder engagement, agency events and fundraising initiatives that promote the Agency's work, enhance brand visibility, strengthen stakeholder relationships and support community engagement and partnership development.

Key Responsibilities

- To assist in implementing branding, publicity and communications plans to strengthen the Agency's image and position it as a trustworthy service provider;
- To support the development and execution of stakeholder engagement, marketing and communications initiatives to promote the SideBySide brand and services;
- To assist in planning, coordinating and evaluating agency events, fundraising activities and mass engagement programmes to increase community participation and brand reach;
- To prepare, coordinate and maintain publicity materials, digital content, social media posts, press materials and other print and electronic collateral;
- To liaise with internal teams, external partners, vendors, media and community stakeholders to ensure smooth implementation of communications and engagement activities; and
- To provide administrative, budget monitoring and post-activity reporting support for branding, communications, events and fundraising projects.

Requirements

- Degree holder or equivalent in Marketing, Communications, Public Relations, Business Administration or related disciplines;
- Minimum 5 years of solid experience in brand management, communications, marketing, public relations, stakeholder engagement, event management or related areas;
- Experience in developing communications materials, managing social media platforms and supporting digital marketing or publicity campaigns;
- Experience in coordinating events, fundraising activities, stakeholder engagement initiatives or partnership projects is an advantage;
- Good organisational skills with the ability to handle multiple tasks, coordinate with different parties and meet deadlines independently;
- Creative, detail-minded, responsible and proactive, with good interpersonal, communication and analytical skills;
- Excellent command of written and spoken English and Chinese (Cantonese and Putonghua) with good bilingual writing, translation and communication capabilities; and
- Proficiency in MS Office, Chinese word processing and common digital / social media tools.

Appointment will be made on contract term with staff benefits including training subsidies and 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)

Registered Company Name: The Society of Rehabilitation and Crime Prevention, Hong Kong
(Incorporated with limited liability by guarantee)