**ROLE PURPOSE:** Hong Kong-ASEAN Communications Lead

**Our Vision**

We see a world in which no person is needlessly blind or vision impaired.

**Our Purpose**

We are determined to deliver Fred Hollows’ vision of preventing blindness and restoring sight.

We work around the world so that no one is left behind, and in Australia we work tirelessly to ensure that Aboriginal and Torres Strait Islander people can always exercise their right to sight and good health.

Our priority is to work with communities to improve their own eye health. We do this through life-changing surgeries and treatments, training doctors and health workers, generating new ideas, and pushing for change at all levels – from local to global.

**How we value your contribution:**

**Remuneration package**

We aim to provide an overall remuneration package that is attractive and fair. Our global remuneration framework ensures we align to local pay, employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

**13th month payment**

As a permanent employee, you will receive a payment equivalent to one month's salary each year (pro-rata for those working part of the year).

**Leave**

You will have access to annual leave each year (pro-rated for part-time employees) in line with local regulations. You will also have access to other leave such as personal (sick or carers’) leave, maternity leave, paternity leave and compassionate leave.

**Performance & development**

Our performance and development framework enables you to work closely with your manager to plan, manage, and review your performance throughout the year. This approach also enables you to discuss development opportunities and areas for growth.

**Learning & development**

Our approach to learning and development will enable you to have the information, skills and knowledge needed to do your job. We build the capacity of our people and support you with on-the-job experience, coaching and formal learning.

**Leadership**

Leadership is a key priority for us. We have customized leadership programs for leaders at all levels that are focused on supporting our people to be inspired, empowered and to make an impact in their work so that together we can achieve our vision.

**Study support**

We are proud that so many of our people are tertiary educated and we are committed to supporting tertiary education that is relevant to your work through our global study assistance program. Relevant applications for study support are considered annually, providing financial assistance and study days.

**Recognition**

Our recognition program has been designed to recognize and acknowledge our people who live our values of Integrity, Collaboration, Empowerment and Action, in everyday activities. We recognize our people in three ways: Peer-to-peer, manager recognition, as well as length of service.

**Flexible work arrangement**

You will have access to flexible work arrangements. We encourage a spirit of mutual flexibility, enabling discussions between you and your manager about maintaining work-life balance.

**Equal Opportunity, Anti-Discrimination and Reasonable Accommodation for Persons with a Disability**

We provide equal opportunity in employment to people without discrimination based on personal characteristics, which includes: age, breastfeeding, disability, employment activity, gender identity, marital status, physical features, pregnancy, race etc. Reasonable accommodation can be made to allow persons with disabilities to work safely and productively.

**Health & safety**

We are committed to supporting your health, safety and wellbeing. If required, you and your family will have access to free external, professional and confidential counselling assistance if you need help with personal, family or employment related matters.

To work in the Foundation you will:

- Be eligible to work in the country where you will be based
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions which are identified as working with children.
- Be prepared to share evidence of full vaccination against COVID 19

Role purpose defines the broad accountabilities of the positions, which may change based on organisational need.

Please refer to divisional, team and individual work plans for more specific details.
# ROLE PURPOSE

**Role Title:** Hong Kong-ASEAN Communications Lead  
**Division:** Public Affairs  
**Location:** Hong Kong  
**Date:** May 2022

**Employment type:** Full time, Permanent contract with flexible work arrangement considered  
**Reports to:** Global Engagement Manager  
**Number of direct reports:** 0  
**Leadership Band:** Leads Self

## Purpose of the role:

The **Hong Kong-ASEAN Communications Lead** is accountable for leading and coordinating media and external communications for the region in line with The Foundation’s brand and advocacy position.

The **Hong Kong-ASEAN Communications Lead** will own the outcomes of:

1. Developing media and communications strategies across Hong Kong, China and Singapore to build the brand and collecting and placing case studies about blindness prevention, health promotion and eye health care.
2. Working with Chief Representative HK and ASEAN to develop strategies and plans to deliver key messages in social media platforms and fundraising activities in the Hong Kong and Singapore markets.
3. Managing a Digital Marketing Consultant.
4. Acting as a key member of the FHF Global Communications team representing the EA region and partners with Hong Kong Head to implement regional media, income generation and fundraising activities.
5. Ensuring consistency of communications materials used in different media and ensures alignment with FHF brand and advocacy position.
6. Collaborating with the International Partnership and Business Development team to grow our fundraising base in the region.
7. Other tasks as requested by your manager.

## Our Capabilities:

- **Look out**
- **Look within**
- **Look beyond**

As a member of The Foundation Family you will:

1. Live by the values of The Foundation and support The Foundation’s culture, performance and brand.
2. Adhere to all The Foundation’s policies and procedures.
3. Strengthen the health, safety and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute in all interactions.

## Essential Experience:

Minimum of 10 years’ experience in non-government organisations, preferably working in an international context in a similar position and/or a media organisation

## Skills:

- Excellent listening, written and verbal communication skills and commitment to delivering high quality communications materials for a diverse audience
- Extensive experience in case story and report writing
- Track record of working with local and regional media
- Ability to work independently, take initiative, set priorities and support programs
- Strong planning, problem-solving, analytical and organisational skills
- Effective communication/interpersonal skills with people at all levels, including ability to use tact, diplomacy and persuasiveness
- Writing and overseeing digital channels

## Desirable Experience:

- Experience in international development & NFP sector
- Experience with, or networks across, Hong Kong, Singapore and South East Asia
- Written and spoken language skills in Mandarin
- Ability to take photographs/video
<table>
<thead>
<tr>
<th>Qualifications:</th>
<th>The position involves:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong preference for undergraduate qualifications in Communications, Public Relations, Journalism or related</td>
<td>This position is recognised as having “Contact with Children” either direct or indirect</td>
</tr>
<tr>
<td></td>
<td>This position does involve “Working with Children” either direct or indirect.</td>
</tr>
<tr>
<td></td>
<td>This position does involve working with beneficiaries, donors and/or partners</td>
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<tr>
<td>Travel:</td>
<td>Additional Responsibility:</td>
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<tr>
<td>Travel domestically and internationally as and when required.</td>
<td>Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.</td>
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