

Marketing Officer (Ref: 2600312) Faculty of Humanities

The appointee will be responsible for providing executive support for the Faculty's marketing communications, with a strong emphasis on visual design and digital presence. Duties include:

(a) **Design & Collateral Production:** Supervising and executing the production of marketing and promotion collaterals to effectively convey the Faculty's brand image. This includes physical materials (publications, leaflets, promotional items) and online materials (banner ads, EDMs, webpage design).

(b) **Digital Marketing:** Planning and executing digital marketing campaigns (including social media and online advertising) to enhance the Faculty's online visibility.

(c) **Website Management:** Managing the Faculty's website, utilising knowledge of Content Management Systems (CMS) and basic HTML coding to keep content engaging and up-to-date.

(d) **Marketing & Events:** Supervising promotion/student recruitment activities and events for the Faculty.

(e) **Brand Compliance:** Monitoring branding management and compliance across all Faculty materials.

(f) **Outreach:** While not the primary responsibility, the appointee will assist with conducting local and overseas outreach activities, talks and campus visits. Occasional travel is required.

(g) **Others:** Perform other duties as assigned by supervisors.

The initial appointment will be for 2 years with the possibility of renewal subject to mutual agreement.

Applicants should have a Bachelor's Degree, preferably a Master's Degree, in Multi-media, Design, Marketing, Digital marketing, Communication, or related disciplines. Preferably with several years of post-qualification full-time experience in design, corporate or marketing communication, or event management. Proficiency in design software, specifically Adobe Illustrator and Photoshop, is essential. Concrete experience in printing production, online marketing campaigns, social media management and advertising is preferred. Applicants must have good verbal and written communication skills, with proficiency in both English and Chinese (Cantonese and/or Mandarin); be attentive to detail; possess strong interpersonal and organisational skills; and demonstrate the ability to work under pressure. A strong visual sense and creativity are essential.

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

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](#) and upload a full CV on or before **26 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.

Further information about the University is available at <http://www.eduhk.hk>.

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