

Assistant Global Affairs Officer (Ref: 2400335) Global Affairs Office

Serving as an international relations arm of the University, the Global Affairs Office has its major responsibilities of development of international collaboration with strategic partners worldwide; promotion of the University internationally; recruitment of non-local students; and organising non-local experiential learning programmes including student exchange programmes. The Office works with other offices in providing and ensuring student high satisfaction with their learning experience at and beyond the University, contributing to meeting the [University's Vision and Mission](#).

The Office is looking for capable and energetic individuals who will be responsible for some of the following areas:

- **Branding Campaign:** Proactively assist in brand campaign execution through traditional, digital and effective marketing channels, strengthening the University's presence globally and locally. Work with internal teams to ensure campaigns are run at the highest standards and effectiveness.
- **Partnership Marketing:** Proactively assist in developing and implementing strategic partnerships to generate brand exposure through B2B and B2C partners. Effectively manage partnerships and related projects to maintain positive relations with partners for win-win situations.
- **Communication Channels and Content:** Proactively assist in ensuring current channels are fully utilized for marketing communication campaigns and information dissemination. Explore new and effective funnels to amplify marketing exposure and ensure accurate and timely management of advertising channels, including but not limited to social media, website, email campaigns, and media channels. Perform regular performance tracking on campaign effectiveness.
- **Design and Produce Multimedia Content:** Assist in creating graphic content and animations for digital platforms and media advertisements, e.g social posts / eDM and simple video animations, and textual animations using tools such as (but not limited to) Photoshop, AI, Premium cut-pro or Canva, and perform media edits according to user feedback.
- **Student Advising:** Assist in advising students for their application to the university's programs, adaptation and integration to the community, preparation and participation in student learning experience programmes.
- **Data and Report:** Assist in updating and consolidating data for management reports and proactively ensure data accuracy and availability.
- **Event and Program Administration and Organization:** Assist in preparing and implementing events and activities including preparation of materials and onsite support to achieve intended outcomes, including pre-and post- event preparation and follow up works.
- **General Enquiry and Office Administration:** Assist in answering timely to public enquiries through phone, email, and social channels, ensuring accurate and up-to-date answers. Support office administration to ensure a smooth and efficient operation.

Successful applicants should have a bachelor's degree with a positive and proactive attitude, a pleasant and cheerful personality and an interest in interacting with students. They should also be meticulous, highly organized, able to multi-task, and a good team player. Proficiency in spoken and written English and Chinese (including Putonghua), word processing, spreadsheet management, multimedia tools is required. Working outside normal office hours/during weekends and travels outside Hong Kong including the Greater China region are occasionally required and will undertake any other duties as assigned by supervising officer(s). Working experience in local tertiary education institutions in particular in event organization, study tours, competition, customer service, office operation, and data administration will be an advantage.

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 Assistant 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. **Review of applications will start from 9 April 2024, 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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