

# ROLE PURPOSE



**Role Title:** Hong Kong-Singapore Marketing & Brand Advisor

**Division:** Public Affairs

**Location:** Hong Kong

**Date:** Nov, 2024

**Employment type:** Permanent

**Reports to:**  
Chief Representative – HK & ASEAN

**Number of direct reports:** N/A

**Leadership Band:**  
Leads Self

## Purpose of the role:

The Fred Hollows Foundation's Hong Kong & ASEAN office is key to supporting frontline efforts to eliminate avoidable blindness by generating donations and raising awareness for the organisation's mission. Team members in this office have the opportunity to work in a fast-paced, dynamic environment with plenty of opportunity to develop new skills, enhance experience and work within a broader international stakeholder environment.

As steward of the Foundation's brand in Hong Kong, China PRC and Singapore, the **Hong Kong-Singapore Marketing & Brand Advisor** will be responsible for designing, coordinating and implementing marketing and brand efforts in the region. This includes cultivating and overseeing media relations, supporting fundraising initiatives including events, and copywriting and editing. The Hong Kong-Singapore Marketing & Brand Advisor will be a key member of The Foundation's global brand professional network.

## The Hong Kong-Singapore Marketing & Brand Advisor will own the outcomes of:

1. Developing and executing comprehensive marketing, media and brand strategies to enhance the organization's presence in Hong Kong, China, and Singapore to drive awareness and donations.
2. Collaborating and supporting fundraising activities (ATL and BTL) in the Hong Kong and Singapore markets, ensuring alignment with overall organizational goals and delivering key messages.
3. Analyzing the effectiveness of marketing and brand initiatives and optimizing return on investment.
4. Maintaining consistency in messaging and branding across various platforms; and ensuring that content is compelling, informative, and aligned with our fundraising and advocacy activities.
5. Providing essential media resources to support The Foundation's media engagement efforts in Hong Kong, China, and Singapore.
6. Overseeing website content, ensuring it is up-to-date and aligned with brand messaging and supports fundraising efforts.
7. Be a voice for Hong Kong, China, and Singapore in strategic brand decisions.
8. Other tasks as required by your manager.

## Our Capabilities:

### As a member of The Foundation Family you will:



1. Live by the values of The Foundation and support The Foundation's culture, performance and brand.
2. Adhere to The Foundation's policies and procedures.
3. Strengthen the health, safety and well-being of all/look out for well-being.
4. Lead, collaborate and contribute in all interactions.

## Essential Experience:

- 5+ years' experience in marketing, public relations, brand, journalism or a related discipline
- Bachelor Degree or above in related disciplines

## Skills:

- Understanding of fundraising strategies and experience in supporting fundraising campaigns and initiatives.
- Ability to measure and evaluate the effectiveness of marketing and brand strategies and campaigns using analytics tools
- Proficiency in written as well as spoken Cantonese & English is a must, Mandarin fluency is preferred
- Experience in drafting, editing, and copyediting articles and production for various platforms, including social media, websites, press releases, news articles, reports, newsletters, and e-newsletters.
- Understanding of the cultural nuances in brand and communication with Hong Kong, China, and ASEAN to tailor messaging appropriately

## Desirable Experience:

- Experience in international organizations or NGOs, particularly in roles related to health, advocacy, or community engagement.
- Experience in conducting research to inform marketing and brand strategies and understand audience needs and preferences
- Experience in crisis communication or managing sensitive media situations, demonstrating the ability to respond effectively under pressure
- Skills in photography and basic video editing to create engaging multimedia content is a plus

- Familiarity with digital marketing strategies, including social media management, email marketing and web-article uploading
- Proficiency in design tools (e.g. Canva, Adobe Creative Suit) for creating graphics and layouts

**Qualifications:**

University degree in related field

**Travel:**

Occasional travel to Mainland China and Singapore

This role purpose defines the broad accountabilities of the positions, which may change based on organisational need. Please refer to the divisional, team and individual work plans for more specific details

**The position involves:**

This position is recognised as having “Contact with Children” either direct or indirect  
This position does involve “Working with Children” either direct or indirect.

**Additional Responsibility:**

Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.

**To work in The Foundation, you will:**

- Be eligible to work in Hong Kong and other regions where you will be based
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions that are identified as working with children