



THE FOOTBALL ASSOCIATION OF HONG KONG, CHINA LIMITED

中 國 香 港 足 球 總 會 有 限 公 司

General Secretary

Established in 1914, The Football Association of Hong Kong, China Limited (HKFA) is the national sports association for football in Hong Kong. We are committed to enhance football development in Hong Kong. Over the past years, HKFA has been effective in broadening the base of participants and expanding various development programmes on community football covering grassroots and youth football, women's football and futsal. We provide coaching education and referee training courses to increase the supply of qualified coaches and referees to support player development and improve the standards of refereeing. We also organize football leagues, local and international competitions.

Based on the solid groundwork laid in the past years, the continual collaborations with football stakeholders as well as funding support from the FIFA, AFC, the Government of the HKSAR, the Hong Kong Jockey Club and other sponsors, we keep moving in the right directions for the implementation of our new HKFA five year strategic plan, namely "[The Vision 2025 Strategic Plan](#)", which the major goals identified vary from increased participation opportunities for all, viz. "Football for Everyone" to a long-term target of a Hong Kong, China men senior team going to the FIFA World Cup in 2034.

Our future success depends on the diverse talent and performance of dedicated employees. We now call for applications to fill this government subvented position which will be financially supported by the Culture, Sports & Tourism Bureau Development Fund. **The successful candidate will be appointed substantively to the post of General Secretary.** Reporting to the Chairman and is accountable to the Board for the implementation and execution of strategy and development plan agreed by the Board. The appointee will be responsible for the following:

Main Responsibilities

- To lead and oversee the implementation of football development strategy and plan as agreed by the Board.
- To develop, review, update and implement strategies aimed at continually promoting and improving the sport of football in Hong Kong at all levels from grassroots to the professional elite level including women football, futsal and youth football development.
- To provide exemplary leadership ensuring HKFA is effectively managed with good governance with a view to achieving financial sustainability and other strategic goals.
- To develop and generate more income sources for football development at all levels in particular commercial sponsorship.
- To lead, motivate and inspire staff to work diligently and create a performance culture and cohesive working environment to develop staff potential for continuous operational improvements.
- To develop and maintain good relationships with the media with a view to promoting the work and image of HKFA.
- To work closely with different stakeholders including football clubs, government departments, Hong Kong Jockey Club, schools and other sports governing bodies addressing different concerns for the satisfactory achievement of organisation goals.
- To plan, develop and lead major projects at local and international level aimed at raising the profile of football in Hong Kong.
- To plan, develop and lead the overall development of the Hong Kong, China Representative Teams with the aim to achieve winning successes internationally.
- To represent HKFA in FIFA, AFC, EAFF and other international federations to lobby and influence for more support to HKFA.
- To oversee the operation of the Football Training Centre and develop business plans to increase income with a view to achieving financial sustainability and profits.
- To perform such other duties and responsibilities as directed by the Board from time to time.

Profile, Skills and Experience

- A university degree or above in sports, business, public administration or related field is required.
- The successful candidate must have at least 10 years of experience in the football industry with a minimum of 5 years in a management role and proven experience in a high profile, complex, multi stakeholder's organisation.
- Chinese and English are the working languages of HKFA. Fluency in both Chinese and English is required for this key position.
- Evidence of success in working collaboratively with different stakeholders in the sports industry.
- Well-developed leadership and management skills with a track record of creating a culture of strong internal effectiveness and developing a performance culture for senior management to deliver and achieve performance indicators and organisational goals.
- Sound financial management and negotiation skills.
- Proven ability to develop policy options for the organisation.
- Proven record to work with commercial sponsors and obtain commercial support.
- Ability to manage complex organisational changes.
- As a high-profile public figure in football in Hong Kong, good skills and experience in managing the media is required.

Personal Characteristics and Profile

The personal style and approach of the individual is very important, as the job holder will have dealings with a significantly diverse group of interested parties. This means the individual must have an adaptable style with strong consistent interpersonal skills and a proven ability to work collaboratively.

Key personal characteristics will include:

- A versatile and persuasive leader, capable of building interest with a dynamic personality.
- A hands-on style, with considerable personal credibility and authority.
- Maturity in terms of presentational style and behavior.
- Good people management and team building skills in order to build and lead a strong, capable and effective team.
- High energy, drive and determination and the ability to prioritise and juggle conflicting demands.
- Calm but firm in terms of communication style and general demeanour.
- Good strategic thinker - an influencer and shaper.
- Resilient, patient and diplomatic, with gravitas and presence - a leader by example.

The successful candidate will be offered on a contract term employment. Starting salary will be commensurate with qualifications and experience. Our employee benefits include Group Medical, Group PA, Life Insurance and Dental Insurance to the right candidate.

Interested parties please send full resume with present & expected salary and available date by "[APPLY NOW](#)" on or before 28 July 2024.

Please ensure that you have explored the following official link which lists the relevant instructions before making an application:

<https://www.hkfa.com/en/about-us/organisation/career>

We are an equal opportunity employer and welcome applications from all qualified candidates. Applicants not having heard from us within four weeks from the date of deadline may consider their applications unsuccessful.

The information provided by the applicants will be treated in strict confidence and will only be used for the purpose of considering your employment application.