

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 faces a mental health problem alone. Since our inception in 2017, we have trained over 35,000 individuals in mental health awareness, gained over 3,000,000+ new website users since summer 2018, and regularly engage with hundreds of thousands of individuals from the local community through our campaigns.

We are looking for an experienced Communications and Events Manager to lead our 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 such as Annual Leadership Event, school-wide and city-wide campaigns, and JC LevelMind Fest, for the overall JC LevelMind project, including schools, community and e-clinic to achieve the one-brand strategy.
- Liaise with project stakeholders and partners to ensure effective collaboration.
- Develop and enhance social media and website of the JC LevelMind Project, 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 5 years 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; Contract period runs until 30 September 2027, renewal subject to review at contract end.

Salary and Benefits:

The starting salary for this position is between HK \$30,052 to HK \$39,015 per month, depending on experience and competencies, based on our internal point system. Annual salary increments follow our structured salary framework.

At Mind HK, we offer:

- A 7-hour workday with flexible hours within designated time slots. Full-time staff work 5 days per week, while part-time staff follow their agreed-upon schedule.
- A hybrid working model, providing flexibility to work from different locations within Hong Kong and, for limited periods, outside Hong Kong.
- 22 days of annual leave (prorated for part-time staff), quarterly Mental Health Days, and medical insurance.
- A commitment to staff development, offering up to 2 days of study leave, access to ongoing training, workshops, and cross-organisational learning opportunities.
- Additional support through regular check-ins with counsellors and ongoing staff well-being activities.

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 (Both Cantonese and Mandarin) and English.

Our Commitment to Inclusion:

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.

All applications will be handled with strict confidentiality and used exclusively for recruitment purposes.