



## Recruitment of Contract Post

### **Brand & Communications Manager (Stakeholder Engagement & Marketing) (Wan Chai)**

Reporting to the Deputy Chief Executive, the overall responsibility of the Brand & Communications Manager (Stakeholder Engagement & Marketing) is to develop and manage the delivery of stakeholder engagement and communication strategies and initiatives that promote the Agency's work, deliver engaging messages, help secure partnerships and enhance stakeholder relationships.

#### Key Responsibilities

- To assist in formulating the strategic planning to strengthen the branding and publicity of the Agency, positioning it as a trustworthy service provider;
- To develop and manage stakeholder engagement strategies to support the strategic plan and create engagement initiatives to promote the SideBySide brand and secure partnerships;
- To develop and manage marketing and communications strategies to support the delivery of organisational strategy and messaging to key stakeholders;
- To identify media and PR opportunities and develop and manage positive relationships with relevant media; and
- To oversee the development, distribution, and maintenance of all print and electronic collateral.

#### Requirements

- Degree holder or equivalent in Marketing, Communications, Business Administration or related disciplines;
- Minimum 8 years of solid experience in brand management or communications, with a focus on stakeholder engagement and marketing strategies;
- Proven experience in identifying and engaging stakeholders, including customers, partners, and internal teams;
- Strong ability to develop and implement marketing strategies aligned with stakeholder interests;
- Proficiency in online marketing channels, tools, and analytics to optimise brand visibility;
- Strong interpersonal skills to foster collaboration and trust among stakeholders and ability to thrive in a dynamic environment and adapt to changing stakeholder needs;
- Excellent command of written and spoken English and Chinese (Cantonese and Putonghua) with a knack for persuasive messaging; and
- Proficiency in MS Office and Chinese word processing.

Appointment will be made on contract term with staff benefits including training subsidies, medical benefits. Qualified candidates are invited to submit application letter and full resume with present and expected salary and earliest availability to [recruit@sidebyside.org.hk](mailto:recruit@sidebyside.org.hk).



*(All information provided will be kept as confidential & only be used for recruitment related purposes)*