

Job Title: Program Manager (Full-time)

Reporting Line: Reports directly to CEO

Mode of Work: Hybrid

Job Overview:

The role will be responsible for supporting the planning, execution, and evaluation of Alongside's new and existing programs. This role will also include coordinating social media activities and managing press and media contacts to increase brand awareness, community engagement, and support organizational goals. The role will work closely with different departments and external partners to ensure smooth program operations and effective communication strategies.

Job Responsibilities:

1. Strategic Program Leadership

- Develop and implement comprehensive program plans, ensuring milestones are met with ethical and operational integrity.
- Oversee program budgets, track expenses, and ensure the sustainable allocation of resources.
- Collect and analyze data to evaluate social impact and prepare high-level reports for stakeholders.
- Lead the development of Standard Operating Procedures (SOPs) to ensure high-quality service delivery.

2. Partnership & Stakeholder Management

- Act as a primary liaison with external partners, potential vendors, academic institutions, and corporate sponsors.
- Support the preparation of grant proposals and funding applications to fuel organizational growth.
- Manage press and media relations, drafting releases and responding to inquiries to amplify Alongside's voice.

3. Communication & Brand Guardianship

- Coordinate cross-platform social media strategies to increase community engagement and brand awareness.
- Ensure all program materials and communications reflect Alongside's bilingual, trauma-informed, and LGBTQ+-affirmative identity.

4. Team Coordination

- Supervise project staff and volunteers, fostering a psychologically safe and growth-oriented work culture.
- Coordinate interdisciplinary efforts between medical, legal, and mental health professionals.

Qualifications and Requirements

Core Competencies (Essential):

- **Education:** Bachelor's degree in Business, Marketing, Communications, Social Science, or a related discipline.
- **Experience:** Proven track record in program coordination or management, including logistics and budget oversight.
- **Communication:** Exceptional written and verbal proficiency in English and Chinese (Cantonese and Mandarin).
- **Administrative Excellence:** Strong ability to prioritize tasks, manage multiple timelines, and maintain meticulous records.

Preferred Competencies (Beneficial):

- **Sector Knowledge:** Experience in the healthcare, legal, or non-profit sectors.
- **Grant Writing:** Prior experience in successfully securing grants or funding.
- **Technical Familiarity:** Proficiency with digital collaboration tools, social media management, and an openness to learning new technologies (e.g., VR/AI).

Personal Qualities

- Deep alignment with Alongside's values of lifelong autonomy, radical inclusion, and interdisciplinary integrity.
- Emotionally grounded and capable of leading teams through sensitive topics such as grief, end-of-life planning, and minority stress.
- Direct yet compassionate communication style, committed to holding space for marginalized communities.

What We Offer:

- Flexible working hours and a vibrant, fast-growing social enterprise environment.
- The opportunity to lead meaningful, system-level change in Hong Kong's death literacy.
- Exposure to a diverse range of activities, from academic conferences to public art installations.
- A clear career path with significant opportunities for personal and professional growth.

How to Apply:

Interested parties are invited to send their CV, applying post and expected salary to our hr@walkalongside.org, along with a cover letter indicating their preference for a part-time or full-time job by **14 February 2026**.