

International China Concern Position Description

Position Name: **Communications 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 in the International Operations Team, the **Communications Manager** will be responsible primarily for developing, coordinating and implementing communications 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 global campaigns/initiatives in a timely and cost-effective manner.
- Participate in vision and strategy development to support fundraising and promotions of ICC.
- Key Tasks/Responsibilities:
 - Manage the content development and production of global marketing and corporate communications materials, e.g. Annual Report, quarterly Newsletters, brochures and leaflets. This includes the management of external writers/editors and translators.
 - The maintenance of a rich Story Bank for the use by National Office Network and ICC's website. The bridging of communications materials and flow between the International Teams and the China Operations Team.
 - Communications support (copywriting/editing) for ICC's website, FB Page, and other Global Marketing/Branding Campaigns :
 - 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) - assist in the development of the storyline and email copies.

Online campaigns for 2 fundraising products : Child Sponsorship and Family Partners Programme. (April, June, Aug, Oct) - responsible for the development of appropriate stories and theme together with the team.

Marketing Promotion for 2 Global Events - responsible for the development of appropriate communications materials, content for email or websites.

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- Circle of Hope (Event Dates : Mar - May) in AU, UK, HK, CA
Walk the Wall (Event Dates : Aug - Oct) in 5 countries

EOY (End of Year) Direct Mail Campaign (Nov) - responsible for the development of stories and printing materials.

Key Skills, Experience and Qualifications:

- Creative with storytelling, copywriting and editing skills in both English and Chinese.
- High attention to details and have design sense.
- Strong communication and coordination skills - ability to interact with individuals, groups and organisations, predominantly via virtual platforms.
- Good project management skills in managing communications campaigns across different countries.
- A self-starter and problem-solver, who can work independently on her own.
- A team player who is flexible in a team setting to support each other.
- At least 5 years of Marketing Communications or Communications experience in a commercial or NGO setting.
- Strong PC literacy (Windows or Mac).
- A degree-holder in Language, Journalism, Marketing or Communications 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