



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.

Senior Corporate Communications Manager External Relations Office Ref.: C/ERO/SCCM/12/20-AP2

Major Duties:

- (a) To develop public relations and media engagement strategies for VTC and promoting vocational and professional education and training;
- (b) To lead the development and implementation of strategic corporate communications plans;
- (c) To proactively develop media relations strategies and identify suitable platforms, including online media; and to promote a positive image of the VTC;
- (d) To establish and reinforce networking with the media;
- (e) To strengthen communications with the VTC's key stakeholders, partners and the community for enhanced collaboration and engagement;
- (f) To assist in devising corporate policies and guidelines regarding external, media and crisis communications; and
- (g) To lead and supervise a team of professional staff in delivering a range of services from media engagement, corporate messaging, communications and events, and crisis communications.

Requirements:

- (a) A recognised degree, or equivalent;
- (b) At least 7 years' relevant work experience at the executive level, with solid track record in journalism, public affairs, corporate communications, media engagement, government or community relations;
- (c) Sound knowledge of education and training scenes and current affairs, and government, community, NGO and related institutional structures;
- (d) Established network with the media;
- (e) Strong leadership ability and good management skills;
- (f) Excellent interpersonal and communication skills; and
- (g) Strong language proficiency in English and Chinese, and preferably including Putonghua.

Note:

The post is in the rank of Manager.

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: 9 January 2021

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.