



Head Coach

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 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 Head Coach.** The Head Coach is part of the Senior Management Team of the HKFA, reporting to the Technical Director (and to General Secretary and Technical Panel when required) and is accountable for the success of the Hong Kong China, Senior Representative and Olympic (Under 23) Team in international competition as measured by AFC/FIFA rankings. The Head Coach should assist in fostering the spirit of patriotism and love for Hong Kong among players.

Job Descriptions:

- To be responsible for selecting, training, and preparing the Hong Kong China Senior representative teams for international matches, competitions, and championships
- To ensure that the representative team maximize their potential on the pitch and behave in an exemplary and professional manner off the pitch.
- To plan the preparation of training camps and all competitive and friendly international matches
- To select (if needed), train and supervise a team of Assistant Coaches to oversee all support staff e.g. physio, nutritionists, Sports Science etc.
- To set targets for performance of teams and individuals and monitor performance against those targets.
- To report regularly to the General Secretary (and Board of Directors when required) on performance as required.
- To work closely with and maintain good working relationships with clubs regarding the selection, training, fitness programmes and management of elite players.
- To mentor individual players and coaches throughout the playing season and off season
- To develop key relationships internally and externally and to always communicate effectively with players, coaching staff, clubs, administrators, officials, supporters, and the media.
- To undertake tactical analysis and provide leadership to the team of senior coaches.
- To be always a role model to players and coaching staff and be a positive ambassador of football generally and the HKFA in particular
- To create and uphold a winning performance culture.
- To build partnerships with other high-performance sports agencies in Hong Kong and internationally
- To take an active interest in the younger HKRTs
- To lead and or participate in coaches' meetings / workshops of HKRT coaches.

Requirements:

Profile, Skills and Experience

- In possession of current coaching qualifications equivalent to UEFA/ AFC/ FIFA 'Pro' licence and a high level of coaching experience
- The successful candidate must have proven experience and success in football management / coaching.
- Preferably, the successful candidate will have a track record of success.
- Success in Asia at international level would be preferable.
- Good experience of developing young players.
- Well-developed leadership and management skills with a track record of creating a culture of high performance.
- Experience in a successful squad rebuild.
- Continually outperforms resources and budget.
- Proficiency in English or Cantonese, ideally both.
- Required to live in Hong Kong.

Key Personal Characteristics and Profile:

- A versatile and persuasive manager/coach
- Strong organisational skills
- An inspiring and persuasive character with excellent leadership skills
- A good communicator and motivator
- High personal ambition and drive
- Remaining calm under pressure
- High ethical standards

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 candidates please submit full resume, with present and expected salary and available date, to talent@hkfa.com by 19 February 2026 (HKT 23:59).

- **Please note that applications without salary information may not be considered.**
- **In the covering letter, candidates should highlight their successes, ability to achieve high standards, and notable accomplishments related to budgets and resource management, as well as their experience in team rebuilding processes.**

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.