



Alpha

# Head of Marketing & Communications

## About Alpha

Alpha is a series of interactive sessions that freely explore the basics of the Christian faith. The vision of Alpha is to see the evangelisation of the nations, the revitalisation of the church, and the transformation of societies. Our mission is to inspire, train, equip and mobilise churches and communities around the world into more effective evangelism through Alpha and its related ministries. Today 30+ million people around the world in 100+ countries have attended Alpha in 100+ languages.

## How to Apply

Interested candidates please send your CV with work portfolio to [christopher@alpha.org.hk](mailto:christopher@alpha.org.hk) via email. Please state "2023 MarComm Application" as the email subject.

All personal data collected will be kept confidential and used for recruitment purposes only. Applicants who are not invited to interview within 1 month may consider their application unsuccessful.

## Responsibilities

### Strategic Marketing

- Manage the conception, development, and implementation of marketing strategies, plans, campaigns and programmes across online and offline to drive interest and growth for Alpha.
- Spearhead a data-driven marketing culture, including test/control segmentation, tracking and reporting.
- Oversee and contribute to the development of content for newsletters, websites, social media, and email communications in both Chinese and English.
- Collaborate with Ministry and Donor Relations teams to uncover insights, and oversee and contribute to developing events, campaigns, newsletters, webpages, social media, emails etc., for different target audiences in both Chinese and English.
- Achieve growth and development of Alpha's donor, churches, and leader base via great content and strategic marketing initiatives, measuring against set KPIs.

### Branding & Communications

- Develop appropriate communications plans, including digital and traditional media campaigns that are aligned with the strategic goals of Alpha Hong Kong.
- Develop long-term relationships with key churches and communities, and transform testimonies into inspiring stories to empower Alpha course growth.
- Manage and contribute to the development of brand assets (e.g., event management, web content, videos, testimonies) for Alpha Hong Kong.
- Advise internal stakeholders and proactively manage brand and reputation.

## Requirements

- Experience in developing marketing strategies, social content, storytelling, and communications.
- Strong command of Chinese and English.
- Strong interpersonal and communication skills to collaborate effectively with multiple stakeholders, and manage various projects and vendors.
- Self-motivated and takes initiative, with personal integrity and professionalism.
- Results-driven and detail-oriented, able to identify priorities and create an efficient team to meet organisational needs.
- Passion for Alpha, and a strong understanding of Christianity in the region.
- Candidates with less experience will be considered as Assistant Manager.