

Campaign and Community Manager

ABOUT US

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 vision 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 screening, education, as well as HIV testing and support services for people living with HIV.

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

ABOUT THE ROLE

The Campaign and Community Manager reports to the Programme Director and works with people inside and outside of AIDS Concern to build support for our mission.

The postholder will lead the development of AIDS Concern's strategy on community engagement and outreach, campaigns and fundraising, as well as all facets of public relations, including corporate communication, and media and stakeholder relations.

KEY RESPONSIBILITIES

- Develop and deliver the annual stakeholder engagement, fundraising strategy and event plan.
- Manage a team of community education, event management and fundraising colleagues to set and deliver holistic campaign and programme goals.
- Lead the development and dissemination of key stakeholder collateral such as briefings, fact sheets, leaflets, presentations for meetings/events, e-newsletter and annual report.
- Lead all stakeholder engagement for the planning and delivering of major events such as the annual conference and gala.
- Proactively identify and engage new partnership and opportunities that could financially support the organization's sustainable development.
- Lead the team to measure and communicate the organizational impacts to funders and donors.
- Develop and manage engagement and fundraising campaigns and events.
- Supervise the management of AIDS Concern's website and social media accounts.
- Manage major and monthly donors' relationships and provide regular updates to nurture the relationship.

JOB DESCRIPTION

SKILLS AND EXPERIENCE REQUIRED

- Bachelor's degree holder, preferably majoring in business, communication, public health or other related fields.
- At least five years of solid experience in a communication, event management, sales/marketing, fundraising and development or programme management role.
- Ability to use social media for promotion, engagement and brand awareness.
- 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.
- Proven experience in partnership development, fundraising, social enterprise operation or health-related NGO is a plus.
- Experience in leading and nurturing a team of diverse talents to achieve organizational outcomes.
- Excellent communication skills – writing, speaking, presenting – with the ability to tailor messaging to different audiences.
- The ability to develop and maintain relationships with key internal and external stakeholders.
- Good interpersonal and influencing skills are essential.
- Impeccable organizational skills, with previous experience in organizing events preferable.
- Energy, positivity, enthusiasm and passion for the role and the mission.
- A self-starter who can work independently and as part of a team.
- Knowledge of direct marketing techniques and tools desirable.
- Knowledge and/or experience of CRM and EDM platforms desirable.
- English and Cantonese proficiency is essential, Putonghua is a bonus.

OUR OFFER

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

We are an organization striving to serve the community while being committed to supporting 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 a T&D allowance.

If you are confident that you can join our team and contribute to our vision, please prepare a CV and cover letter outlining your suitability for the position and the **available date for employment.**

recruit@aidconcern.org.hk

For more information about AIDS Concern, please visit www.aidconcern.org.hk.