

## **JOB OPPORTUNITY AT ICM**

International Care Ministries (ICM) is looking for a caring, highly motivated person to play an important role in our ministry. ICM serves the poorest of the poor in the Philippines: people who struggle to survive on US\$0.5 a day. Since 1992, ICM has helped hundreds of thousands of people rise from the bondage of poverty through a unique training program that addresses values, livelihood and health issues.

### **Director of Marketing and Communications**

#### **JOB DUTIES:**

- Plan, manage and execute marketing and communicating activities to raise awareness about the condition of the poor, promote ICM's mission, values and work to fighting poverty
- Assist the ask of funding or engage people to contribute, through events, digital marketing campaigns, printed materials, video production and press relations.
- Lead and empower a team of creative professionals to support effectively the efforts in storytelling, fundraising, reporting as well as training ICM program participants to progress out of poverty.
- Guard and reinforce the brand of ICM among the audience of donors and partners
- Review and develop strategies to improve the effectiveness of communications in relation to fundraising, building valuable relationships and training in ICM communities.

#### **REQUIREMENTS:**

- Bachelor's degree in Communications/ Journalism or related disciplines
- Minimum 8 years work experience in marketing and communications in which 2 years in a non-profit environment preferred
- Familiar with project/ event planning and execution, creative media production, publication, digital communication on a corporate level
- Passionate, innovative, responsible, problem solver, team player, attention to details and flexibility to change
- Excellent communication, negotiation skills in English, good planning and organization skills
- Willingness to travel if required by projects
- Cantonese speaking and knowledge in Adobe Creative Suite an advantage.

If you are interested in this position, please email your resume and references (if applicable) to [info@caremin.com](mailto:info@caremin.com)