

Assistant Manager, Advocacy and Engagement

Playright Children's Play Association

Playright Children's Play Association (Playright) is a charity founded by Mrs. Anne Marden and other co-founders in 1987 in Hong Kong. Rooted in Hong Kong for several decades, Playright has all along pursued the mission of advocating children's play because we "Value Children, Value Play."

We hope to create free play for each and every child during their growth, and equip adults with knowledge about children's play to satisfy every child's needs for play through our work.

Responsibilities

The **Assistant Manager, Advocacy and Engagement** will report to the Executive Director, and will be responsible for the development and delivery of the Advocacy and Engagement Strategy of Playright as agreed by the Board and Executive Director:

- Working within the agreed Playright Advocacy strategy to lead campaigns and ensure their successful implementation.
- Identify advocacy opportunities to enhance the profile, positioning and impact of Playright's work.
- Explore opportunities to promote Playright's services and products.
- Develop research findings into advocacy and marketing campaigns, in liaison with the Head of different hubs.
- Prepare and copywrite for education materials, including advocacy papers.
- Coordinate internally among different hubs and teams for service/project publicity, advocacy work and associated fundraising events.
- Actively keep internal stakeholders informed of emerging trends, risks and opportunities.
- Undertake any other duties as assigned by the supervisor

Requirements

- Bachelor's Degree in policy studies, marketing and communications, public relations or related fields.
- At least 3 years of experience in education engagement and policy work, with experience in advocacy marketing a definite advantage.
- Excellent written skills and ability to adapt styles and techniques to target different stakeholder groups.
- Strong verbal, interpersonal and relationship skills, in order to work effectively with a range of stakeholders.
- Demonstrable evidence of achievement in communications to raise profile, ideally within the education sector.
- Proven media placement record with relevant education/or social sector press and outlets, and ability to network.
- Ability to confidently contribute to, and work as a member of a team.
- Self-motivated with a 'solution driven' mindset.

Candidates with less experience may be considered for the position of Senior Officer, Advocacy and Engagement.



Salaries will be commensurate with qualifications and experience. The Playright Children's Play Association office practices a five-day work week and offers a comprehensive fringe benefit package. Applications should include a full curriculum vitae, the expected salary, date of availability and the names and email addresses of two referees. Shortlisted candidates will be invited to attend an interview and sit for a written test.

Please send your resume with expected salary to <mailto:hr@playright.org.hk>

Note: The general responsibilities listed herein above are exhaustive and as such additional duties, which are related to this position in the Company, may be added on the above list as and when it is deemed necessary.