



救世軍 港澳地域
The Salvation Army
Hong Kong and Macau Territory

This job advertisement is available in English only.

本招聘廣告只提供英文版本

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如有查詢，請電郵至

RP.recruit@hkm.salvationarmy.org

The Salvation Army is an international Christian church and charity working in 133 countries and areas and has been serving Hong Kong for over 90 years providing an extensive range of services which spans educational, social as well as Christian. We are called to preach the gospel of Jesus Christ. We are dedicated to supporting the people in need in Hong Kong, Macau and Mainland China without discrimination; and strive to respond to local needs, emergencies and disasters with the love of God.

Qualified persons are invited to apply for the following position:

**Marketing Executive
Recycling Programme
(Ref: ME/RP/03-23)**

RESPONSIBILITIES

- Assist the team in developing integrated marketing strategies to achieve strategic goals of Recycling Programme (RP)
- Work with Creative Designer to assist in raising the brand of RP across various communications platforms, and to enhance the impact and effectiveness of RP's publications
- Maximize collection through proactive approaches and effective promotion
- Maximize opportunities to publicize and develop the works of the Recycling Programme
- Assist to develop and execute promotion plans to cultivate relationships with existing donors and grow the base of potential donors
- Communicate with external parties and maintain donor network
- Assist in regular contact and maintain good relationship with management of business enterprises, property management companies and owners' committee of house estates on the arrangement of collection point to support the works of RP
- Assist in coordinating and liaising with government departments on 'Community Used Clothes Recycling Bank Scheme' and source new funding support from the government to support the works of RP
- Assist in planning and coordinating promotion projects and recycling campaigns
- Assist to evaluate promotion projects, campaigns and channel performance. Perform analysis, identify market insights and sales opportunities, drive new development channel
- Assist to prepare the content of all publications and issue marketing materials
- Assist in carrying out the annual marketing plan
- Be responsible for sourcing in-kind donations
- Perform any other legitimate duties assigned by the superior(s)

REQUIREMENTS

- An understanding of the Christian faith, values and ethos of The Salvation Army
- Diploma or above in Business Management, Marketing, Mass Communications, Journalism or related disciplines
- Minimum 2 years' relevant experience in Marketing, Sales, Customer Services or related field
- Good command of written and spoken English and Chinese, including Putonghua
- Proficient in MS Office. Knowledge of Photoshop and Illustrator is an advantage

- Excellent presentation, communications and interpersonal skills
- Good team-player, analytical, innovative, customer-oriented mindset
- Self-motivated, well-organised and detail-minded, able to work under pressure and meet deadlines
- Able to work irregular hours, overtime or during weekend(s) in times of campaigns and activities
- Candidate with more experience or qualification may be considered as Senior Marketing Executive

Application Procedure

Please apply with full resume, stating clearly current and expected salary, to the **Human Resources Manager, The Salvation Army Hong Kong and Macau Territory, 6/F Human Resources Department, 11 Wing Sing Lane, Yaumatei, Kowloon** by quoting reference number (**Ref: ME/RP/03-23**) on the envelope or email to RP.recruit@hkm.salvationarmy.org.

All information provided will be treated in strictest confidence & used for recruitment purpose only. All unsuccessful applications will be kept for a period of no longer than two years after completion of the recruitment exercise.