

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. Celebrating its 30th anniversary in 2024, 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.

Senior Communications Manager (Ref: 2401408) Communications Office

Reporting to the Director of Communications and Engagement, and the Assistant Director of Communications, the appointee's key roles and accountabilities include:

- Develop and implement 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 Media Communications and Public Relations team, including video production at the Communications Office in support of the University's promotion and brand-building efforts;
- Carry out crisis management, monitor the trend of public opinion around the clock, and report the situation to the superior in time;
- Build, coordinate and maintain relationship/network with media organizations, handle and reply to media enquiries;
- Prepare talking points for senior management for the interview, and follow up with the publishing on interviewers' platforms;
- Plan and execute events and other promotional activities;
- Provide media event proposal and corresponding media work report;
- Undertake communications with internal stakeholders and external bodies that require a high level of sophistication and complexity;
- Work closely with the Senior Management team and provide communication counsel including analysis on University's exposure and the public perception, and make recommendations on publicity planning and strategies;
- Enhance social media and web-based communication strategies;

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 with minimum of 12 years in media or new media, corporate communication and news writing, copywriting and/or editing with exceptional communication, leadership, and organization skills as well as the ability to work under pressure and manage multiple priorities is expected. Strong written and verbal communication skills in English and Chinese (including Putonghua). Familiarity with digital marketing and social media platforms as well as video production will be an added advantage.

Salary will be commensurate with qualifications and experience. The successful appointee will hold a substantive rank at Communications Manager.

The initial appointment will be on a two-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 University only accepts and considers applications submitted online for this post. Applicants should complete the [online application form](#) and upload a full CV on or before **23 December 2024**. 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.