

THE HONG KONG POLYTECHNIC UNIVERSITY

COMMUNICATIONS AND PUBLIC AFFAIRS OFFICE

Post Specification

Senior Manager, Communications and Public Affairs (Public Affairs) (Ref. 21031905-E2)

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 community relations activities for the University. The appointee will be required to:

- (a) develop media communications strategies for the University, and organise media relations activities including media conferences, briefings, interviews and the handling of media enquiries and complaints;
- (b) provide advice and support for media relations activities for faculties/departments/offices;
- (c) keep abreast of important policies and development related to higher education and public affairs, and update the senior management;
- (d) build strong and effective relationships with media in Hong Kong, the Chinese mainland and overseas;
- (e) identify proactively potential issues, and play a key role in the management of issues and crises;
- (f) support senior management in planning and organising university events and stakeholder engagement activities; and
- (g) perform any other duties as assigned by the Director of Office or her delegates.

Qualifications

Applicants should have:

- (a) a recognised degree;
- (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) the ability to be a good team player with excellent communication and interpersonal skills; and
- (e) the ability to work in a fast-paced and multi-cultural environment.

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

Applicants who have responded to the previous advertisement need not re-apply.

Remuneration and Conditions of Service

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

19 March 2021