HKU ICB
Institute for China Business
香港大學中國商業學院

## Programme Director (課程主任) – Inbound Study Tours

We are seeking a dynamic and experienced Programme Director to lead an innovative inbound study tour programme that promotes the Greater Bay Area and the Yangtze River Delta as premier study destinations.

This initiative will engage overseas business schools—particularly in the United States, Europe, and Belt and Road countries—to welcome their students to Hong Kong/Chinese Mainland and to explore broader Asian destinations.

**Key Responsibilities:**

- Develop and implement project strategies to attract overseas business schools and establish a sustainable pipeline of institutional partnerships.
- Build and maintain partnerships with educational institutions and key stakeholders.
- Oversee marketing and promotional activities to increase awareness and visibility of the programme.
- Coordinate internal teams and external service providers to ensure programme quality, operational efficiency, and appropriate risk management.
- Evaluate participants and partners feedback to support continuous improvement.

**Requirements:** Candidates should hold at least a Master's degree with a minimum of 15 years of relevant experience in international education, executive education, or institutional partnerships. A strong understanding of the global education landscape, excellent communication and networking skills, and a high level of proficiency in written and spoken English and Chinese (including Putonghua) are required. Candidates should also demonstrate a proven track record in developing institutional partnerships and managing educational programmes. Interested parties should send their full resume, along with current and expected salary and length of notice period.

**Terms of Appointment:** Salary placement will be commensurate with qualifications and experience. The contract will normally be for 2 years with the possibility of renewal subject to review. A contract-end gratuity (taxable) will be payable upon satisfactory completion of the contract. Medical benefits, annual leaves and the use of library facilities will be provided where applicable. The Institute provides excellent staff development opportunities.

Interested applicants are invited to send their **full CV with current salary, expected salary and notice period** to **icbhr@hku.hk** , quoting the position applied for in the email subject line.

The information provided will only be used for consideration of your application. Applicants not contacted within eight weeks from the closing date may assume that their applications are unsuccessful. Applications will be kept for a maximum period of 6 months.