



**Part-time New Media Consultant
Job Announcement**

- Please send resume and work samples to info@hkdc.us (no phone call);
- The New Media Consultant will work as an Independent Contractor;
- Remote position, time-zones of the Americas preferred

HKDC is the first and only Washington, DC-based nonpartisan, nonprofit organization dedicated to the pro-democracy movement in Hong Kong and Hong Kongers in the US. HKDC is looking for a part-time new media consultant to help build and coordinate the social media and web communications of HKDC, in an effort to:

- Elevate the public and policymakers' awareness of democratic development and human rights situation in Hong Kong, and US political and policy responses toward Hong Kong and China;
- Amplify the actions, statements, social media postings related to Hong Kong by US officials and partner organizations;
- Share and amplify the research, advocacy, appearances, and writings of HKDC's staff, board and advisory board members, strategic partners;
- Foster and facilitate greater media and message coordination among allies and partners.

Responsibilities

- Work with Managing Director and team to develop and execute social media communications work plan
- Develop, produce and publish creative new content for Facebook and other social media platforms;
- Oversee layout (images, graphics, videos, and artwork) of HKDC's Facebook, Twitter, Instagram, YouTube, and website pages;
- Strategically support messages of HKDC's boards, allies, and partnering organizations with Facebook pages and websites;
- Strategize ways to use social media platforms to amplify HKDC's advocacy and fundraising efforts;
- Maintain a database of HKDC's media hits and mentions;
- Track social media performance with digital analytics and provide feedback for optimizing posts.

Requirements

- Proven work experience in developing and editing digital content;
- 2 years experience in social media marketing;
- Experience with GSuite, MS Office, publishing tools, and WordPress;
- Experience managing Facebook, Twitter, Instagram, and YouTube;
- Excellent writing, editing, and copywriting skills in English, Chinese and colloquial Cantonese (Hong Kong);
- Fluent English speaker.