



JOB DESCRIPTION

Post Title : Manager (PR & Communications)
Division : Corporate Services Division
Responsible to : Head of Corporate Services Division
Job Scope : To manage and lead the PR and Communications team in the daily operation of the PR and Communication functions of the Academy.

- Main Job Responsibilities :**
- Develop and regularly review the annual publicity plan, PR related policies, procedures and practices;
 - Develop and promote corporate image through different channels. Explore and maintain good relationship with media and relevant organizations;
 - Supervise the team to ensure efficiency and develop appropriate news angles / media perspectives in line with the PR strategies;
 - Monitor budget and expenditure for the PR team;
 - Provide responsive media advices and analyses to senior management team on issues that may be related to the business or corporate image of the Academy;
 - Participate in and monitor the implementation of promotional activities on various platforms and channels;
 - Review publications of the Academy (such as Annual Report, press release, articles for special events etc);
 - Maintain frequent communications with different divisions/teams to explore and develop relevant events/programmes in line with the publicity plan;
 - Handle PR incidents and provide public affairs support to the senior management team when needed;
 - Ad Hoc duties as assigned by the senior management team.



**Essential
Requirements :**

- A recognized degree, preferably in Public Relations, Communications, Marketing or equivalent;
- At least six years of relevant experience in public relations, corporate communications, journalism, marketing, publicity or related fields, preferably gained from sizable corporations or public organizations, of which at least four years at supervisory level;
- Strong proficiency of both written and verbal communications in English and Chinese (including Putonghua);
- Self-motivated and proactive in taking the initiative, able to work under pressure and meet tight deadlines;
- A good team player with excellent interpersonal, communications, analytical and people management skills;
- Mature, flexible and meticulous;
- Less experience but suitable candidates can be considered as Assistant Manager (PR & Communications).

**Terms of
Appointment:**

The successful candidates will be offered an initial term of three years. Re-appointment will be subject to mutual agreement and good performance. The Academy offers a competitive salary for good candidates. A gratuity payment will be payable upon satisfactory completion of contract. Fringe benefits will be offered according to the job grade of prevailing policy.

For the protection of children and mentally incapacitated persons, prospective employees are requested to undergo a Sexual Conviction Record Check. Data collected will be used for recruitment purpose only.

How to Apply :

Suitably qualified and experienced individuals are invited to apply by sending

- a completed application form which is obtainable by downloading from : <https://www.hkage.org.hk/en/about-us/job-vacancies>
- a full resume **stating present** and **expected salary** and **availability**;
- a detailed covering letter (of not more than two pages) outlining key achievements and explaining why you are well qualified to meet the requirements of the relevant post.



Applications should be made in English and should clearly specify the position applied for with job reference number on the envelope (top left). Completed applications should be sent to:

The Hong Kong Academy for Gifted Education, Room 401, Corporate Services Division, Sha Kok Estate, Shatin, New Territories, Hong Kong or emailed to hr@hkage.org.hk

All information provided will be treated in the strictest confidence.

Review of applications will start as soon as possible and this recruitment exercise will continue until the post is filled. All information received will be treated in strict confidence, and the data collected will be used for recruitment purpose only. Applications will be kept for a period of 12 months from the application closing date and will be destroyed afterwards.

Enquiry :

For further details, please visit the Academy website at <https://www.hkage.org.hk> or contact Ms Siu at 3940 0122 or via email hr@hkage.org.hk

The Academy reserves the right not to make an appointment of the posts advertised.