

Communications (Digital Content) Assistant /Coordinator

Mind HK is a fast-paced, quick-growing mental health charity, with a mission to ensure that no one in Hong Kong has to face a mental health problem alone. Since our launch in November 2017, we have trained over 13,000 people in mental health awareness, have an average of 50,000 users per month on our website, and regularly engage with hundreds of thousands of individuals from the local community through our campaigns.

Mind HK is looking for a Communications (Digital Content) Assistant /Coordinator to join our compact yet dynamic and growing Communications team. The role will be responsible for supporting external and internal communications at Mind HK, working closely with a range of team members primarily on campaign content, digital (website and app) content, social media content, and more.

Job Responsibilities:

- Work with the Communications Coordinator and Deputy CEO on supporting digital content across Mind HK platforms
- Coordinate the development of new external-focused content on youth mental health related topics for youth programmes at Mind HK
- Support content development project planning and implementation
- Manage website content across Mind HK platforms, primarily www.mind.org.hk and www.coolmindshk.com
- Responsible for designing and editing content
- Localisation of international content on mental health related topics
- Produce and manage content for online support platforms, including Mental Health A-Z, Help Me and the Mind HK Community Directory
- Copywriting and design for social media across channels for Mind HK
- Create and review content for website, email marketing efforts, social media, and more
- Support projects' communications and outreach
- Proofreading, editing, and translating content (in both English and Chinese)

Other:

- Other communications and events-related tasks as assigned

Requirements:

Essential:

- Passionate about mental health
- Fresh grads are welcome to apply for the "Assistant" role. A minimum of 2 years of relevant experience for the "Coordinator" role
- Proven experience of content development
- Able to work both independently and collaboratively. A strong team player who is both proactive and willing to work with a wide-range of staff and stakeholders
- Detail oriented and innovative
- Tech savvy

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www.mind.org.hk

- Strong written and verbal communication skills, including excellent interpersonal skills
- Able to manage projects and prioritise urgent tasks with longer term updates
- Fluent in written and spoken English and Cantonese

Desirable:

- Bachelors/Masters degree in mental health/psychology, public health, communications, public relations, marketing, and/or journalism
- Experience in a communications, copywriting, psychology/mental health, editing, PR, marketing or journalism position desirable.
- A comprehensive understanding of mental health and mental health conditions
- Experience working in the NGO sector
- Project management and planning experience
- Social media content development experience
- Website content management experience
- Graphic design skills
- Experience working with WordPress, Canva, Slack, Adobe Photoshop and MailChimp

Terms: Full time (5 days per week); salary - negotiable; permanent contract

To apply for this position, please email hr@mind.org.hk with a brief statement of interest and motivation, CV, dates of availability, salary expectation, and level of proficiency with written and spoken Chinese (Cantonese: required) and English. Please state if you are applying for the Communications (Digital Content) Assistant or Communications (Digital Content) Coordinator (see requirements above) role.