

## **JOB DESCRIPTION**

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### **External Affairs Officer (Digital Engagement)**

#### **ABOUT US**

Do you want to help change the world with a passionate team of staff and volunteers?

Founded in 1990, AIDS Concern is a leading health charity specializing in HIV/AIDS response, community health and inclusion for people of diverse sexualities and genders.

Our ambition is to achieve our vision of Triple Zero – ZERO new HIV infections, ZERO stigma for people living with HIV and ZERO AIDS deaths. We provide sexual health education as well as HIV testing and support services for people living with HIV.

If you believe you can help to achieve our plans and would enjoy working in a middle-sized dynamic NGO please apply for this position.

#### **ABOUT THE ROLE**

As part of the External Affairs Team, you are responsible for delivering digital marketing support, stakeholder management and creative content across a number of social media channels in order to build brand, drive engagement and boost fundraising.

You are a confident and creative individual who is a team-player as well as a digital marketer, with a strong social media background and graphic design skills.

#### **KEY RESPONSIBILITIES**

- Develop and execute digital marketing plans to increase brand awareness and drive demand through website and social media.
- Analyze customer interactions and social media trends to inform and shape future campaigns.
- Work with team members to conceptualize and implement communications strategies and campaigns.
- Respond to social media enquiries.
- Manage the donor database and handle enquiries.
- Assist the External Affairs Team in projects coordination, execution with online and offline marketing campaigns/events and other related duties.
- Actively engage with donors in order to maintain good relationship and develop new business opportunities.
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#### **SKILLS AND EXPERIENCE REQUIRED**

- Bachelor's degree in marketing, communications, advertising or a related field.
- 2+ years of experience in digital marketing and/or e-commerce, preferably in the NGO sector.

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- Familiarity with graphics design, website management (e.g. Wordpress), e-commerce development and social media (e.g., Facebook, Instagram, YouTube, Threads, SEM & SEO).
- Familiarity and/or experience of CRM platforms.
- Knowledge about HIV/STI and public health as well as the LGBTQ+ community is a definite advantage but the ability to learn quickly and communicate with sensitivity is more important.
- Energy, positivity, enthusiasm and passion for the role and the mission.
- English and Cantonese proficiency is essential, Putonghua is a bonus.

### OUR OFFER

The successful candidate will be offered a package commensurate with experiences and qualifications.

We are an organization striving to serve the community while being committed to support the long-term career development and advancement of our colleagues within the organization. We care about equal opportunities and provide work-life balance. Comprehensive fringe benefits include medical coverage, 15 days of annual leave, birthday leave, personal time-off and T&D allowance.

If you are confident to join our team and work along with us for our vision, please prepare a **CV and cover letter setting out your suitability for the position and available date for employment.**

[recruit@aidsconcern.org.hk](mailto:recruit@aidsconcern.org.hk)

For more information about AIDS Concern, please visit [www.aidsconcern.org.hk](http://www.aidsconcern.org.hk)