

Assistant Manager (Marketing and Reputation Management) (Ref: 2501197) Office of Institutional Data and Research

The appointee will report to the Manager (Planning and Stakeholder Management) and collaborate closely with the Institutional Research Manager. This role involves fostering close relationships with faculty and academic departments to effectively engage with the University's key academic and industry stakeholders, particularly in relation to university rankings. Major responsibilities include:

- Engaging stakeholders in the University's initiatives to enhance international standing and reputation;
- Liaising with ranking agencies and university stakeholders to coordinate and facilitate the organization, participation, and hosting of international summits and conferences;
- Supporting the creation of engaging visual content for digital and print media and relevant logistic arrangements;
- Assisting in preparation of proposals and reports; and
- Perform other duties as assigned by the Office Director or his delegates.

Applicants should hold a Bachelor's degree, preferably in marketing, public relations, communications, or a related field, with a minimum of 2 years of post-qualification experience in communications or design or any related field. Proactive and independent, with a demonstrated ability to build strong relationships with internal and external stakeholders. Background in organizing international conferences or summits is an advantage. Working experience in academic institutions is preferred but not required. Excellent command of both written and spoken English and Chinese (including Putonghua). Having knowledge of digital media marketing and video production, as well as experience with software applications such as MS Word, Excel, PowerPoint, Canva, Adobe Creative Suite is advantageous. The role requires occasional business travel.

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](http://www.eduhk.hk/jobsopp/index.php?glang=en) and upload a full CV on or before **4 December 2025**. 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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