

Program Associate Director – HKU Europe (Barcelona)

Introduction

HKU Europe is dedicated to delivering immersive, high-impact educational programs that connect Asia and Europe through innovation, entrepreneurship, and global engagement.

We are seeking an experienced **Program Associate Director** to lead, develop, and manage a portfolio of student programs in Barcelona and across Europe. The role plays a pivotal part in designing academically rigorous and experientially rich programs that foster entrepreneurial thinking, cross-cultural perspectives, and global exposure.

Key Responsibilities

- Lead the end-to-end design, delivery, and continuous enhancement of postgraduate programmes in Barcelona and across Europe, in alignment with the Academic Director's academic framework, strategic priorities, and quality standards.
- Develop and curate high-impact academic and experiential learning opportunities, including:
 - Distinguished guest speakers and industry leaders
 - Corporate, start-up, and innovation ecosystem visits
 - Public-sector and policy engagement activities
 - Cultural immersion and regional exposure experiences
- Build, maintain, and expand a strong network of European companies, start-ups, innovation hubs, investors, and public organisations to support practice-oriented and experiential learning.
- Oversee programme operations and logistics, including class scheduling, site visits, event coordination, and student support, ensuring a seamless and high-quality learning experience.
- Serve as the primary local point of contact for students, addressing academic, professional, and operational enquiries in a timely and professional manner.
- Collaborate closely with academic and administrative teams in Europe and Hong Kong to ensure alignment on programme objectives, delivery standards, reporting requirements, and stakeholder expectations.
- Monitor programme outcomes, collect and analyse feedback, and drive continuous improvement initiatives to enhance academic quality, operational effectiveness, and student satisfaction.

Requirements

- Master's degree with academic backgrounds in Business, Economics, Finance, Marketing, Information Systems, Business Analytics, Data Science, Education, or related disciplines will be preferred.
- 6- 8 years of relevant professional experience, with demonstrated exposure to and an established network within the European start-up, innovation, technology, or entrepreneurial ecosystem.
- Full professional fluency in English, with the ability to engage confidently with senior executives, academic leaders, and international stakeholders. Professional fluency in Spanish is required for local engagement and operational coordination.
- Strong understanding of experiential learning, postgraduate programme management, or related educational initiatives.
- Proven ability to leverage AI and emerging technologies to enhance programme design, learning experiences, content development, stakeholder engagement, and operational efficiency. Experience applying AI in higher education or executive education settings will be an advantage.
- Excellent project management, organisational, stakeholder engagement, and communication skills.
- Demonstrated ability to work independently and effectively in a fast-paced, cross-cultural, and international environment.
- Passion for innovation, entrepreneurship, and the development of future global business leaders.
- Candidates must already have the legal right to work in Spain.

What we offer

- Opportunity to join HKU's first European campus during its foundational stage.
- Dynamic, multicultural environment.
- Long-term career development opportunities.
- A highly competitive salary commensurate with qualifications and experience.

How to apply

Please send your updated CV by email to ssoens@hku.hk, title: **Program Associate Director** – Casa Asia- your name. Review of applications will start as soon as possible, until the role is filled. HKU Europe is committed to fostering an inclusive, diverse, and respectful working environment and welcomes applications from candidates of all backgrounds.