

## **Branches of Hope**

### **Partnership Team**

#### **Marketing & Communications Specialist**

Branches of Hope exists to restore dignity, justice, and hope to vulnerable and marginalized communities in Hong Kong. We do this by serving refugees, asylum seekers, and people who have experienced human trafficking or labour exploitation. Our mission is to care, empower, and raise awareness for people in these vulnerable and marginalised communities.

We are seeking a Marketing & Communications Specialist. This role will help us develop and create human centred content and storytelling that promotes Branches' mission across its communication channels and events. It is a full-time role within a team of four. The role is based on a Monday to Friday work week with occasional weekend activities (compensated with time off in lieu).

#### **Role and Requirements:**

##### **Strategy & Content**

- Develop and implement communications strategies in partnership with leadership and the Partnerships team across the organisation's communication channels (e-newsletters, social media, website, brochures, event marketing materials, etc.).
- Research, write, and edit compelling, human-centred stories that promote the work of Branches of Hope and portray those served with dignity.
- Ensure all communications materials are consistent with Branches of Hope's brand guidelines, tone of voice, and visual identity.
- Plan and produce engaging video-form content driven by storytelling needs to visually communicate the impact of our work and the stories of the people we serve.

##### **Digital Marketing & Growth**

- Create and direct effective messaging for fundraising campaigns, including advertisements, videos, and social media outreach.
- Manage online advertising campaigns using tools such as Meta Ads Manager and Google Ads and implement SEO strategies to improve brand visibility and website performance.

##### **Public Relations & Engagement**

- Draft monthly updates and other communication pieces for senior leadership's use to support internal and external engagement.
- Maintain and strengthen relationships with relevant media outlets, supporting press engagement and publications.

##### **Operations & Events**

- Utilize project management systems to track deadlines, manage the production of printed collateral, and coordinate with external vendors.

- Support the Partnership team in planning and executing key donor events, including dinners, experiences, and other fundraising events.
- Identify and recruit interns and volunteers to work with Branches of Hope where appropriate.

### **Requirements:**

The ideal candidate will be a well-rounded individual with work experience in marketing and communications, someone who is energetic, organized, detailed-oriented and passionate about the marginalized communities that we are serving. Further requirements / advantages include:

- Bachelor's degree in marketing, communications, social sciences or related fields.
- 2 years of working experience in marketing and communications role.
- Experience in non-government organisations is an asset.
- Proficiency in written and spoken English and Chinese.
- Strong project management, content creation and communication skills.
- Experience with website content management, newsletter mailing tool Mailchimp, knowledge in photo or video editing software will be an advantage.
- Excellent organisational, interpersonal, and presentation skills.
- Knowledge in human trafficking issues, human rights, and social justice.
- Able to multitask and prioritize various deadlines with a can-do attitude.
- Be able to work in a collaborative, multicultural environment.

### **How to apply:**

Please send your resume and cover letter to [career@branchesofhope.org.hk](mailto:career@branchesofhope.org.hk).

Interviews will be conducted on a rolling basis.

Personal data provided by job applicants will be strictly used for recruitment purpose.