

## VOCATIONAL TRAINING COUNCIL

### VIBRANT AND VITAL VTC

Vocational Training Council (VTC), established in 1982, has always been at the forefront of vocational and professional education and training (VPET). As a statutory body, we exist within Hong Kong education system to ensure the skills of the Hong Kong workforce remain fresh and future ready. Our mandate to provide VPET is vital in meeting industry needs, and in fulfilling the aspirations of the quarter of a million young people and in-service workers who attend a programme every year at one of our 13 member institutions. Join us if you share our mission.

### External Relations Office Corporate Communications Manager Ref.: C/ERO/CCM/07/18-AP2

#### **Major Duties:**

- (a) To assist in developing corporate communications strategies and initiatives to support the Council's vision and objectives;
- (b) To create, implement and manage integrated corporate communications programmes to enhance the image of the Council and its member institutions;
- (c) To implement brand strategies to enhance image of the Council and its member institutions;
- (d) To oversee the production of corporate communications materials, including publications, brochures, videos and website;
- (e) To prepare speeches and messages;
- (f) To coordinate and receive VIP visits;
- (g) To partner closely with internal and external functional teams in strategic projects to promote the value of Vocational and Professional Education and Training; and
- (h) To build a trusting relationship with key stakeholders.

#### **Requirements:**

- (a) A recognized degree, or equivalent;
- (b) At least 5 years' relevant work experience at executive level in corporate communications / marketing communications / public relations / branding / event management with experience in website management;
- (c) High proficiency in written and spoken English and Chinese, preferably including Putonghua;
- (d) Strong skills in corporate writing;
- (e) Good negotiation and problem solving skills to work with multiple stakeholders;
- (f) Solid supervisory experience and project management skills;
- (g) Good interpersonal, communication and presentation skills; and
- (h) Ability to work under pressure and meet tight deadlines.

#### **Notes:**

- (1) The post is in the rank of "Senior Officer". Suitable candidate(s) with less experience may be considered for appointment as Assistant Corporate Communications Manager.
- (2) **Applicants are required to highlight their language proficiency (e.g. HKCEE, HKAL, IELTS, CRE, etc.) in their curriculum vitae.**
- (3) Shortlisted applicants will be required to sit for a written test.
- (4) The appointees will be required to perform duties outside normal office hours and in designated places as assigned.

### **APPLICATIONS**

- (a) Application forms [**VTC-1 (Rev. 1/2018)**] are available from: (i) G/F., VTC Tower, 27 Wood Road, Wanchai, Hong Kong; or (ii) the website: <http://www.vtc.edu.hk/html/en/career.html>.
- (b) A completed application form, together with a full curriculum vitae, should be sent to the Human Resources Division, 18/F, VTC Tower, 27 Wood Road, Wanchai, Hong Kong. Please specify on the envelope the reference of the post being applied for.

**Closing date for application: 11 August 2018**

Applicants not invited for interview within 10 weeks from the closing date may consider their applications unsuccessful. The Council reserves the right not to fill the post(s). Personal data collected will be used for recruitment purposes only and will be destroyed 12 months after the completion of the recruitment exercise.