

Head of Communications

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 Head of Communications to lead our communications and events team members. The role will be responsible for supervising the communications team, ensuring the successful promotion of programmes, overseeing all media relations and digital platforms (inclusive of websites and social media), and project managing large-scale events. This is an excellent opportunity to work with a passionate communications and events team seeking to improve the mental health of the Hong Kong population. You will report directly to the Deputy Chief Executive Officer and work closely with other senior management and team members.

Job Responsibilities:

- Oversee the development and delivery of the organisation-wide communications and events strategy, offering expert guidance on branding, messaging, public relations, and event organisation.
- Lead the planning and execution of all communication and event initiatives, encompassing public relations, digital marketing, media engagement, and the orchestration of significant events such as an international mental health conference.
- Engage in creating and organising content for the organisation's and projects' digital platforms, including websites and social media. This includes copywriting and editorial responsibilities, liaising directly with senior management, and collaborating with various external suppliers, stakeholders (e.g. sponsors), and internal team members.
- Manage budgets, schedules, and resources effectively for all tasks related to communications (including website development/upgrades and digital campaigns) and event planning.
- Ensure that all communication outputs and event activities are consistent with the organisation's mission, core values, and organisational plan, and regularly report progress and outcomes to senior management.
- Provide support at events outside standard office hours as required, with Time Off in Lieu (TOIL) offered subject to managerial approval.
- Additional communications and event management tasks as needed.

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 mental health in Hong Kong
- Minimum 6 years experience in a communications-related role

- Significant experience in a communications (e.g journalism, social media, PR, advertising) role
- Familiarity with digital and social media platforms, 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.
- Excellent written and verbal communication skills in English and Cantonese required.
- Previous experience in an NGO or startup setting is a plus.

Terms:

Full-time (5 days per week); 2.5-year contract, renewal subject to review at contract end.

Salary and Benefits:

The starting salary for this position is between 40,986HKD - 48,630HKD 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 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.