



Alpha

Marketing & Communications Manager

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 revitalization of the Church and the transformation of societies. Our mission is to equip and serve the Church in its mission to help people discover and develop a relationship with Jesus. Today more than 30 million people around the world have attended Alpha.

How to Apply

To apply, please submit your resume to hkalpha@alpha.org.hk

Key Responsibilities

- Manage the ideation, development, and execution of marketing strategies, campaigns and programmes across online and offline to drive interest and growth for Alpha
- Spearhead a data-driven marketing culture, including tracking and reporting
- Collaborate with different teams to run events and campaigns for different target audience
- Develop and implement effective communications plans, including digital and traditional media campaigns
- Oversee and contribute to the development of content for newsletters, websites, social media and email communications in both Chinese and English

Qualifications & Essential Skills

- Experience in marketing and communication roles
- Track record in developing and implementing successful marketing strategies
- Proficiency in digital marketing tools and platforms
- Strong command of English and Chinese
- Strong interpersonal and communication skills
- Self-motivated and takes initiative, with personal integrity and professionalism
- Results-driven and detail-oriented, able to identify priorities to meet organizational needs
- Knowledge and passion for Alpha