



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university. It has five Schools (Business, Communication, Decision Sciences, Humanities & Social Science, and Translation & Foreign Languages), with around 6,000 full-time students and 200 full-time faculty members. Adopting the unique “Liberal + Professional” education model, HSUHK is a residential institution which puts quality teaching and students’ all-round development as its highest priorities. Aspiring to be a leading private university in the region, HSUHK features top-quality faculty members, award-winning green campus facilities, innovative degree programmes, impactful research, and excellent student development/support services. Listed among the top 200 worldwide on “Quality Education” and “Decent Work and Economic Growth” in the *Times Higher Education* (THE) World University Impact Rankings 2021, our aim is to nurture young talents with critical thinking, innovative minds, human caring attitude, moral values and social responsibilities.

The University now invites application for the following position:

**Director of Communications and Public Affairs – Communications and Public Affairs Office
(Ref: DCPA (CPAO) 2021-10-22)**

Reporting to the President, the Director of Communications and Public Affairs is responsible for developing, formulating and implementing the University’s communications and branding strategies to support the University’s missions and initiatives. He/She will lead the Communications and Public Affairs Office to:

- (1) enhance the University’s brand image and showcase its achievements via advertising campaigns and various promotion, marketing and publicity means;
- (2) handle internal and external communications including printed, on-line and social media;
- (3) build and foster good working relationships with the media and manage media communications;
- (4) plan and carry out university-level events, functions and ceremonies; and
- (5) assist in managing serious incidents when occurred and act as spokesperson if requested by the President.

Applicants should possess a higher degree in Journalism, Communications, Marketing or a related discipline, plus a substantial record of relevant senior management experience in sizable organisations. He/she should have a strong network in the media-related fields, and excellent analytical, communication, collaboration and leadership skills.

Salary will be commensurate with qualifications and experience. Applicants should send a full resume with expected salary by email to recruitment@hsu.edu.hk or by post to Head of Human Resources, Human Resources Office, The Hang Seng University of Hong Kong, Hang Shin Link, Siu Lek Yuen, Shatin, N.T., Hong Kong on or before **28 November 2021**. Please indicate the post applied for and mark 'Application - Confidential' and the reference number on the cover. The University reserves the right not to fill the position in this exercise.

Applicants who are not invited to an interview within three months may consider their applications unsuccessful. All information received will be treated in strict confidence, and the data collected will be used for recruitment purposes only. The Personal Information Collection Statement will be provided upon request.

The Hang Seng University of Hong Kong, incorporated in Hong Kong with limited liability by guarantee, is an equal opportunity employer.