

Communications & PR Manager

HELP for Domestic Workers provides free advice and assistance on employment, immigration and human rights issues to domestic workers in Hong Kong. We are looking for someone to lead our communications & PR strategies and to manage HELP's communication initiatives to increase public and donor awareness of our work, and the issues affecting our clients.

Purpose of Role: Reporting to the CEO of HELP, to develop and implement a communications and public-relations strategy for HELP and manage HELP's social media profile and messaging

Reports to: The CEO of HELP

Key Relationships: The CEO, Board Member Responsible for Communications, Director and staff of HELP, Volunteers, Clients

Key External Contacts: Media partners and sponsoring bodies (eg. law firms, banks, foundations)

Key Responsibilities:

- To develop and implement an integrated communications strategy, including social media strategy, for approval by the CEO and HELP Board.
- To be responsible for the development of all HELP's publications content including social media, annual reports, newsletters and other publications
- To update and manage online media platforms (e.g., website, Facebook, Twitter, LinkedIn) to ensure content is posted regularly, accurately, and engages with target audiences
- Working with the Fundraising and Events Manager, to create appropriate fundraising and public relations materials
- To conduct training to HELP staff on communications as needed
- To train and lead communications' volunteers and interns as needed to execute HELP's communications strategy
- To develop and deliver strategies to promote regular donations via HELP's new online giving platform
- To oversee HELP's distribution of print materials and resources, including print and digital materials via the website
- To be responsible for the management and maintenance of mailing and contact lists to ensure accurate data is available for the distribution of communication materials
- Handle all media inquiries for the organisation and to build relationships with key journalists and publications in Hong Kong
- To be responsible for the drafting of all HELP Press Releases for Executive Team approval.

Skills & Experience

- Bachelor's degree and over 10 years relevant experience of working in a communications, marketing or associated role.
- Strong writing and editing skills
- Proven organisation and project management skills with the ability to plan and prioritise tasks and to, meet multiple deadlines on tight budgets

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- Self-starter, highly motivated and resourceful problem solver, with strong attention to detail
- Strong interpersonal and communication skills and the ability to thrive in and contribute to a culture of collaboration and team work in a diverse environment
- Passion and dedication to the cause.
- Excellent written and verbal English language skills are essential, Cantonese and or Mandarin language skills would be an advantage.

Job Type: Part-time (2-3 days per week)

Salary: HK\$15,000 to HK\$25,000 /month