



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.

**Corporate Communications Manager  
Assistant Manager / Officer (Corporate Communications)  
Communications and Public Relations Office  
Ref.: C/CPRO/CCM/OFF(CC)/02/23-AP2**

#### **Major Duties of Corporate Communications Manager:**

- (a) To assist in developing corporate communications strategies and initiatives to support the corporate vision and objectives, and strengthen communications with stakeholders;
- (b) To implement brand strategies, create and execute integrated corporate communications programmes to enhance the image of the Council and its member institutions;
- (c) To oversee the content development and production of corporate communications materials, including annual report, brochures, newsletters, videos;
- (d) To develop compelling corporate messages for effective communication, including bilingual speeches, presentation materials and articles for senior executives;
- (e) To manage and develop content for corporate website and social media platforms;
- (f) To plan and implement major corporate events and activities;
- (g) To coordinate corporate visits;
- (h) To collaborate with internal and external partners in strategic projects to promote the value of vocational and professional education and training (VPET); and
- (i) To supervisor Officers to handle various corporate communications assignments.

#### **Requirements of Corporate Communications Manager:**

- (a) A recognised degree, or equivalent;
- (b) At least 5 years' relevant work experience at executive level in corporate communications / marketing communications / public relations / branding / event management;
- (c) High proficiency in written and spoken English and Chinese, preferably including Putonghua. Strong corporate writing skills;
- (d) Familiar with social media administration and digital content development;
- (e) Good negotiation and problem solving skills to work with multiple stakeholders;
- (f) Solid supervisory experience and project management skills;
- (g) Detail-oriented, good interpersonal, communication and presentation skills;
- (h) Ability to work under pressure and meet tight deadlines; and
- (i) Good understanding of the education landscape would be an advantage.

#### **Notes:**

- (1) The post is in the rank of "Senior Officer". Suitable candidate(s) with less experience may be considered for appointment as Assistant Manager (ranked at Officer) / Officer (Corporate Communications).
- (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**

Interested applicants should apply for the post via email. A completed application form [**VTC-1 (Rev. 1/2018)**], together with a full curriculum vitae, should be sent to [vtchrd-job@vtc.edu.hk](mailto:vtchrd-job@vtc.edu.hk). Candidates should take note of the following:

1. Completed application form (VTC-1) and detailed curriculum vitae (CV) should be combined into one file in PDF format with a file size below 10MB.
2. The file should be saved with the applicant's name as "your surname and given name", e.g. "CHAN Tai-man.pdf".
3. For the email subject, please cite "Application for the Post of Corporate Communications Manager OR Assistant Manager / Officer (Corporate Communications) (Ref. No.: C/CPRO/CCM/OFF(CC)/02/23-AP2)".
4. Original and copy of other supporting documents are to be provided at a later stage upon request.

**Closing date for application: 3 March 2023**

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.