



## **Marketing Officer (Ref: 2600346)** **Department of Social Sciences and Policy Studies**

The Department of Social Sciences and Policy Studies invites applications for the post of Project Officer (functional title: Marketing Officer).

### **Duties**

- The appointee will be responsible for providing marketing and related support to departmental initiatives and academic programmes. Major duties include:
- assisting in the planning and implementation of marketing, publicity and promotional activities for academic programmes and departmental projects;
- coordinating the production, updating and maintenance of promotional materials, including website content, social media posts, publicity materials and e-communications;
- supporting student recruitment and outreach activities, including briefings, exhibitions and other promotional events;
- liaising with internal units and external parties on marketing-related matters;
- providing administrative, logistical and clerical support to project teams; and
- performing any other duties as assigned by the Department.

The appointee may be required to travel outside Hong Kong on a need basis.

This is a two-year appointment, renewable subject to performance and mutual agreement.

### **Requirements**

Applicants should have:

- a recognized Bachelor's degree, preferably in Marketing, Communications, Public Relations, Business, or a related discipline;
- relevant post-qualification working experience, preferably in marketing, communications and/or project administration;
- good organizational, interpersonal and communication skills;
- a good command of written and spoken English and Chinese (including Cantonese and Putonghua);
- proficiency in computer applications such as MS Word, Excel, PowerPoint and Canva, and
- the ability to work independently under pressure and meet tight deadlines.

### **Essential Attributes**

- experience in website content management systems and basic web updating;
- knowledge of social media content planning, scheduling and analytics;
- familiarity with email marketing and e-communications platforms; and
- understanding of digital marketing tools, audience engagement and online promotion strategies.

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

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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 Project Officer 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 29 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/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. 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>.

**EdUHK is an Equal Opportunities Employer.**

