

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 two Academies, Academy for Educational Development and Innovation and Academy for Applied Policy Studies and Education Futures, a number of University-level research centres and Faculty-level research and professional development centres. 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 Engagement Manager (Ref: 2500172) Communications Office

The key roles and accountabilities of the appointee include:

- Develop and implement comprehensive global engagement plans in line with the strategic layout of the University's Management to enhance the University's profile internationally and nationally, with a focus on increasing mainland partnerships;
- Identify, cultivate and engage strategic partnerships with overseas and mainland universities and institutions, including but not limited to governments and ministries at all levels, for joint initiatives and collaborative projects;
- Promote the University's presence and engagement in the Greater Bay Area and beyond;
- Lead and oversee the operation, output and quality control of the media and social media teams of the Communications Office to support the University's brand-building and engagement efforts;
- Scrutinize and enhance related press releases for Senior Management's approval;
- Communicate, coordinate and collaborate with units at the University and stakeholders to develop and implement programmes and initiatives in line with the University's strategic direction;
- Build, coordinate and maintain relationship and network with media, handle and reply to media enquiries;
- Plan and execute events and other promotional activities, undertake communications with external bodies that require a high level of sophistication and complexity;
- Provide executive support to the senior management for the development of agreements, presentations and speeches, etc.; and
- Support projects as assigned by the Senior Management when needed.

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. 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.

Salary will be commensurate with qualifications and experience. The successful appointee will hold a substantive rank of Communications Manager in the University.

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 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 **11 February 2025**. 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/jobsoff/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.