



THE FOOTBALL ASSOCIATION OF HONG KONG, CHINA LIMITED

中 國 香 港 足 球 總 會 有 限 公 司

## Deputy 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 Deputy General Secretary.** Reporting to the General Secretary, the appointee will be responsible for overseeing the Football Events Division, which includes Marketing & Communications, Competitions, Referees, and the General Secretary's office. As the second-in-command at HKFA, this role will ensure smooth operations and coordination among all divisions and collaborate closely with relevant committees and the Board. The Deputy General Secretary is expected to drive revenue growth through strategic marketing, securing sponsorships, and maintaining effective liaison with external parties such as government bodies, the Hong Kong Jockey Club, the FIFA, AFC and EAFF.

### Main Responsibilities:

- Supervise the Football Events Division to ensure effective management and alignment with HKFA's strategic goals. Develop and implement strategies to enhance departmental performance and achieve organizational objectives.
- Design and execute innovative marketing strategies to boost HKFA's visibility and promote events, while enhancing the association's public image.
- Identify, secure, and manage sponsorship opportunities to support football events, drive revenue growth, and improve financial sustainability.
- Manage and develop relationships with key external stakeholders, including government entities, HKJC, AFC, and FIFA. Advocate for HKFA's interests and ensure compliance with external regulations and requirements.
- Oversee the planning, organization, and execution of football competitions and referees, including leagues, tournaments, and other events to ensure high-quality officiating and efficient scheduling.
- Oversee the operations of the General Secretary's Office, ensuring effective communication with local football clubs, managing player registration, and overseeing club licensing, while also coordinating international relations and licensing activities.
- Maintain effective communication with internal teams and external stakeholders to ensure alignment and achieve organizational objectives.
- Work closely with the General Secretary and Board to support strategic planning and decision-making processes.
- Perform other duties and responsibilities as assigned by the General Secretary and the Board of Directors.

**Profile, Skills, and Experience:**

- A university degree or above in sports management, marketing, business administration, or a related field.
- At least 8 years of experience in sizeable organizations, preferably in a leadership role overseeing multiple departments.
- Excellent communication skills in English, Cantonese, and Mandarin.
- Experience working with external stakeholders, including government bodies and international organizations.
- Proven expertise in marketing, sponsorship, and revenue generation within a high-profile organization, large scale event is preferable
- Strong leadership and interpersonal skills, with the ability to manage and motivate a diverse team.
- Ability to work under pressure, manage multiple priorities, and meet deadlines.
- Knowledge and working experience of football field and regulatory compliance is an advantage.
- High level of integrity, professionalism, and commitment to excellence.

**Personal Characteristics:**

- A dynamic and persuasive leader with a proactive, hands-on approach.
- Strong strategic thinker with the ability to influence and shape outcomes.
- Adaptable and resilient, with excellent problem-solving skills.
- Effective team builder with a commitment to continuous improvement and revenue enhancement.

**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 23 September 2025.**

**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.**