

THE HONG KONG POLYTECHNIC UNIVERSITY

COMMUNICATIONS AND PUBLIC AFFAIRS OFFICE

Post Specification

Senior Manager, Communications and Public Affairs (Public Affairs) (Ref. 22051618-IE)

Duties

The appointee will be required to play a key role in the Public Affairs team of the Office which takes care of the media and stakeholder engagement activities for the University. The appointee will be required to:

- (a) develop stakeholder engagement and communications strategies for the University, and organise media relations and other engagement activities such as press conferences, media briefings and interviews, and roundtables with key influencers and opinion leaders;
- (b) support senior management in devising thought leadership strategy, planning and organising university events and stakeholder engagement activities;
- (c) manage brand reputation through proactively identifying potential issues and opportunities, and playing a key role in managing issues and crises;
- (d) provide advice and support for media relations activities for faculties/departments/offices;
- (e) keep abreast of important policies and development related to higher education and public affairs, and update the senior management;
- (f) establish strong and effective relationship with media in Hong Kong, the Chinese mainland and overseas; and
- (g) perform any other duties as assigned by the Director of Office or her delegates.

Qualifications

Applicants should have:

- (a) a recognised degree or above in Communications, Journalism, Business Administrations or a related discipline;
- (b) at least ten years of solid experience in related areas of work;
- (c) an excellent command of both written and spoken English and Chinese, with fluency in Putonghua being an advantage;
- (d) strong interpersonal and communication skills to build up relationship with various internal business functions and stakeholders;
- (e) experience of writing, leading and delivering high impact communications strategy and associated campaigns and plans with actionable tactics; and

(f) the ability to work in a fast-paced and multi-cultural environment.

Shortlisted candidates will be invited to sit for a written test.

Remuneration and Conditions of Service

A highly competitive remuneration package will be offered. Initial appointment will be on a fixed-term gratuity-bearing contract. Re-engagement thereafter is subject to mutual agreement. Applicants should state their current and expected salary in the application.

Application

Please send a completed application form by post to **Human Resources Office, 13/F, Li Ka Shing Tower, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong** or via email to hrstaff@polyu.edu.hk. Application forms can be downloaded from https://www.polyu.edu.hk/hro/careers/guidelines_and_forms/forms. If a separate curriculum vitae is to be provided, please still complete the application form which will help speed up the recruitment process. **Consideration of applications will commence on 30 May 2022 until the position is filled.** The University's Personal Information Collection Statement for recruitment can be found at https://www.polyu.edu.hk/hro/careers/guidelines_and_forms/pics_for_recruitment.

16 May 2022