

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 the quarter of a million 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/01/20-AP2

Major Duties:

- (a) To prepare press releases, feature articles and develop press materials;
- (b) To generate media stories for different media, including new media;
- (c) To arrange press events, press briefings and interviews;
- (d) To handle corporate media issues and develop media relations strategies to enhance the image of the VTC;
- (e) To handle media enquiries and be responsible for issues / crisis management; 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 field of media affairs and journalism;
- (c) Strong media network;
- (d) Good proficiency in both Chinese and English;
- (e) Proven 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 completed application form [**VTC-1 (Rev. 1/2018)**]([click here for a PDF file](#)), 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: 15 February 2020

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.