



JOB OPPORTUNITY - Programme Coordinator (Digital Communications)

The Foundation

Bei Shan Tang Foundation was founded in 1985 by Dr. J. S. Lee with a tax-exempt charitable (Section 88) status. Along with its original mission to promote Chinese art and culture globally, the Foundation has also dedicated significant resources to support educational initiatives in Hong Kong since 2013. The Foundation serves both as a grant maker and operator of philanthropic programmes in Hong Kong as well as internationally.

Job Duties

The Foundation is now looking for a Programme Coordinator (Digital Communications) in creating digital content and materials in relation to the Foundation's educational initiatives and programmes. The appointee will be required to:

1. *Communications*
 - Assist in executing online communication strategies, including website management and digital marketing campaigns;
 - Develop engaging content for digital marketing and multimedia (online and in print);
 - Provide support for offline events and programs.
2. *Database Management and Reporting*
 - Organize, manage, and analyze the Foundation's database;
 - Use digital analytics to enhance marketing communications.
3. *Others*
 - Assist in ad-hoc tasks as assigned.

Requirements

Applicants should have:

- A minimum of a Bachelor's degree or equivalent in a relevant field such as Digital Marketing, Communications, Creative Media or Multimedia Management.
- 1-3 years of experience in a similar role, preferably in a non-profit organization.
- With the character strengths of creativity, curiosity, open-mindedness, love of

learning, perspective.

- Excellent written and verbal communication skills in English and Chinese, with the ability to communicate effectively with a diverse range of stakeholders.
- Strong organizational skills and problem-solving skills with the ability to manage multiple tasks at once and meet deadlines.
- Proficiency in graphic design software (e.g. Adobe Premiere Pro, After Effects, Photoshop, Illustrator, and InDesign).
- Good knowledge of website maintenance, optimization, SEO and CMS (e.g. WordPress).
- Good knowledge of photography/videography within the digital domain is an advantage.

Benefits

- 5-day work week (Monday to Friday)
- Compensatory leave for working on Saturdays, Sundays, and public holidays
- Compassionate leave
- Medical and dental insurance package
- Annual health checkup

Remuneration

Remuneration is negotiable based on the applicant's experience and qualifications.

Notes

Only shortlisted candidates will be contacted and invited for a written test.

To apply, please email a one-page cover letter, personal resume with starting date of availability, and a portfolio of published articles and/or multimedia outputs to Ms. Erica Yam at ericayam@beishantang.org on or before November 30, 2023 (Thursday).

Data collected will be used for recruitment purposes only.