香港教育大學
The Education University of Hong Kong

Founded in 1994 and awarded the University title in 2016, The Education University of Hong Kong (EdUHK) is a publicly funded university, dedicated to the advancement of teacher education and related disciplines through a diverse offering of academic, professional and research programmes. The University aspires to become a leading university in the Asia Pacific region and beyond, with a focus on educational and multidisciplinary research, development and innovation. We are committed to nurturing outstanding and caring educators and professionals as well as enhancing the impact of scholarship.

The University has an academic/teaching staff strength of about 460 and total student headcount of about 11,000. It has a Graduate School and three Faculties, namely, Faculty of Education and Human Development, Faculty of Humanities, and Faculty of Liberal Arts and Social Sciences, comprising 14 academic departments, as well as two Academies, Academy for Educational Development and Innovation and Academy for Applied Policy Studies and Education Futures, a number of University-level research centres and Faculty-level research and professional development centres. For more information about the University, please visit http://www.eduhk.hk.

We are looking for suitable candidate(s) to fill the following position(s). If you are excited by the prospect of contributing your expertise to the development of a leading university at the heart of Asia Pacific region and beyond, we would like to hear from you.

Project Manager (Taught Postgraduate Programmes and Strategic Initiatives) (Ref: 2600936)
Faculty of Humanities

The appointee will provide strategic and operational leadership in the marketing, student recruitment and development of the Faculty's taught postgraduate programmes, while supporting the Faculty's broader strategic development priorities.

Key responsibilities include:

- Leading the development and implementation of targeted marketing and student recruitment strategies to promote the Faculty's taught postgraduate programmes, and increase the enrolment of local and non-local students, with particular focus in the Greater Bay Area and other priority regional markets;
- Planning and executing communication campaigns, outreach activities and promotional events to enhance the global visibility of the Faculty's taught postgraduate programmes;
- Evaluating the effectiveness of marketing campaigns, gathering marketing intelligence and providing data-informed recommendations to Faculty leadership;
- Supporting the planning and development of new taught postgraduate programmes within agreed timelines, and ensuring their smooth operation and effective implementation;
- Leading the admissions and operations of taught postgraduate programmes team, and contributing to the achievement of enrolment targets; and
- Establishing and strengthening partnerships with institutions, industry organisations and other stakeholders in Hong Kong, the Greater Bay Area, and beyond.

The appointee will work closely with academic and administrative colleagues across the Faculty and University, engage external partners, and perform other duties as assigned by the Faculty Dean or his/her delegates. The appointee may be required to work off campus and undertake business travel as necessary.

Applicants should have a recognized University degree, preferably a Master's degree in Education, Marketing, Communications or a related discipline, with normally 12 years or more of relevant post-qualification experience, preferably gained in tertiary education institutions. Applicants should have strong leadership and coordination skills to manage projects in team settings, experience in staff supervision, conflict resolution, sensitivity to confidential matters, and the ability to handle challenging situations tactfully. The ability to work effectively in a fast-paced, and dynamic academic environment. Excellent presentation, communication, interpersonal and negotiation skills are required for liaising with internal and external stakeholders, with high proficiency in written and spoken English and Chinese (including Putonghua).

Shortlisted candidates will be invited to attend a written test.

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 15% of the basic salary), leave, medical and dental benefits, and, where applicable, housing benefits.

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 **4 December 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.

EdUHK is an Equal Opportunities Employer.