



VOCATIONAL TRAINING COUNCIL

VIBRANT AND VITAL VTC

Vocational Training Council (VTC), established in 1982, has always been at the forefront of vocational and professional education and training (VPET). As a statutory body, we exist within Hong Kong education system to ensure the skills of the Hong Kong workforce remain fresh and future ready. Our mandate to provide VPET is vital in meeting industry needs, and in fulfilling the aspirations of some 200,000 young people and in-service workers who attend a programme every year at one of our 14 member institutions. Join us if you share our mission.

Corporate Communications Manager Communications and Public Relations Office Ref.: C/CPRO/CCM/07/26-AP2

Major Duties:

- (a) To develop and implement integrated corporate communications and digital engagement strategies to strengthen brand positioning, enhance corporate reputation and support stakeholder engagement;
- (b) To oversee the management and continuous enhancement of the corporate website and other digital communication platforms, ensuring alignment with corporate objectives, brand positioning and stakeholder needs;
- (c) To develop and manage corporate e-newsletters, oversee the development and production of corporate communications materials, including videos, brochures and digital content, and produce high-impact bilingual presentations, speeches and articles for senior executives and corporate initiatives;
- (d) To develop and implement brand-building initiatives and integrated communications programmes that enhance the visibility, reputation and public understanding of the Council and its member institutions;
- (e) To plan and implement major corporate events and activities, and coordinate corporate visits; and
- (f) To collaborate with internal and external partners on strategic projects to promote vocational and professional education and training (VPET).

Requirements:

- (a) A recognised degree or equivalent;
- (b) At least 5 years' relevant work experience at executive level in corporate communications / marketing communications / public relations / branding / event management;
- (c) High proficiency in written and spoken English and Chinese, preferably including Putonghua;
- (d) Strong corporate writing skills;
- (e) Knowledge on algorithms and user behaviour of specific digital platforms (including but not limited to Facebook, LinkedIn) with proven experience in developing content strategies to strengthen corporate brand and stakeholder engagement;
- (f) Solid supervisory experience and project management skills, good negotiation and problem solving skills to work with multiple stakeholders;
- (g) Detail-oriented, good interpersonal, communication and presentation skills;
- (h) Ability to work under pressure and meet tight deadlines; and
- (i) Experience in utilising AI tools and analytics for content development, and good understanding of the education landscape would be an advantage.

Notes:

- (1) The post is at the rank of "Senior Officer". Suitable candidate(s) with less experience may be considered for appointment as Assistant Manager (ranked at Officer) / Officer (Corporate Communications).
- (2) Applicants with substantial experience and achievements in the relevant field but without the required academic / professional qualifications OR those with exceptional academic /

professional qualifications but with less experience may also apply.

- (3) **Applicants are required to highlight their language proficiency (e.g. HKCEE, HKAL, IELTS, CRE, etc.) in their curriculum vitae.**
- (4) Shortlisted applicants will be required to sit for a written assessment.
- (5) The appointees will be required to perform duties outside normal office hours and in designated places as assigned

APPLICATIONS

Interested applicants should apply for the post via email. A completed application form [**VTC-1 (Rev. 11/2024)**], together with a full curriculum vitae, should be sent to vtchro-job@vtc.edu.hk.

Candidates should take note of the following:

1. Completed application form (VTC-1) and detailed curriculum vitae (CV) should be combined into one file in PDF format with total file size below 10MB.
2. The file should be saved with name as "your surname and given name", e.g. "CHAN Siu-lam.pdf".
3. For the email subject, please cite "Application for Corporate Communications Manager (Ref No.: C/CPRO/CCM/07/26-AP2)".
4. Original and copy of other supporting documents are to be provided at a later stage upon request.

Closing date for application: 17 July 2026

Applicants not invited for interview within 10 weeks from the closing date may consider their applications unsuccessful. The Council reserves the right not to fill the post(s). Personal data collected will be used for recruitment purposes only and will be destroyed 12 months after the completion of the recruitment exercise.