

**Marketing Officer
(holding a substantive rank of Executive Officer II) (Ref: 2400188)
Faculty of Humanities**

The appointee will be responsible for providing executive support in the marketing communications of the Faculty. Duties include providing executive support in the marketing and promotion of Faculty programmes, achievements and engagement; providing secretarial and administrative support to committees and working groups; supervising the production of marketing and promotion collaterals; coordinating with vendors for the tendering projects; supervising promotion/ student recruitment activities and events for the Faculty; monitoring branding management and compliance; coordinating media relations, and social listening; conducting local and overseas outreach activities, talks and campus visits; 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 organisational 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. Experience in delivering talks in the higher education sector is highly desirable.

Applicants should have a Bachelor's Degree, preferably a Master's Degree, in Marketing, Public Relations, Communication, Journalism, Digital marketing, Multi-media or related disciplines, with at least 4 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 preferred.

Shortlisted candidates will be invited to provide **a portfolio of design artworks, marketing and projects** to review before the interview.

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 **20 March 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/jobsoff/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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