



POSITION OF MARKETING AND COMMUNICATIONS MANAGER

Community Business is a not-for-profit organisation (Hong Kong Charity Number 91/6560) whose mission is to lead, inspire and support businesses to have a positive impact on people and communities. Recognised as a thought leader in advancing responsible and inclusive business in Asia, we are looking for a creative, passionate, energetic, and flexible candidate to strengthen our marketing and communications efforts targeting at multinational organisations and leading local companies in Asia.

Key Responsibilities

This is a full time role reporting to Head of Strategic Development and Marketing. This role includes, but is not limited to the following responsibilities:

- Be knowledgeable and champion Community Business' overall strategy, positioning and product and service offering.
- Develop and lead overall PR & media strategy in line with our business objectives and goals, including print, broadcast and online media.
- Develop and maintain effective relationships with media in Asia, with a focus on Hong Kong and India where we have a market presence.
- Proactively pitch stories and articles to secure media coverage.
- Manage and execute all media events including press briefings and interviews.
- Assist with development and implementation of creative marketing and communication strategies, plans and approaches that support our programme of activities including, research, events, programmes and campaigns.
- Draft communication content, including press releases, articles, opinion pieces, blogs, EDMs, statements, media responses, media kit materials, etc.
- Monitor and track engagement trends, audience growth and subscribers lists for all digital marketing channels.
- Identify effective marketing channels including partnerships with local NGOs, chambers of commerce, professional associations and media partners.
- Monitor news coverage across the region and globally that relates to our focus areas to ensure we stay up-to-date, connected and relevant.
- Manage website content updates ensuring consistent web design, monitor web traffic / performance, and prevent, resolve or escalate any system issues.
- Be a spokesperson for Community Business as required.
- Handle ad-hoc projects as required.

Selection Criteria

Candidates should possess the following qualifications and attributes:-

- Degree holder or equivalent, preferably major in Marketing / Media Communication / Public Relations / Journalism.
- Minimum 3 years of proven work experience in public relations and media, or marketing and communications.
- A keen interest in corporate social responsibility (CSR), diversity and inclusion, and creating a positive impact through working closely with the business sector.
- Experience working with media, with good business media connections in APAC market.
- Excellent written and spoken English with experience in public speaking.
- Good command in Cantonese and Chinese, Mandarin will be an advantage.



- Highly organised with good forward planning, project management and time management skills in order to manage multiple projects and meet deadlines.
- Highly creative and driven to succeed.
- Detailed-oriented.
- Self-motivated, but also work well in a dynamic team environment.
- Understand web analytic metrics and reporting.
- Proficient in computer skills: Microsoft software and Chinese word processing.

Salary

Salary will be commensurate with the relevant experience of the successful candidate.

Dates

Deadline for application: By **Thursday, 31st August, 2017**

Starting date: As soon as possible

Application Procedures

Please send your curriculum vitae (resume) together with a cover letter explaining the extent to which you meet the selection criteria. Applications that do not include a relevant cover letter will **NOT** be considered. Please also indicate your present and expected salary and date of availability.

Please send your application to hr@communitybusiness.org with "Application for Marketing & Communications Manager" on the subject line. Please note that posted letters will **NOT** be considered. Due to limited resources, Community Business will only contact short listed candidates.

Short listed candidates will be contacted by Community Business for interviews which will be held in Hong Kong. Personal data collected will be used for recruitment purpose only.

About Community Business

Community Business is a not-for-profit organisation (Hong Kong Charity Number 91/6560) whose mission is to lead, inspire and support businesses to have a positive impact on people and communities. A recognised leader in advancing responsible and inclusive business practices in Asia, Community Business facilitates networks, conducts research and events, leads programmes and campaigns and provides training and consultancy. Our focus on responsible business is aligned to 5 mission-led themes:

- Building responsible leadership
- Investing in local communities
- Tackling workplace inequality
- Ensuring employee wellbeing
- Promoting social inclusion

Founded in 2003 and based in Hong Kong with a presence in India and the United Kingdom, Community Business works with companies of all sizes and from diverse industries across Asia, harnessing the power of business to drive social change.

For more information, please visit <http://www.communitybusiness.org>.

At Community Business we embrace diversity and are an equal opportunity employer. We provide an open, supportive, and inclusive workplace culture where every employee can be themselves and realise their potential.