

## 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 (Media Affairs) External Relations Office Ref.: C/ERO/CCM (MA)/04/19-AP2**

#### **Major Duties:**

- (a) To handle corporate media issues and develop media relations strategies to enhance the image of the VTC;
- (b) To handle media enquiries and be responsible for issues / crisis management;
- (c) To prepare press releases, feature articles and develop press materials suited for new media;
- (d) To generate media stories from a digital perspective;
- (e) To arrange press events, press briefings and interviews; and
- (f) To develop media network, pitch and liaise with various media organizations in support of VTC's programme marketing and publicity activities.

#### **Requirements:**

- (a) A recognised degree or equivalent;
- (b) At least 5 years' relevant work experience at the executive level in the fields of media affairs and journalism;
- (c) Strong media network;
- (d) Excellent verbal and written communication skills in both Chinese and English;
- (e) Supervisory experience;
- (f) Good interpersonal, communication and presentation skills;
- (g) Ability to work under pressure and meet tight deadlines; and
- (h) Professional knowledge in social media and digital analytics 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 / Officer.
- (2) Shortlisted applicants will be required to sit for a written test.
- (3) Applicants are required to highlight their language proficiency (e.g. HKCEE, HKAL, IELTS, CRE, etc.) in their curriculum vitae.
- (4) The appointee(s) may be required to perform duties outside normal office hours and at different work locations on a need basis.

#### **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: 4 May 2019**

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 and will be destroyed 12 months after the

completion of the recruitment exercise.