

ROLE PURPOSE

Role Title: Regional Marketing Manager - Digital

Division: Public Affairs

Location: Hong Kong

Date: January 2026

Employment type: Full-time, Permanent

Reports to: Head of Hong Kong & Macau

Number of direct reports: 0

Leadership Band: Leads Self

Purpose of the role:

The **Regional Marketing Manager - Digital** is accountable for the strategic planning, design and delivery of digital tactics and programs that drive supporter growth, retention, and revenue for The Foundation in HK, with a primary focus on **regular giving**. The role is responsible for The Foundation's paid digital marketing activity across Asia, working with country managers and the global digital marketing team. The Regional Marketing Manager - Digital will also work closely with the central Digital Team based in Sydney.

The Regional Marketing Manager - Digital is expected to work within budget for digital marketing spending and track ROI. The role will take the lead on building and driving digital strategy development, planning, campaign-building, A/B testing, data analysis, and stakeholder communication management by taking a hands-on approach, supported by internal teams and external agencies.

The **Regional Marketing Manager - Digital** will own the outcomes of:

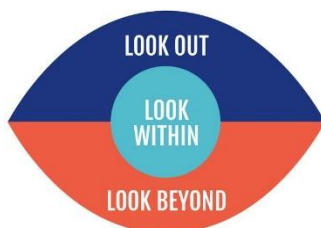
1. **Online regular giving:** Develop and drive brand growth strategies. Plan, develop and implement online fundraising strategies to meet regular giving acquisition and retention targets. Perform marketing research and initiate new ideas to reach out target audience to optimise brand awareness.
2. **Digital advertising:** With agency support, implement and optimise always-on digital advertising spend across key channels of paid search, social, display and video; including coordination of creative, agency management, budget management, and reporting. Understand the global and regional business goals and target audience to support the implementation of regional marketing strategies.
3. **Digital testing:** Lead a testing program, including new advertising channels such as WhatsApp, and within existing channels such as email. Have a special focus on website donation page tests to increase conversion to regular giving.
4. **B2B digital marketing:** Support corporate partnerships and other offline philanthropic giving through B2B digital marketing tactics, e.g. LinkedIn, automated event invites and follow-ups.
5. **Lead generation:** Plan and implement lead generation campaigns to meet data (phone number) acquisition targets to support the regular giving telemarketing program.
6. **Email marketing:** Lead planning of an email marketing calendar, create and send emails in line with the calendar. Introduce onboarding journeys for key segments. Optimise and report on email activity.
7. **New digital revenue opportunities:** Actively pursue new opportunities and innovations for campaigns, creative and revenue streams across all digital channels. Analyse the database and identify our gaps in the existing donor pool, work with external suppliers and develop digital marketing campaigns.
8. **Online reporting:** Manage marketing data and social media analytics reports regularly, with particular focus on source and medium analysis. Conduct regular analysis of spending effectiveness and promotional performance. Translate market data into actionable insights and ladder up to the primary goal of growing and retaining regular giving donors.

The **Regional Marketing Manager - Digital** will support:

1. Regional (South-East Asian) online communications efforts
2. The Digital Marketing team at HQ by bringing Asian perspectives into global marketing campaigns

Other tasks as requested by your manager.

Our Capabilities:



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:

- Strong experience overseeing paid campaigns across video, social, search and display platforms
- Strong experience using analytics and attribution models to report and drive strategy
- Strong experience using email marketing to drive revenue results, including onboarding journeys
- Strong experience implementing digital testing programs
- Strong experience managing projects and external agencies, including budgeting and admin

Skills:

- Google Marketing Platform
- Facebook ads manager
- Google Analytics
- Email marketing platforms
- Digital agency management
- Use of AB testing website tools

Desirable Experience:

- Strong experience driving fundraising outcomes in a similar organisation/charity/NGO
- B2B Digital Marketing experience
- Knowledge of broader fundraising activities and platforms
- Good copywriting skills
- Experience in broader Communications, Marketing and Brand Stewardship
- Experience in broader digital disciplines; engagement, content, web development and SEO
- Tertiary qualifications in a relevant marketing/digital field

Qualifications:

Digital/marketing degree preferred

The position involves:

This position is recognised as having “Contact with Children” either direct or indirect.
This position does involve “Working with Children” either direct or indirect.

Travel:

Domestic/International

Additional Responsibility:

Ensure that the work for which they are responsible is carried out in ways which safeguard the health and safety of workers.

To work in The Foundation, you will:

- Be eligible to work in Hong Kong and other regions where you will be based
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions that are identified as working with children