



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

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in English only.  
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[HRD.recruit@hkm.salvationarmy.org](mailto:HRD.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.

We are now inviting a high caliber professional to fill the following position:

**Communications and Fundraising Officer**  
**Communications and Fundraising Department**  
**(Ref: CFO/CFD/03-23)**

**RESPONSIBILITIES**

- To support media related responsibilities and duties in a professional manner to strengthen media relations and increase publicity opportunities for the organisation
- To identify media opportunities and develop contents to be disseminated via social media, websites, newsletters, press releases and any other distribution channels
- To support in copywriting and editing to improve the quality of corporate publications and promotion materials
- To broaden the reach and influence and to deepen engagement with our audiences through digital activities
- Provide end-to-end corporate partnership management, from initiate contact, build relationship, develop proposals and presentations, to negotiate partnership agreements, manage key relationships and deliver reporting requirements
- Research, identify and manage relationships with potential funders
- Support in copywriting and editing on the overall marketing and branding communications, production of promotional materials etc
- Develop media contacts and enhance media relations
- Deal with general enquiries and complaints from the public and media
- Create impact-driven, innovative and engaging contents for digital and social media communications
- To implement donor acquisition programmes to solicit single gift, community fundraising, regular giving, corporate partnerships, major gift and legacy
- To plan and execute fundraising campaigns and appeals
- To build rapport and foster trustful relationships with corporate partners to secure long-term and increased funding
- Plan and execute impactful fundraising campaigns and appeal in Hong Kong and Macau

- Provide end-to-end management of fundraising campaigns
- Identify, build and cultivate key relationships with existing and potential corporate partners and High-Net-Worth-Individuals (HNWIs) in Hong Kong and Macau
- Explore new income streams and making fundraising more digital and effective to solicit fund/support from new and prospect donors and supporters
- Implement Legacy Marketing and the generation and management of legacy stewardship
- Perform any other legitimate duties assigned by supervisor

## REQUIREMENTS

- An understanding of the Christian faith, values and ethos of The Salvation Army
- Degree in Marketing/ Mass Communication/ Business/ Languages related discipline with at least 5 years' marketing experience or  
Attained Level 2 or above in five subjects in HKDSEE or Level 2/ Grade E or above in five subjects in HKCEE, including Chinese Language and English Language or equivalent with 7 years of relevant working experience
- Sensitive to figures, analytical and with good sense of market trends
- Social media and online publishing experience are required
- Proficiency in both written and spoken English and Chinese, including Putonghua
- Proficiency in Microsoft applications
- Proactive, self-motivated, and able to work independently
- Attentive to details, well organized, with good interpersonal and communications skills
- Overtime and occasional work on holidays as and when required

### **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 **(CFO/CFD/03-23)** on the envelope or email to [hrd.recruit@hkm.salvationarmy.org](mailto:hrd.recruit@hkm.salvationarmy.org).

All information provided will be treated in strictest confidence & used for recruitment purpose only. Applicants not contacted within 3 months may consider their applications unsuccessful. All unsuccessful applications will be kept for a period of no longer than two years after completion of the recruitment exercise.