

Founded in 1994 and awarded the University title in 2016, The Education University of Hong Kong (EdUHK) is a publicly funded university, dedicated to the advancement of teacher education and related disciplines through a diverse offering of academic, professional and research programmes. The University aspires to become a leading university in the Asia Pacific region and beyond, with a focus on educational and multidisciplinary research, development and innovation. We are committed to nurturing outstanding and caring educators and professionals as well as enhancing the impact of scholarship.

The University has an academic/teaching staff strength of about 450 and total student headcount of about 11,000. It has a Graduate School and three Faculties, namely, Faculty of Education and Human Development, Faculty of Humanities, and Faculty of Liberal Arts and Social Sciences, comprising 15 academic departments, as well as a number of University-level research centres and Faculty-level research and professional development centres and academies. For more information about the University, please visit <http://www.eduhk.hk>.

We are looking for suitable candidate(s) to fill the following position(s). If you are excited by the prospect of contributing your expertise to the development of a leading university at the heart of Asia Pacific region and beyond, we would like to hear from you.

Associate / Assistant Director of Communications (Ref: 2500039) Communications Office

Reporting to the Associate Vice President (Mainland Engagement and Development) cum Director of Communications and Engagement, The key roles and accountabilities of the appointee include:

- Develop and implement comprehensive communication strategies to enhance the University's reputation and increase its visibility and engagement locally, regionally, nationally and internationally;
- Lead and oversee the operation, output and quality control of the Publications and Content, Media Relations and Strategic Communications, Branding Marketing and Event teams of the Communications Office to uphold and enhance the recognition and reputation of the University;
- Manage the University's brand and ensure consistent messaging across all communication channels;
- Build, coordinate and maintain relationship and network with media, handle media inquiries, provide timely responses, line up interviews for the management and activities, organize press conferences, and invite the media to issue the university's press releases on time;
- Plan and execute events and other promotional activities; undertake communications with external bodies that require a high level of sophistication and complexity, e.g., UGC and LegCo;
- Collaborate closely with the Senior Management team to provide communication counsel, including analysis on University's exposure and the public perception, and make recommendations on publicity planning and strategies;
- Deputize for the Director of Communications and Engagement when necessary; and
- Enhance social media and web-based communication strategies to enhance the University's online presence.

Applicants should have a Bachelor's degree, preferably with a major in communication, journalism, or marketing, preferably with post-graduate qualification. Possessing substantial work experience at managerial level, exceptional communication, leadership, and organization skills as well as the ability to work under pressure and manage multiple priorities is expected. A proven record of achievements in corporate management, marketing, media communications and relations, and risk management, with substantial experience at senior level in sizable organizations. Well-versed with local and national media, public sentiment and political dynamics. Strong written and verbal communication skills in English and Chinese (including Putonghua). Familiarity with digital marketing and social media platforms as well as local community associations will be an added advantage. Applicants with less work experience will be considered for the post of Assistant Director of Communications.

Salary will be commensurate with qualifications and experience.

The initial appointment will be on a three-year fixed-term contract. Re-appointment thereafter will be subject to mutual agreement. Fringe benefits include the University's Voluntary Contributions to MPF Scheme or a contract-end lump sum payment (totaling up to 15% of the basic salary), leave, medical and dental benefits, and, where applicable, housing benefits. The appointee will hold a substantive rank of Communications Manager in the University.

The University only accepts and considers applications submitted online for this post. Applicants should complete the [online application form](#) and upload a full CV. **Review of applications will start from 20 January 2025, and will continue until the post is filled.** Applications which are incomplete or without the required documents may not be considered. Personal data provided by applicants will be used for recruitment and other employment-related purposes. For details of the Personal Information Collection Statement, please refer to <http://www.eduhk.hk/jobsopp/index.php?glang=en>.

All applications will be treated in strict confidence. Only those who are shortlisted will be contacted. The University reserves the right not to fill the position(s) advertised.

EdUHK is an Equal Opportunities Employer.