

**Assistant Marketing Manager
(holding a substantive rank of Executive Officer I) (Ref: 2301114)
Faculty of Humanities**

The appointee will be responsible for creating a full range of marketing communications deliverables, and providing strong leadership in managing a marketing team that provides creative design work for the promotion/branding of the Faculty. Leading the team, the appointee's major duties include developing marketing strategies and materials for the promotion of Faculty programmes, achievements, and research excellence; strengthening internal and external communications, particularly relating to programme promotion and the key stakeholders and partners of the Faculty; developing and implementing communications plans and publicity events related to Faculty and programme promotion, academic developments, community engagement and knowledge transfer; spearheading the creative design of faculty multimedia publicity; managing the development and maintenance of websites and other e-marketing communications; preparing reports to evaluate effectiveness of marketing campaigns and gathering marketing intelligence to advise on decision making; as well as leading a team of executive and supporting staff.

Applicants should have a Bachelor's Degree in Marketing, Communications, Visual Arts/Design or a related discipline, with at least 7 years of relevant post-qualification working experience, preferably in corporate or marketing communication. A strong visual and design sense and experience is essential. Solid experience in executing marketing programme, publicity events, online marketing campaigns and social media management is a must. Applicants should also have strong presentation and influencing skills, and high level of proficiency in both English and Chinese (including Putonghua). The appointee should be dynamic and meticulous, attentive to details, highly self-motivated and able to work under pressure and meet tight timelines.

Shortlisted candidates will be invited to provide a portfolio of their work.

For information on the Faculty of Humanities, please visit: <http://www.eduhk.hk/fhm/>

Salary will be commensurate with qualifications and experience.

The initial appointment will be made on a fixed-term gratuity-bearing 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 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 **24 October 2023**. 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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