

## International China Concern Position Description

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**Position Name:** Digital Marketing Manager  
**Position Location:** Hong Kong  
**Full-time (40 hours/week)**

### **Position Purpose**

Reporting to the Marketing and Communications Director (M&C Director) and working as a key part of the Marketing and Communications Department, the **Digital Marketing Manager** will be responsible primarily for developing, coordinating and implementing digital marketing initiatives to promote the mission and brand of International China Concern (ICC).

### **Key Areas of Responsibilities:**

- Assist the M&C Director in the development and execution of the following campaigns in a timely and cost-effective manner. Participate in vision and strategy development to support fundraising and promotions of ICC:
  - o ONE HEART Branding Campaign in 6 countries (AU, CA, China, HK, UK, USA) with 3 language versions. (launch by late Jan, all through the year)
  - o An on-line campaign for 2 fundraising products : Child Sponsorship and Family Partners Programme. (April, June, Aug, Oct)
  - o Email/Social Media Promotion for 2 Global Events
    - Circle of Hope (Event Dates : Mar - May) in AU, UK, HK, CA
    - Walk the Wall (Event Dates : Aug - Oct) in 5 countries
  - o Digital marketing side of EOY (End of Year) Direct Mail Campaign (Nov)
  - o Develop and manage digital and video resources for brand awareness and fundraising purposes for ICC.
  - o Co-manage ICC's Social Media presence with the Assistant Manager (Communications) to increase brand awareness and fundraising for ICC.

### **Key Skills, Experience and Qualifications:**

- Creative with story telling and video-editing skills.
- Good communication and coordination skills – both English and Chinese - ability to interact with team, National Offices, external agencies, etc. predominantly via virtual platforms.
- Good project management skills to manage digital marketing campaigns across different countries.
- A self-starter and problem-solver, who can work independently.
- A team player and flexible in a team setting to support each other.
- At least 2-3 years of relevant experience in NGO or similar setting.
- Strong PC literacy (Windows or Mac) and software skills (Adobe Premier)

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- A degree-holder in Marketing, Digital Marketing or Online Marketing preferred.

### **Key Qualities**

- Understanding and willingness to uphold and walk out the vision and values of ICC
- Demonstrated character of integrity, honesty and humility
- Ability to work flexibly within a small team while meeting the needs of a broad network
- Passion for our people – encompassing our children, field and international volunteers