



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 revitalisation 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 33 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
- Develop and implement effective communications plans, including digital and traditional media campaigns
- Develop long-term relationships with key churches and transform testimonies into inspiring stories to empower Alpha course growth
- 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, storytelling and communications
- 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
- Passion for Alpha and a strong understanding of Christianity in the region.