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The Chinese University of Hong Kong

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#### Job Description

### Senior Communications and Public Relations Manager (at the rank of Assistant Secretary II / Administrative Assistant) - (1700027E)

#### Description

Applicants should have:

- (i) a good Bachelor's degree, preferably in communications or marketing;
- (ii) at least twelve years' (for Assistant Secretary II) or seven years' (for Administrative Assistant) solid post-degree experience in public relations, marketing and brand management, preferably in large corporation(s);
- (iii) excellent organizational, presentation, communication and interpersonal skills;
- (iv) good experience in publicity through multi-media; and
- (v) an excellent command of English and Chinese, and fluency in Putonghua.

Duties include:

- (a) planning, developing and implementation of strategic external communications and marketing plans and marketing events;
- (b) spearheading and managing a wide spectrum of marketing events and activities, including an exercise to enhance the University's international reputation;
- (c) overseeing production of news feeds, posts and promotion materials on various online platforms;
- (d) overseeing production of videos for dissemination through various electronic platforms;
- (e) planning and implementation of CSR programmes;
- (f) overseeing the planning and production of various souvenirs with an aim to enhance positive image of CUHK; and
- (g) other assignments.

Appointment will initially be made on contract basis for up to three years, renewable subject to mutual agreement. The appointee may carry the job title of 'Senior Communications and Public Relations Manager' where appropriate. Shortlisted candidates will be invited for a written test in both English and Chinese.

**Job:** Administrative and Professional Posts

**Organization:** Communications and Public Relations Office

**Unposting Date:** Nov 17, 2017

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#### Job Description

### Executive Officer I/II (carrying the job title of 'Communications and Public Relations Manager'/'Assistant Communications and Public Relations Manager') - (1700028I)

#### Description

#### Communications and Public Relations Office

#### Executive Officer I/II (carrying the job title of 'Communications and Public Relations Manager'/'Assistant Communications and Public Relations Manager')

Applicants should have (i) a good Bachelor's degree, preferably in Communications or Journalism; (ii) fulfilled the English language requirements set out on the website: <http://www.per.cuhk.edu.hk/JobVacancies/LanguageforEO.aspx>; (iii) at least 8 years' post-qualification public relations/corporate communications experience at large corporations or international public relations agencies; (iv) an excellent command of English and Chinese (including fluency in Putonghua); (v) extensive experience in handling international and regional media, as well as local media; (vi) a positive work attitude; and (vii) excellent organisational, presentation and interpersonal skills. Duties include (a) story-pitching to international and regional media outlet; (b) formulating, planning and co-ordinating press events; (c) handling issue and crisis management; (d) developing stories for placements in local, mainland and international press; (e) producing and publishing high-quality publicity materials, including press releases and line-to-take; and (f) performing other tasks as assigned. Appointment will be made on a 2-year contract with contract-end gratuity, renewable subject to good performance and mutual agreement. Shortlisted candidates may be invited to sit for a written test in both English and Chinese. *[Those who have responded to the previous advertisements for the same post (Ref. 17000213 and 170001TJ) are under consideration and need not re-apply in this instance.] [Note: Applicants must submit copies of certificates showing that they have fulfilled the language requirements and academic qualifications stated above, otherwise their applications may NOT be considered.]*

#### Application Procedure

The University only accepts and considers applications submitted online for this post.

**Job:** Executive, Clerical, Secretarial, Technical and Junior Posts

**Organization:** Communications and Public Relations Office

**Unposting Date:** Nov 14, 2017

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