

### **Communications and Events Manager (Youth Programme)**

Mind HK is a fast-paced, quick-growing mental health charity, with a vision 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 25,000 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 an experienced Communications and Events Manager to lead our new youth programme. The role will be responsible for overseeing all communications-related tasks for the programme, ensuring the successful execution of the campaign component and promotion of the programme. You will report to the Head of Programme and work closely with other Senior Management and a range of team members. This is a great opportunity for creative individuals who are passionate about improving youth mental health by promoting awareness and support in schools.

### **Job Responsibilities:**

- Develop and implement communication and event strategies specific to the youth programme (school outreach and engagement programme).
- Manage a team responsible for planning and executing project-related communications and events.
- Liaise with project stakeholders and partners to ensure effective collaboration.
- Develop and enhance social media and website, inclusive of content development for both.
- Liaise directly with agencies, inclusive of PR and creative agencies, on PR and social media strategies and website development.
- Oversee budgeting, scheduling, and resource allocation for project communications and events.
- Monitor and report on the success of communications and events related to the project.
- Collaborate with the external and internal project team to integrate communications and events with project goals.
- Attend and support events outside of office hours as needed, with Time Off in Lieu (TOIL) available on approval from your line management.
- Any other ad hoc and administrative duties assigned by the organization.

### **We are looking for someone:**

- Bachelor's degree in communications, public relations, journalism, public health, psychology, or a related field is preferred.
- Detail-oriented and organised.
- Passionate about improving population mental health in Hong Kong
- Minimum 4 years (manager) experience in communications-related and/or events roles

- Familiarity with digital and social media platforms, and website design and development, including a solid understanding of how to leverage these channels for effective communication and engagement.
- Exceptional writing, editing, and proofreading skills, with the ability to create clear and compelling content across various mediums (press releases, articles, speeches, etc.).
- Event planning and execution experience.
- Previous experience in leading a team, as well as experience in strategic communications planning and execution. Strong project management skills.
- Excellent written and verbal communication skills in English and Cantonese.
- Previous experience in an NGO or startup setting is a plus.

**Terms:**

Full Time (5 days per week); three-year contract, renewal subject to review at contract end.

**Salary and Benefits:**

The starting salary for this position is between 28,391HKD to 36,860HKD depending on the level of experience and competencies (according to our internal point system). Annual increment is based on our salary structure.

Mind HK provides 7-hour work days (flexible between allocated times), 5 days per week (FT staff). In addition, employees receive up to 22 days of annual leave, plus quarterly mental health days, as well as contribution to the Mandatory Provident Fund. Our staff benefits also include clinical staff regular check-ins and staff wellbeing activities.

We are a learning organisation and offer development and well-being opportunities throughout the year, including training programs. Finally, we have a hybrid working model and remote working policy in place, allowing flexibility in working locations within Hong Kong, and outside Hong Kong for certain periods. Please note that all benefits are based on current company policies and may be updated from time to time.

Mind HK is an equal opportunity employer, and strives to create a diverse and inclusive workplace that values and respects the unique contributions of each team member, and we welcome candidates from all backgrounds and walks of life to apply for our open positions. Should you require any support or accommodations during the interview process, please do not hesitate to specify your needs in your application or reach out to us directly. We are committed to ensuring a fair and accessible recruitment process for all candidates.

**Application:**

To apply for this position, please email [hr@mind.org.hk](mailto: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.