

Hong Kong Shue Yan University

Communications and Public Affairs Office

Position Vacant: Corporate Communications Manager

Responsibilities

- Leads communications strategies in building a positive branding for the University
- Works closely with the Director of CPAO and management team in driving executives' communications, including but not limited to speeches, presentations, letters, media interviews, etc.
- Provides support in public affairs, media relations and issue management
- Oversees content development of corporate materials and stakeholders' communications
- Develops quality copy and translates communications materials including social media content, press releases, by-line articles, media statements, Q&A and briefing documents for spokesperson
- Coordinates media events and news release, including arrangements of media interviews and handling of media enquiries
- Consistently integrates all university-wide messages and publicity materials, including print and electronic publications, websites and multimedia
- Assists in organizing interviews with professionals
- Preparing speech and materials to support senior management's participation in public events
- Managing social media platforms and developing social media content in various formats
- Assist in ad-hoc assignment as required

Qualifications

Applicants should have:

- (1) A University degree or above, preferably in Journalism, Communications, PR & marketing discipline.
- (2) At least 8 years of relevant experience in corporate communications and/or public and media relations with proven track record.
- (3) Good communication and organization skills, and a high sense of ownership.
- (4) Fluent in spoken and written English and Chinese (Cantonese and Putonghua)

Application Procedure

Applicants should apply by sending:

- (1) a cover letter
- (2) a complete CV
- (3) the application form which can be downloaded from <https://www.hksyu.edu/en/snippets/external-vacancy> and
- (4) indicate salary expected

Please send the above documents to Ms. Janice Lai via e-mail: mylai@hksyu.edu.

Application Deadline

5 August 2024, or until the position is filled.

**Only shortlisted candidates will be contacted. Personal data collected will be used for staff recruitment purposes only.*