



## Assistant Communications Officer (Ref: 2600225) Communications Office

EdUHK invites applications for the Assistant Communications Officer position. The appointee will support the Engagement and Digital Media Teams in strategic and day-to-day operations. Key responsibilities include, but are not limited to:

- Create, curate, and manage engaging content for the University's official digital and social media platforms, including but not limited to WeChat, Xiaohongshu, Weibo, LinkedIn, Facebook, Instagram, and YouTube, to drive audience growth and engagement; this includes video shooting, photography, poster design, and post-production tasks to ensure high-quality multimedia output;
- Monitor, analyse, and report on digital media performance metrics to optimise content strategy and inform future campaigns;
- Collaborate with internal units to ensure brand consistency and alignment with the University's strategic messaging across all digital touchpoints;
- Support the development and maintenance of partnerships with key digital influencers, KOLs, and online media platforms to amplify the University's presence;
- Assist in drafting and proofreading digital copy, including social media posts, reels, and website content, for approval by senior management;
- Coordinate with internal units to source and disseminate news and stories that highlight the University's achievements and collaborative initiatives;
- Provide administrative and logistical support for digital campaigns, live streaming events, and online promotional activities; and
- Travel outside of Hong Kong and undertake work as assigned by the University, where necessary.

Applicants should have a recognised bachelor's degree in communications, media, marketing, video and television production, or related fields with at least two years of full-time post-qualification working experience. They should possess a strong command of written and spoken English and Chinese (including Putonghua), with experience in managing social media platforms and multimedia production. Candidates should be creative, detail-oriented, and capable of working independently under pressure to meet tight deadlines. The successful applicant should be a team player who can work in a fast-paced environment. The appointment will be for a period of two years with the possibility of renewal, subject to mutual agreement. He/She will work at the Tai Po campus.

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 Assistant in the University.

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 **1 May 2026**. 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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