



## **Amnesty International Hong Kong Section (AIHK)**

Amnesty International (AI) is the world's largest human rights organization with over 7 million members and supporters worldwide. AIHK is now looking for a Fundraising Manager to cope with expansion in fundraising and marketing initiatives.

### **國際特赦組織香港分會**

國際特赦組織是世界上最大的人權組織，擁有超過 700 萬名成員、支持者和捐款者。國際特赦組織香港分會現正聘請籌募經理以應付籌募及市場推廣的工作。

## **Fundraising Manager 籌募經理**

### **Key Responsibilities 工作性質**

- Develop and implement fundraising strategies, fundraising plan and budget  
制定及執行籌款策略，計劃及目標
- Inspire, motivate, supervise the fundraising team and to encourage fundraising staff to be strategically directed, creative, innovative, ambitious, collaborative and professional in all aspects of their work in order to optimize fundraising appeals with other staff in an integrated manner  
啟發、推動及管理籌募團隊；鼓勵及指導團隊有策略地，以大膽、創新的方法完善籌募工作，以及專業地與各團隊協作
- Ensure that the fundraising programmes are in line with our human rights goals  
確保籌款計劃符合機構的人權工作目標
- Monitor the effectiveness of all fundraising tools and channels systematically  
有系統地監察所有籌款渠道的有效性
- Keep close watch on the external socio-economic and demographic factors which are likely to impact upon fundraising performance  
密切關注可能影響籌款績效的外部社會經濟和人口因素
- Identify target supporters and develop diverse approaches to improve and expand donor's base and lead the team to formulate, manage & maintain good marketing & servicing strategies and plans with donors  
確定目標支持者及開發各種渠道以改善和擴大捐助者的數目，並領導團隊與捐助者一起制定，管理和維護良好的營銷和服務策略及計劃

### **Requirements 申請條件**

- University degree, preferably in Marketing, Social Science and related discipline  
大學學位或以上程度，主修市場學、社會科學或人權等相關科目者優先考慮
- At least 5 years working experiences in fundraising, marketing or sales  
需具五年或以上籌募、市場或銷售工作經驗
- Proven fundraising and management experience in non-profit making organization has an advantage. A plus with demonstrated experience of fundraising strategy formulation and/or execution using digital tools and channels.  
具備非牟利組織籌募及管理經驗者優先考慮，如有制定籌款策略及 / 或以網上籌款經驗者更為佳
- Understanding and strong commitment to the protection and defense of human rights  
了解及對捍衛人權工作有承擔
- Strong Business acumen and highly target oriented  
擁有籌募觸覺及目標為本
- Strong Initiative to carry out activities  
積極開創活動及處理困難
- Excellent communication (Oral and written) skills in Chinese and English  
具優秀的中英文寫作技巧及語言能力

**Application 申請手續**

Interested parties please send resume with details on education & work experience, on present & expected salary, and indication of the earliest availability via email to [hr@amnesty.org.hk](mailto:hr@amnesty.org.hk).

申請者請把履歷(包括學歷及工作經驗、現時及要求待遇、可到職日期)·電郵至 [hr@amnesty.org.hk](mailto:hr@amnesty.org.hk)。

*(AIHK is an equal opportunity employer. All personal data will be treated in strictest confidence and will only be used for recruitment purpose only.)*

(國際特赦組織香港分會是注重平等的僱主。申請人所提供的資料將予保密及只作招聘用途。)