

The Organization

Since 1965, New Life Psychiatric Rehabilitation Association is dedicated to recovery-oriented, people-focused and evidence-based community mental health service development. The Association, with a team of over 1,300 staff members, operates more than 70 service units and projects to render residential services, employment and vocational training, community support for 16,700 people in recovery with mental illness (PIR) and their families, as well as provide mental health education to 37,500 general public annually. As a result of our passionate belief in social inclusion and self-reliance for PIR, we have established different social enterprises with over 20 projects operating currently promoted the well-being message under the brand “330”, which in Cantonese carries the homophonous meaning “body, mind and spirit” – the balance of which we all strive to attain.

For more information, please visit <http://www.nlpra.org.hk>

Corporate Communication Manager (Ref: CA-CCM)

Reporting to the Chief Executive Officer, the Corporate Communication Manager leads the Corporate Affairs Department and is responsible for overseeing the corporate affairs of the Association and its social enterprises, including carrying out corporate communication tasks, maximizing the publicity and developing partnership projects.

Responsibilities:

1. To oversee the corporate affairs and develop branding strategy for the Association and its social enterprises;
2. To plan and initiate concept on the design and production of corporate collaterals, corporate souvenirs, annual report, website, etc.;
3. To be responsible for writing, editing and production of a range of institutional publications and press releases, in print and electronic formats;
4. To ensure smooth execution of corporate events;
5. To maintain a steady frequency of media exposure and develop promotion strategy;
6. To handle public and media enquiries;
7. To explore, plan and implement partnership projects with different sectors;
8. To maintain a close and good relationship with partners;
9. To plan and develop effective fundraising plan;
10. To formulate strategic marketing plan for promoting community mental health campaign and the Association's services; and
11. To perform ad hoc assignments and other related duties as assigned by supervisor(s).

Requirements:

1. Bachelor or above in Communication, Public Relations, Journalism or related disciplines;
2. At least 10 years of relevant experience, preferably in a non-profit organization;
3. Possess a good understanding of brand building and current trends in social media;
4. Strong connection and good rapport with media and partners;
5. Ability to adapt to new challenges and changing priorities with a passion for improvements and problem solving;
6. Ability to independently and simultaneously manage complex and multiple responsibilities and priorities;
7. Experience demonstrating strong attention to detail and excellent organization with good management and interpersonal skills;
8. Excellent oral and written communication (English and Chinese) skills; and
9. Proficient in MS Office applications, with knowledge in design, photoshop and video editing is preferred.

Applicants are invited to forward a cover letter and a resume to **the Human Resources Department, New Life Psychiatric Rehabilitation Association, 332 Nam Cheong Street, Kowloon** by post, by fax 3552 5398 or by email recruit@nlpra.org.hk.

Personal data provided by applicants will strictly be used for recruitment purpose.

New Life Psychiatric Rehabilitation Association is an equal opportunity employer. Prospective employees are requested to undergo Sexual Conviction Record Check.