



Senior Marketing Manager

External Relations Office

Ref. no: C/ERO/SMM/03/19-AP2

Major Duties:

- (a) To devise integrated marketing and communications strategies for the Council;
- (b) To plan and drive implementation of marketing and communications programmes to promote vocational and professional education and training (VPET) offered by the Council;
- (c) To strengthen the market position of different levels of VPET programmes through effective advertising, digital communications, print publications and publicity generation;
- (d) To drive new media development and content strategy;
- (e) To build up strong relationship with major stakeholders including secondary schools, parents and employers to enhance the corporate image of the Council; and
- (f) To oversee the daily operations of the marketing and production units of the office.

Requirements:

- (a) A recognized degree or equivalent;
- (b) At least 7 years' relevant experience at the executive level in marketing and communications management for sizable organizations to drive marketing results and establish strong linkages with internal and external stakeholders;
- (c) Strong leadership and management skills;
- (d) Excellent interpersonal and communication skills; strong digital literacy and data analytic skills are preferred;
- (e) High proficiency both in written and spoken English and Chinese, and preferably including Putonghua; and
- (f) Thorough understanding of the academic provisions of VTC and that of the key competitors.

Notes:

- (1) The post is in the rank of "Manager". Suitable candidate(s) with less experience will be considered for appointment as Marketing Manager in the rank of "Senior Officer".
- (2) Applicants are required to highlight their language proficiency (e.g. HKCEE, HKAL, IELTS, CRE, etc) in their curriculum vitae.
- (3) Shortlisted candidates will be required to sit for a written test.
- (4) The appointee may be required to perform duties outside normal office hours.
- (5) Applicants who have responded to the advertisement in the last two months need not re-apply.

Application Procedures:

A completed application form [**VTC-1 (Rev. 1/2018)**], 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: 8 April 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.