



**InspiringHK Sports Foundation**  
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A tax-exempt charity under the Inland Revenue Ordinance

### **InspiringHK Sports Foundation Limited**

InspiringHK Sports Foundation is a young and vibrant tax-exempt charity founded in 2012, with a vision to empower better youths through sports. We carry out our mission through professional sports training, learning experience programmes and advocacy activities.

If you have a passion to serve, please take a closer look at the below and consider joining us as our:

#### **Volunteer Media Manager 義務媒體經理**

InspiringHK Sports Foundation is seeking a responsible individual as our volunteer Media Manager. Our volunteer Manager will voluntarily work for our communication and marketing team to support media relations building and management. He/she will work closely with the full-time Marketing, Events and Communication Executive.

#### **Job Responsibilities and Duties**

- Identify and maintain key media contacts;
- Identify media trends, news cycles and media opportunities;
- Cultivate relationships with key journalists in local publications
- Work closely with Communications Manager and Online Strategy Manager to develop compelling stories for our young people/parents, ambassadors, athlete supporters, advisors and executive team members;
- Pitch stories to local media and achieve highest visibility in print, broadcast, TV and online media outlets;
- Develop and implement strategic PR programmes to achieve significant increase in brand awareness;
- Analyse and measure results of PR programmes;

#### **Qualifications**

- Proved experience in media/public relations/marketing/ communications experience;
- A strong track record as an implementer who thrives on managing a variety of traditional and interactive PR initiatives concurrently;
- Experience in journalism as well as communications;
- Acute sense of judgement, tact and diplomacy;
- A strong sense of teamwork and ability to both manage and execute PR programmes;
- Knowledge of local publications and opportunities is a plus;
- Excellent written and oral communications skills;
- Self-starter, able to work independently;
- Passionate about charity work and volunteering.

How to apply: **Please send your full resume, weekly schedule with a cover email to [hr@inspiringhk.org](mailto:hr@inspiringhk.org).**  
The

Foundation thanks applicants for their interest, but advises that only candidates shortlisted for interviews will be contacted/ notified of the application result. All personal data collected will be kept confidential and will be used for recruitment purposes only.