

Project Officer / Project Assistant (holding a functional title of Marketing and Communications Officer / Marketing and Communications Associate)

(Ref: 2300997)

Faculty of Education and Human Development

The appointee will be responsible for (1) implementing comprehensive digital marketing campaigns to promote the Faculty and its programmes; (2) creating engaging contents for website and social media platforms, including Facebook, Instagram, WeChat, Xiaohongshu, and X (formerly Twitter); (3) coordinating the production of publicity materials, such as booklets, videos, and souvenirs; (4) managing initiatives in connecting with students, such as school outreach activities; (5) monitoring and evaluating the effectiveness of marketing campaigns; (6) organising the publicity events related to Faculty and programme promotion, academic developments, community engagement and knowledge transfer; and (7) performing any other duties as assigned. The appointment will be for a period of 1 year.

Applicants should have a recognized degree in Translation, Communication, Journalism, Marketing or a related discipline, with at least 2 years of full-time experience in corporate or marketing communication; proficiency in English and Chinese (including Putonghua); strong communication, writing and editing skills; solid experience in online marketing campaigns and social media management. Knowledge of Adobe Photoshop and Illustrator will be advantageous. Applicants with less experience will be considered for the position of Project Assistant. Fresh graduates are welcome to apply. Immediate availability or short notice is preferred.

Salary will be commensurate with qualifications and experience. Fringe benefits include leave and outpatient medical 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 applications will start from 12 September 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. 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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