

Marketing Officer (Ref: 2400450)
Office of the Vice President (Research and Development)
Office of Institutional Data and Research

The appointee will provide support in the marketing and promotion of university reputation and related initiatives in the Office. Duties include formulating and executing marketing plans and organising events; providing executive support in the marketing and promotion of University's signature programmes, achievements and engagement; preparing budget and monitoring budget execution of activities/ events; contributing to the production of marketing and promotion collaterals such as publication and marketing collaterals, brochures, leaflets, posters, souvenirs, and etc.; coordinating with vendors for the production of videos, purchase requisition and tendering; monitoring branding management and compliance; conducting local and overseas outreach activities; providing secretarial and administrative support to committees and working groups, including preparation of agenda and minutes, notes and reports as well as Powerpoint presentation; working closely and smoothly with academic/ non-academic units; liaison with internal/external parties; assisting in ad hoc activities; and performing any other duties assigned by Director and his delegate(s). He/she will be responsible for external relations, and occasional travel is required.

Applicants should have a Bachelor's Degree in Marketing, Public Relations, Communication, Journalism, Design, Digital marketing, Multi-media or related disciplines, with several years of relevant post-qualification of full-time experience in event management, corporate or marketing communication. Experience in printing production, online marketing campaigns, social media management and advertising is a preferred. They should have high proficiency in both written and spoken English and Chinese, able to work independently under pressure and after normal office hours. They should also be a good team player, meticulous, patient, highly self-motivated and have a strong sense of responsibility.

Salary will be commensurate with qualifications and experience.

Initial appointment will be made on a fixed-term contract. Fringe benefits include the University's Voluntary Contributions to MPF Scheme or a contract-end lump sum payment (totaling up to 10% of the basic salary), leave, medical and dental benefits. The appointee will hold a substantive rank of Executive Officer II in the University.

The University only accepts and considers applications submitted online for this post. Applicants should complete the [online application form](#) and upload a full CV on or before **14 May 2024**. Applications which are incomplete or without the required documents may not be considered. Personal data provided by applicants will be used for recruitment and other employment-related purposes. For details of the Personal Information Collection Statement, please refer to <http://www.eduhk.hk/jobsopp/index.php?glang=en>.

All applications will be treated in strict confidence. Only those who are shortlisted will be contacted. The University reserves the right not to fill the position(s) advertised. Since the incumbent's work would involve contacts with persons aged under 18 and/or mentally incapacitated persons, prospective employee(s) will be required to undergo Sexual Conviction Record Check operated by the Hong Kong Police Force.

Further information about the University is available at <http://www.eduhk.hk>.

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