

**Existing Job Description of
the Director, Chief Executive's Office**

The Director of the Chief Executive's Office works to the CE. He assists the CE in overseeing the running of the Office. The Director focuses mainly on performing the duties and functions of an information coordinator and overseeing the running of the Executive Council Secretariat.

Executive Council Secretariat

2. In overseeing the running of the Executive Council Secretariat, the Director ensures -

- (a) that the meeting agenda of the Executive Council reflects the overall priority of the Government's policy agenda as determined by the CE, with the assistance of the Chief Secretary for Administration and the Financial Secretary;
- (b) that the advice of the relevant Executive Council Sub-committees is promptly put to the Executive Council, when relevant items are submitted to the Council for consideration; and
- (c) that the decision of the CE-in-Council is properly recorded and conveyed by the Secretariat to the relevant principal officials, policy bureaux and departments concerned.

Information Coordination

3. In covering the role of information coordination, the Director is responsible for the following duties -

Media & Public Relations Strategy

- (a) formulating the media and public relations strategy for handling the announcement on major issues and policies;
- (b) developing, in conjunction with the relevant policy bureaux, a uniform and coordinated set of Government positions and lines-to-take on such major issues ahead of time;

- (c) coordinating with the relevant policy bureaux and departments to ensure that a uniform stance is taken in presenting the Government's position on the respective issues;
- (d) attending Executive Council meetings and advising on the media and public relations aspects of relevant issues;

Spokesman for CE & Media Liaison

- (e) conducting press sessions, as Spokesman for the CE, to state the Government's position on matters of topical interest, to clarify specific issues and to respond to the media on particular angles of interest;
- (f) coordinating the media and public relations strategy for handling major unforeseen events;

Media & Public Relations

- (g) liaising with the media and assisting the relevant bureaux in strengthening the Government's communication with the media, political parties, Members of the Legislative Council and interest groups who have expressed interest in the public policies concerned;
- (h) taking into account these views expressed in formulating the Government's media and public relations strategy in respect of key policy issues;

CE's Public Engagements Programme

- (i) planning and implementing an on-going programme of public functions for the CE including speaking engagements, overseas visits, community visits, meetings with editors and correspondents and press conferences;
- (j) designing the messages for the CE to deliver on public occasions; and

Monitoring Public Opinion

- (k) coordinating with relevant bureaux and departments to analyse public opinion polls, to assess public opinion as reflected in media reports and to reflect significant results to bureaux and departments concerned for these to be taken into account in policy formulation.