

**Lingnan University**, a distinctive liberal arts institution in the Hong Kong Special Administrative Region, is committed to the provision of quality whole-person education by combining the best of Chinese and Western liberal arts traditions. It strives to pursue excellence in teaching, learning, scholarship and community engagement. With three academic Faculties, it offers a wide range of undergraduate degree programmes in arts, business and social sciences. Lingnan's liberal arts education is characterised by a broad-based interdisciplinary curriculum with specialised disciplinary studies; close student-staff relationship; a vibrant residential campus; ample global learning opportunities; active community engagement and multifarious workplace experience. The University also offers postgraduate programmes up to doctoral level in various disciplines.

**Director of Communications and Public Affairs**  
**Office of Communications and Public Affairs**

**(Post Ref.: 18/162/PRPA)**

The appointee will be responsible for the overall development and implementation of effective public relations strategies and programmes at the University. Specifically he/she is expected to formulate strategies with integrated campaigns and undertake close liaison with various stakeholders of the University, other educational institutions, government departments, business sectors, the public and the media for projecting a positive image and promoting the unique brand of the University. Moreover, the appointee is required to provide strong leadership and coordination for the successful organization and launching of a wide range of publicity activities and events for the University. He/She will also oversee the production of related University publications and promotional materials.

**Requirements**

Applicants should have a relevant University degree. The ideal candidate should possess substantial experience in corporate communications in particular digital marketing, extensive ties with the media and the local community, a proven record of managerial competence, and strong bilingual writing skills including the ability to draft attention-grabbing, precise and concise press releases. As a team player with excellent interpersonal and communication skills, he/she should have an excellent command of both Chinese (including Putonghua) and English as well as strong public speaking skills, and be self-driven, innovative and able to work under pressure. Relevant working experience in higher education institutions will be an advantage but not a requirement.

**Salary and Benefits**

The rank and commencing salary will be commensurate with qualifications and experience. Fringe benefits, where applicable, include annual leave, medical and dental benefits, housing allowance, mandatory provident fund and gratuity.

**Application and Nominations**

The University is being represented in this search by Asianet Consultants (HK) Ltd. Please submit nominations or applications to:



Mr. Peter Liu

Managing Director

702-704, 7/F Wilson House, 19-27 Wyndham Street, Central, Hong Kong

Email: [LN-DCPA@asianetconsultants.com](mailto:LN-DCPA@asianetconsultants.com) Tel: (852) 2530-0137

Review of applications/nominations will continue until the position is filled. Personal data collected will be used for recruitment purposes only. The University reserves the right not to make an appointment for the post advertised, or to fill the post by invitation or by search. We regret that only shortlisted candidates will be notified.