

We are a Catholic multi-service social welfare agency. Applications are invited for the following vacancy:

## **Marketing and Development Officer (0.5 post)**

### **Requirements**

- i. A Bachelor's degree in Business Administration, Marketing, Communication or a relevant discipline;
- ii. Minimum of 2 years working experience in marketing, community relations, or similar roles (preferably in sports, education, NGOs, or governmental sectors);
- iii. Working experience in planning, organizing and leading camp/ training programs is an advantage;
- iv. Excellent communication, interpersonal and organizational skills; highly self-motivated;
- v. Demonstrated knowledge in marketing skills, digital tools, social media management and multimedia production;
- vi. Proficiency in written and spoken Chinese and English.

### **Responsibilities**

- (A) Promotion & Publicity
  1. Assist in developing and implementing marketing strategies and initiatives to enhance public awareness and understanding.
  2. Enhance brand visibility through managing content development across social media, newsletters and website platforms.
  3. Develop and maintain social media platforms.
  4. Analyse promotional data regularly to assess and improve effectiveness.
- (B) Administration & Management
  1. Support management in implementing new strategies, policies and initiatives.
  2. Organize and coordinate staff training and workshops focused on social media management and maintenance.
  3. Prepare reports and presentations for potential partners and customers, and maintain effective working relationships with internal and external stakeholders.
  4. Coordinate and plan camp events.
- (C) Programme Development
  1. Develop and update service portfolios for camp programs.
  2. Organize and manage camp programs, and activities.
- (D) Others
  1. Perform any other duties as deemed necessary.

**Salary:** \$15,897.5 (Starting from SMPS0.5 Pt.13, commensurate with working experience)

Applications with detailed resume should be sent to the **Manager, Camp Service, 5 Ming Fai Road, Cheung Chau** by mail or email: [phoebelau@caritas.org.hk](mailto:phoebelau@caritas.org.hk) on or before **12 September 2025**. Applicants not invited for interview by 19 September 2025 may assume their applications unsuccessful.

(The personal data of application will be used strictly and exclusively for recruitment related purpose)