

Executive Officer II (Holding a functional title of Marketing Officer) (Ref: 2201313) Faculty of Humanities

The appointee will be responsible for providing executive support in the marketing and promotion of programmes under the Faculty. Duties include providing executive support in the marketing and promotion of Faculty programmes, achievements and engagement; supporting committees and working groups; providing secretarial and administrative support, such as preparation of agenda/minutes, notes and reports as well as Powerpoint presentation; liaising with schools/ Departments/ Centers/ Other Units/ Offices and work closely with other academic divisions and teams; contributing to the production of marketing and promotion collaterals such as publication and marketing collaterals, brochures, leaflets, posters, souvenirs, eDM, multi-media promotion materials etc.; coordinating with vendors for the production of videos, purchase requisition and tendering; coordinating photo shooting, promotion activities, events and student recruitment for the Faculty; monitoring branding management and compliance; coordinating media relations, media monitoring, social listening, media buying and pitching; conducting local and overseas outreach activities, school talks and campus visits; evaluating the effectiveness of marketing campaigns; liaising with different internal and external units, compiling reports; and performing any other duties as required by supervising officer(s). He/she will be responsible for external relations, and occasional travel is required. The initial appointment will be for 2 years with the possibility of renewal subject to mutual agreement.

Good verbal and written communication skills with proficiency in both English and Chinese (Cantonese and/or Mandarin); attentive to details; good interpersonal and organizational skills; and the ability to work under pressure. The appointee should be a good team player with a strong sense of responsibility, self-motivated, presentable, excellent influencing skills, and multi-tasking. Experiences in delivering talks in the higher education sector, video-shooting, photography and editing are highly desirable. Shortlisted candidates may be invited to provide a portfolio of their work.

Applicants should have a Bachelor's Degree, preferably a Master's Degree, in Marketing, Public Relations, Communication, Journalism, Design, Digital marketing, Multi-media or related disciplines, with at least 5 years' post-qualification of full-time experience in event management, corporate or marketing communication. Concrete experience in printing production, online marketing campaigns, social media management and advertising is a must.

Salary will be commensurate with qualifications and experience.

The initial appointment will be made on a fixed-term gratuity-bearing contract. Fringe benefits include leave, medical and dental benefits.

The University only accepts and considers applications submitted online for this post. Applicants should complete the [online application form](#) and upload a full CV. **Review of application will start from 10 January 2023, and will continue until the post is filled.** 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.

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

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