

SOCIAL MEDIA OFFICER (Fixed-term part-time)

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 Triple Zero – zero new HIV infections, zero stigma for people living with HIV and zero AIDS deaths. Through education, HIV testing, sexual health screening and support services, we empower individuals and communities to make informed decisions about their health and well-being.

If you share our vision and are excited by the opportunity to make a meaningful impact through innovative community health programmes, we invite you to join our dynamic team

ABOUT THE ROLE

We are seeking a creative and passionate Social Media Officer to join our team on a fixed-term, part-time contract for a three-year Youth-centric Comprehensive Sexuality Education (CSE) Project.

In this role, you will play a key role in engaging young people through digital platforms, supporting online publicity and delivering youth-centred sexuality education content that complements school-based programmes. This is an exciting opportunity for someone who is passionate about health communication, youth engagement and social impact.

KEY RESPONSIBILITIES

1. Develop, draft and publish youth-focused social media content, including posts, stories, short-form videos and campaigns that promote comprehensive sexuality and relationship education.
2. Collaborate with external marketing and creative agencies on branding, campaign strategy content production and digital publicity initiatives.
3. Coordinate online campaigns and event promotions, including content calendars, publication schedules, stakeholder liaison and post-campaign communication activities.
4. Monitor, analyze and report on social media performance metrics, including reach, engagement, audience growth and click-through rates, and support project target tracking related to enquiries and referrals.
5. Support online youth outreach efforts by engaging with audiences and coordinating enquiry follow-up with project staff and Integrated Children and Youth Services Centre (ICYSC) partners.
6. Ensure all communications are LGBTQ+-inclusive, culturally sensitive, age-appropriate and aligned with project safeguarding, educational and ethical standards.
7. Support content quality assurance, project documentation, reporting and the collection of communication and outreach data.

JOB DESCRIPTION

8. Stay informed about social media trends, emerging youth issues and best practices in digital engagement to strengthen the project's online presence and impact.

SKILLS AND EXPERIENCE

We are looking for candidates who possess:

- Associate Degree, Higher Diploma, Bachelor's Degree or equivalent qualifications in Marketing, Communications, Media Studies, Social Sciences or a related discipline.
- Experience in social media management, digital communications, content creation or online marketing.
- Experience in sexuality education, social services, healthcare, public health, or youth-focused programmes will be an advantage.
- Demonstrated experience in youth engagement and online community building.
- Excellent interpersonal and communication skills, with the ability to work collaboratively in a multidisciplinary team.
- A strong passion for promoting sexual health, mental well-being and inclusive education among diverse communities.
- Commitment to LGBTQ+ inclusion, equity and cultural sensitivity.
- Strong copywriting and storytelling skills, with the ability to adapt tone and messaging for educational, campaign and youth engagement purposes.
- Excellent command of written and spoken English and Chinese, including Cantonese and Mandarin.
- Proficiency in Microsoft Office applications.
- Experience with social media platforms such as Instagram, Facebook, Threads, YouTube, TikTok and LinkedIn is preferred.

Desirable Skills

- Proficiency in Adobe Creative Suite (e.g., Photoshop, Illustrator, Premiere Pro, InDesign).
- Knowledge of graphic design principles and visual storytelling.
- Basic photography, videography and video editing skills.
- Experience using analytics, social media management or digital marketing tools.
- Familiarity with NGO, public health or community engagement campaigns.

WHY JOIN US?

More Than Just a Job – A Mission with Meaning

At AIDS Concern, we don't just work; we advocate for a world of Triple Zero: zero new infections, zero stigma and zero deaths. When you join our agile and passionate team, you aren't just a number – you are a builder of health equity and social inclusion and community well-being.

Invest Your Growth & Well-being

JOB DESCRIPTION

We believe that meaningful impact starts with investing in our people. We are committed to supporting your professional growth while fostering a healthy work-life balance.

Our benefits include:

- Paid annual leave
- Flexible working hours with the option of working remotely
- A supportive, inclusive and mission-driven workplace culture

We are an equal opportunity employer and are committed to building a workplace that celebrates diversity, inclusion and belonging.

READY TO MAKE A DIFFERENCE?

If you are committed to advancing health equity and supporting diverse communities through affirming and trauma-informed approaches, we would love to hear from you.

How to Apply

Please send your full CV, including your current and expected salary and earliest availability, to the Human Resources Department at recruit@aidconcern.org.hk on or before 14 August 2026. Applicants are encouraged to share links to their creative portfolio or provide attachments showcasing their best work, including graphic design projects and impact-driven social media content.

To learn more about our work, please visit www.aidconcern.org.hk.