



EXCEL (Extension and Continuing Education for Life) provides high quality performing arts education through short courses, full-time programmes, customised workshops, and performance-based productions. We are now seeking high calibre candidates to join our growing team. If you are passionate about performing arts education and share our vision in bringing community impact through performing arts and education, we would love to hear from you!

EXCEL is a registered charity and non-profit making subsidiary of HKAPA.

Programme Coordinator (12-Month Contract, October 2026-September 2027)

We are seeking a proactive and detail-oriented **Programme Coordinator** to support the planning and delivery of EXCEL's flagship initiatives. This is an exciting opportunity for an organised, creative, and motivated individual to contribute to impactful performing arts programmes and outreach efforts.

Key Responsibilities

The successful candidate will play a central role in coordinating programme logistics, stakeholder engagement, and promotional activities. Responsibilities include:

Programme Coordination & Delivery

- Oversee the planning, organisation, and execution of the outreach and training programmes.
- Manage programme logistics, including scheduling, venue booking, and artist coordination.
- Coordinate and manage schedules for exhibition guided tours, workshops, showcases and related activities.
- Ensure smooth day-to-day operations and timely delivery of all programme activities.

Communications, Artist Liaison & Audience Building

- Maintain effective communication with trainers, artists, participants and internal teams.
- Develop promotional materials and coordinate media appearances to enhance programme visibility.

- Plan, create, and publish engaging content across social media platforms.
- Support outreach initiatives to broaden audience engagement and participation.
- Collect and analyse audience and participant feedback, attendance data, and other performance indicators to support programme evaluation and reporting.

Administrative & Ad Hoc Support

- Assist in programme administration, including data collection, survey coordination, report writing, and the compilation of programme statistics, evaluation results, and management reports.
- Provide general administrative and operational support as required.
- Undertake additional tasks and projects as assigned by senior management.

Qualifications & Requirements

- University graduate in business, arts management, or a related discipline, with at least 2 years of experience in arts administration, stage production, or performing arts education.
- Strong organisational and project execution skills, with the ability to manage multiple priorities and meet deadlines.
- Excellent interpersonal and communication skills, with the ability to work both collaboratively and independently.
- Proficiency in IT and digital tools; experience with ticketing systems or sales platforms is an advantage.
- Experience in social media content creation and digital communications is preferred.
- Fluency in written and spoken English and Chinese.
- A creative mindset with the ability to think strategically and contribute innovative ideas.
- Flexibility to work occasional evenings, weekends, and public holidays as required to support events and programme delivery.

Terms of Appointment

Appointment will be made on a one-year fixed-term contract. Salary offered will be commensurate with qualifications and experience. Fringe benefits include:

- Medical benefits
- Annual Leave
- Mandatory provident fund
- End of contract gratuity

Immediate availability is an advantage

Application:

Please send your application together with a CV, availability, and expected salary to the HR Manager, Extension and Continuing Education for Life (EXCEL) quoting "PC EXCEL" at hr.excel@hkapa.edu. **Applications are open until the post is filled.**

EXCEL is an equal opportunity employer.

Personal data collected will be used for recruitment-related purposes only.