

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 some 200,000 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.

Marketing Manager
External Relations Office
Ref.: C/ERO/MM/07/20-AP2

Major Duties:

- (a) To plan and implement integrated marketing campaigns for VTC's programmes and services;
- (b) To oversee advertising strategy, content and media planning;
- (c) To oversee the design and production of advertising and promotional materials, promotional videos/films and digital contents;
- (d) To assist in developing community outreach programmes to build relationship with VTC's major stakeholders; and
- (e) To conduct regular research and studies to identify market opportunities and collect feedback from stakeholders.

Requirements:

- (a) A recognised degree or equivalent;
- (b) At least 5 years' relevant work experience at the executive level in the fields of marketing communications / digital marketing / advertising / public relations;
- (c) Good spoken and written communication skills in both Chinese and English, high proficiency in Putonghua is an advantage;
- (d) Good analytical, interpersonal, communication and presentation skills;
- (e) Self-motivated in implementing marketing initiatives and projects, capable to deliver advertising and promotional materials with minimal supervision;
- (f) Proven supervisory experience; and
- (g) 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 will be considered for appointment as Assistant Manager / Officer.
- (2) Shortlisted applicants will be required to sit for a written test.
- (3) **Applicants are required to highlight their language proficiency (e.g. HKCEE, HKAL, IELTS, CRE, etc.) in their curriculum vitae.**
- (4) The appointees may be required to perform duties outside normal office hours.

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: 26 August 2020

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. Information on unsuccessful candidates

will normally be destroyed 12 months after the completion of the recruitment exercise.