



香港藝術節協會有限公司 Hong Kong Arts Festival Society Ltd

The Hong Kong Arts Festival is a non-profit organization committed to enriching the cultural life of the city. It presents around 130 performances by top local and international talent in February and March each year, and organises a wide range of auxiliary and educational events.

Suitable candidates are invited to apply for the following:

ASSISTANT DEVELOPMENT MANAGER / DEVELOPMENT COORDINATOR

Responsibilities

As a key member of the Development Team, the **Assistant Development Manager** will support the Development Manager in the planning, execution and optimization of all individual giving initiatives, including donor acquisition, cultivation, stewardship and retention. The role combines hands-on operational responsibilities with data-informed strategic support to grow the Festival's base of individual supporters and enhance donor engagement.

- Assist in the design and execution of multi-channel fundraising campaigns to attract new individual donors, including direct mail, email, online fundraising, and event-based appeals.
- Support the development of creative fundraising materials and donor communications in collaboration with internal teams.
- Help develop and implement new giving initiatives such as monthly donation programmes or legacy giving options.
- Coordinate donor acknowledgment processes, ensuring timely and personalized thank-you messages and receipts.
- Support planning and execution of donor cultivation and recognition events.
- Contribute to the design and implementation of donor retention strategies, such as loyalty programmes and segmented communications.
- Maintain and update the donor database (CRM), ensuring data accuracy and integrity.
- Segment donor data for targeted campaigns, mailing lists and personalized outreach.
- Generate and analyse regular reports on donor giving patterns, campaign performance and retention metrics.
- Work closely with the Programme and Marketing departments to align fundraising efforts with public-facing activities and campaigns.
- Assist the Development Director with major donor and sponsorship initiatives as needed.
- Plan and manage official Festival events and donor-related activities.
- Undertake other duties assigned by the Executive Director or Development Director.

Qualifications:

- University degree with at least 5 years of relevant experience in individual giving, donor

relations or fundraising campaign operations.

- Proficiency in CRM systems and Microsoft Excel; experience in data segmentation, reporting and campaign analysis is essential.
- Solid understanding of individual giving strategies, donor journeys and direct marketing techniques.
- Excellent written and spoken communication skills in English and Chinese.
- Detail-oriented with excellent organizational skills.
- Collaborative, self-motivated and results-driven.
- Knowledge of and interest in the performing arts is an advantage but not required.

Candidates with less experience may be considered for the position of Development Coordinator. This is a contract post renewable on a yearly basis.

Please apply before **3 August 2025** with full resume stating current and expected salary, and a covering letter outlining skills and experience which are relevant to the above requirements and the fulfilment of the HKAF's mission.

Applications should be sent by mail to HR & Administration Manager, Hong Kong Arts Festival Society Ltd, Room 1205, Hong Kong Arts Centre, 2 Harbour Road, Wanchai, Hong Kong or by email through hr.recruit@hkaf.org.

(All personal data collected will be used for recruitment purposes only.)

HKAF is committed to equal opportunity employment.