



香港觀塘有信街 2 號
2 Yau Shun Street, Kwun Tong, Hong Kong
電話 Tel: (852) 2947 8778
傳真 Fax: (852) 2947 8780
電郵 Email: rmh@rmhc.org.hk
網址 Website: www.rmhc.org.hk

RMHC HONG KONG Senior Communications Manager

RMHC Hong Kong is a fast-growing organization looking for passionate talents to join. The mission of RMHC Hong Kong is to create, find and support programs that directly impact the health and well-being of seriously sick children and their families that we have served for over 27 years and worldwide for 49 years. We provide a 'home away from home' accommodation and 'family-centered care' services to ensure families stay close together while their child is undergoing hospital treatment.

To fulfil the rising demand for the unique services we provide, we are expanding from a 23-room Ronald McDonald House in Shatin, to a new and additional 66-room Ronald McDonald House in Kwun Tong. Having been the first chapter of the RMHC global network established in Asia in 1996, we are as committed as ever to providing shelter to those families confronted with the most difficult physical and psychological challenges with a child in serious sickness.

For more details, please visit www.rmhc.org.hk

The Senior Communications Manager is primarily focused on the development and implementation of branding, marketing, communications, and public relations strategies, which ultimately support the delivery and growth of programs, services, and fundraising initiatives of RMHC Hong Kong.

This exciting job provides an opportunity for one to get involved in a very meaningful project, as well as to extend one's full potential for career exposure and growth.



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Key Responsibilities:

- Support Executive Director to develop and implement branding, marketing and communications strategies to support RMHC Hong Kong's vision and objectives, and to enhance organization image. Also responsible for planning the budget and managing the cost of these three areas to meet the goal of RMHC Hong Kong.
- To develop and build up media relations through holding of media events, composing press materials, as well as handling media enquiries.
- To create, implement, and oversee communications programs, be it internal or external, that effectively describe and promote the organization and its products and services.
- To oversee and coordinate the development, production, and maintenance of, and develop contents for corporate materials including publications, brochures, videos, and website, and ensure alignment with RMHC's branding guidelines.
- To prepare presentations, speeches and messages for Board Members, Committee Members, and senior executives on RMHC Hong Kong's related matters.
- To prepare for, coordinate and receive VIP visits.
- To be responsible for the successful planning and execution of donor engagement initiatives through electronic and printed direct mails, digital social media, newsletters, etc..
- To provide support to fundraising events in terms of PR, media advertising and onsite support.
- To explore new promotional channels, joint promotion opportunities and manage multiple channels of communication for stakeholder engagement.
- To establish annual marketing and communications calendars.



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Requirements:

- Degree in Communications, Journalism, Language, Marketing, or related discipline.
- Minimum 8 years of copywriting and communications experience. Less experience may be considered a Communication Manager post.
- Experience working in NGOs, educational institutions or agency would be an advantage.
- Excellent English writing, editing and proofreading skills.
- Excellent Chinese writing and translation skills.
- Excellent interpersonal, communications, presentation, project planning and management skills.
- Creative mindset with marketing sense.
- Ability to multitask, prioritize tasks and meet expected timelines.
- Ability to collaborate well with graphic designers and video editors.
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Interested parties please send your CV with present and expected salary to admin@rmhc.org.hk