

Executive Officer II (Ref: 2301178)
Faculty of Liberal Arts and Social Sciences

The appointee will be responsible for (1) developing strategies for promoting Faculty programmes; (2) strengthening internal and external communications, particularly relating to programme promotion and the key stakeholders and partners of the Faculty; (3) creating engaging contents for the website and social media platforms; (4) coordinating the production of publicity materials, such as booklets, videos and souvenirs; (5) managing initiatives to connect with students, such as school outreach activities and Info Days; (6) monitoring and evaluating the effectiveness of marketing campaigns; (7) organising publicity events related to Faculty and programme promotion; and (8) performing any other duties as assigned. Occasional travel may be required.

Applicants should have a Bachelor's Degree in Marketing, Public Relations, Communication, Journalism, Design, Digital Marketing, Multi-media or related disciplines, with at least 2 years of full-time experience in corporate or marketing communication; proficiency in both English and Chinese (including Putonghua); strong communication, writing and editing skills; proactive, innovative, and able to work under pressure; solid experience in executing marketing programmes, online marketing campaigns and social media engagement is a must. Experiences in delivering talks in the higher education sector are highly desirable.

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 University only accepts and considers applications submitted online for this post. Applicants should complete the [online application form](#) and upload a full CV. **Review of applications will start from 1 November 2023, and will continue until the post is filled.** 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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