

Marketing Officer (Ref: 2600700)

Faculty of Humanities

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

- (a) Chinese Mainland Marketing: Planning, executing, and managing integrated marketing initiatives targeted at the Chinese Mainland market across both online and offline channels, including hands-on management of platforms such as Baidu and Xiaohongshu (XHS) to build brand presence and drive audience engagement.
- (b) Performance Marketing & Campaign Management: Planning, executing, and optimising paid digital advertising campaigns across various platforms; tracking conversion metrics, ROI, and student leads to maximise recruitment performance.
- (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: Organising and executing promotion/student recruitment activities and events for the Faculty, including active participation in local and Chinese Mainland educational expos.
- (e) Outreach & Admission Talks: While not the primary responsibility, the appointee will assist with conducting local and overseas outreach activities, talks and campus visits. This includes delivering admission talks for prospective students, particularly for the Chinese Mainland market. Occasional travel is required.
- (f) 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 Marketing, Digital Marketing, Communication, or related disciplines.
- At least 3 years of post-qualification full-time experience in Chinese Mainland marketing, digital marketing, performance marketing, or event management.
- Hands-on experience in managing Chinese Mainland social media and search engine platforms, specifically Baidu and Xiaohongshu (XHS), is essential.
- Concrete experience in paid ad management, digital analytics, tracking conversion metrics, and integrated marketing campaigns 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.
- Experience in participating in exhibitions or delivering talks in the education sector is highly desirable.

Shortlisted candidates will be invited to provide a portfolio of their marketing campaigns, performance metrics, 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 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 **11 September 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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