



## 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 Communications and Public Relations Office Ref.: C/CPRO/SCCM/01/24-AP2**

#### **Major Duties:**

- (a) To develop public relations and media engagement strategies for promoting vocational and professional education and training (VPET) and building a positive image of the VTC;
- (b) To lead the development and implementation of strategic corporate communications plans;
- (c) To devise new media and digital practices in line with communications strategies;
- (d) To be responsible for brand reputation and issues management;
- (e) To build strong relationships with media partners and key stakeholders for enhanced collaboration and engagement;
- (f) To assist in devising corporate policies and guidelines regarding external, media and communications, and advise operational units on publicity programmes; and
- (g) To lead and supervise a team of professional staff in delivering communications and PR services from media engagement, corporate messaging, communications and events, and issues management.

#### **Requirements:**

- (a) A recognised degree or equivalent;
- (b) At least 7 years' relevant work experience at the executive level, with solid track record in media and communications management for sizable organisations to drive results and establish strong linkages with stakeholders, preferably with some experience in journalism;
- (c) Experience in managing external parties and multiple internal parties in a Corporate Communications role, preferably with in-house experience;
- (d) Sound knowledge of education and training scenes and current affairs, and government, community, NGO and related institutional structures;
- (e) Strong leadership and management skills;
- (f) Established network with the media;
- (g) Excellent interpersonal and communication skills; and
- (h) High proficiency both in written and spoken English and Chinese, and preferably including Putonghua.

#### **Notes:**

- (1) The post is at the rank of "Manager". Suitable candidate(s) with less experience will be considered for appointment as Corporate Communications Manager at the rank of "Senior Officer".
- (2) Applicants with substantial experience and achievements in the relevant field but without the required academic/professional qualifications OR those with exceptional academic/professional qualifications but with less experience may also apply.
- (3) Applicants are required to highlight their language proficiency (e.g. HKCEE, HKAL, IELTS, CRE, etc) in their curriculum vitae.
- (4) The appointee may be required to perform duties outside normal office hours.

## **APPLICATIONS**

(a) Application forms [**VTC-1 (Rev. 3/2023)**] 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 [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 total file size below 10MB.
- (2) The file should be saved with 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 Senior Corporate Communications Manager (Ref. No.: C/CPRO/SCCM/01/24-AP2)".
- (4) Original and copy of other supporting documents are to be provided at a later stage upon request.

### **Closing date for application: 18 January 2024**

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.