



香港善導會
The Society of Rehabilitation and
Crime Prevention, Hong Kong

Recruitment of Contract Post

Assistant Project Officer (Lai Chi Kok)

Contract Period till 17 November 2022 (renewable depends on project funding)

Key responsibilities

- ◆ Assist in the development and implementation of digital marketing strategy to enhance public awareness and attract more interested applicants to submit proposals of innovative projects;
- ◆ Create & prepare the content of social media feeds and website;
- ◆ Coordinate with graphic designers on publications and assist in video production;
- ◆ Assist in planning and organising of media conferences/events and other ad-hoc marketing tasks;
- ◆ Assist in tracking and evaluation of the effectiveness of all online marketing initiatives or campaigns;
- ◆ Perform daily administrative duties including handling of enquiries (Whatsapp/ Social Media/ Phone calls); and
- ◆ Perform any other necessary duties as assigned by the Seniors.

Requirements

- ◆ Post-secondary education, preferably in Marketing, Communications, Multimedia or related discipline
- ◆ Good command of spoken and written English and Chinese
- ◆ 1 year or above work experience in digital marketing, copywriting, public relation, creative work environment is preferred
- ◆ Applicable knowledge in Online Marketing, Google Analytics, SEO with good understanding of major marketing channels
- ◆ Hands-on experience with Adobe Creative Suite or similar - Photoshop, Illustrator, Premiere Pro, Aftereffect, InDesign is preferred
- ◆ Good interpersonal and communication skills, attentive to details, well organised with positive attitude
- ◆ A good team player and able to work in collaboration with others to deliver results

Appointment will be made on contract term with staff benefits including training subsidies, medical benefits. Qualified candidates are invited to submit application letter and full resume with present and expected salary and earliest availability to recruit@sracp.org.hk.

(All information provided will be kept as confidential & only be used for recruitment related purposes)