



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.

Public Relations Officer

Hotel and Tourism Institute / Chinese Culinary Institute / International Culinary Institute

Ref.: C/HTI/PRO/10/20-AP2

HTI / CCI / ICI are looking for a candidate with seasoned public relations experience to be a key member of the Institutes' Marketing Services Department to lead the Public Relations (PR) team.

Major Duties:

- (a) To provide communications support such as drafting press releases, speeches for senior management, feature articles for newsletters and publications, digital contents, presentation and promotional materials, etc.;
- (b) To plan and execute media and promotional strategies, campaigns and activities;
- (c) To generate media coverage to enhance the publicity mileage of the Institutes; and
- (d) To support promotional activities such as open day, corporate events, culinary competitions, engagement programmes and VIP functions.

Requirements:

- (a) A recognised degree in public relations, journalism, media studies, translation or related disciplines, or equivalent;
- (b) At least 2 years' relevant work experience at supervisory level in public relations, journalism or translations;
- (c) Proven experience in public relations agency or journalism trade will be an advantage;
- (d) Proven media connection;
- (e) Good proficiency both in spoken and written English and Chinese is a must;
- (f) Strong initiatives and good interpersonal, communication and organisational skills;
- (g) Good knowledge of MS Word (English and Chinese), Excel and PowerPoint; and
- (h) Ability to work independently and under pressure.

Notes:

- (1) The post is in the rank of "Officer".
- (2) Shortlisted candidates will be required to attend a written test.
- (3) The appointee may 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: 28 November 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.