

Dialogue In The Dark (HK) Foundation Limited 黑暗中對話(香港)基金會

Dialogue In The Dark (HK) Foundation Limited (DIDF) has been dedicating its effort to sensitize empathy and overcome prejudice by empowering a pool of People of Differences* (PoDs) to deliver a series of inspiring experiential learning programs covering over 700,000 participants from corporate, education and public segments since 2010. We commit also to nurture inclusive workplace and gain paradigm shift among employers to provide more employment opportunities for talented PoDs. We are proud of seeing a significant increase in job opportunities for PoDs and enhanced acceptance and recognition of their capabilities and contributions to society. The Foundation keeps evolving and diversifying its business to drive sustainable business and social impact for inclusive workplace and inclusive society.

**'People of Differences' means People with disabilities such as the blind, the deaf etc. All of them have different abilities or talent, we build a platform for them to showcase their abilities or talent.*

More details: <http://www.dialogue-experience.hk/>

Marketing & Fund-raising Manager

The position of Marketing Manager at Dialogue in the Dark (HK) Foundation (the Foundation) is responsible for promoting and managing the Foundation's brand and its initiatives, particularly Dialogue Experience (DE). The role leads the marketing team to drive sustainable brand growth and collaborates closely with business development teams to co-create value and experiences with partners and colleagues, all in alignment with the Foundation's mission to create social impact.

This position aims to strengthen the Foundation's positioning as a thought leader in Inclusion and Diversity (I&D). We engage People of Differences (PoDs) to generate positive social change. Through our experiential workshops, tours, and creative programs, we inspire corporations, educators, NGOs, and the general public to enhance awareness and make conscious choices that drive inclusion and social good.

Responsibilities

1. Strategic Planning
 - Develop and implement integrated marketing and fundraising strategies aligned with the Foundation's mission and vision.
 - Set annual marketing and fundraising goals and objectives to achieve the annual fund-raising target.
 - Conduct market and donor research to identify target audiences and opportunities.
2. Brand Management
 - Maintain and enhance the DE brand image and reputation.
 - Develop and execute brand campaigns that increase awareness, recognition and stakeholder engagement.
 - Ensure consistency and alignment across all brand communications and platforms.
3. Marketing and Communications
 - Plan and execute events, marketing campaigns, including digital marketing, social media, PR, and advertising.
 - Create compelling marketing materials, presentations, and donor engagement content.
 - Manage the Foundation's website, newsletters, and social media channels.
 - Organize and participate in events, workshops, and conferences.
 - Support cross function teams' respective needs and requirements in driving for business and social impact.

- Be good team players to understand functional teams' needs and converse them into executable actions with impact
- 4. Fundraising and Partnership Development
 - Lead efforts in identifying, cultivating, and managing relationships with corporate sponsors, donors, and partners.
 - Develop fundraising campaigns and donor communications.
 - Collaborate with cross-functional teams to design cause-driven campaigns that link fundraising with brand storytelling.
 - Monitor and report fundraising outcomes and donor engagement metrics.
- 5. Social Impact
 - Ensure all marketing and fundraising initiatives align with the Foundation's social mission.
 - Build partnerships to strengthen public awareness and advocacy for I&D.
 - Measure and report on the social impact of campaigns and initiatives .
- 6. Unique Challenges and Opportunities
 - Leveraging Experiential Marketing: Use DE's distinctive experiences to create impactful marketing campaigns.
 - Building Trust and Empathy: Advocate for PoDs through authentic marketing and donor engagement.
 - Measuring Social Impact: Develop tools to track both impact and fundraising effectiveness.
- 7. Other Duties as Assigned
 - Take up ad hoc assignment from Head of Marketing when needed.
 - Supporting departmental projects, cross-team initiatives, or urgent tasks.

Requirements

- ✓ BA degree preferred in Marketing, Business Administration, or a related discipline; Associate's degree with substantial relevant experience will be considered.
- ✓ 3 years or above of professional experience in marketing, fundraising or customer service.
- ✓ Demonstrated ability to leverage digital tools and technologies to enhance marketing strategies and customer engagement.
- ✓ Proven experience with CRM tools; experience in CRM implementation or customization is highly desirable given the organization's plans to build a system.
- ✓ Strong analytical mindset with the ability to interpret customer data, identify trends, and deliver actionable insights.
- ✓ Detail-oriented with strong organizational and problem-solving abilities.
- ✓ Professional personal appearance and people management skills.
- ✓ Excellent oral and written communication skills, with the ability to facilitate discussions, present ideas clearly, and follow through on initiatives.

To apply for this opportunity, please send your resume and a cover letter and salary expectations to hr@dialogue-experience.org.hk

* APPLY NOW *