

Marketing and Communications Associate (Ref: 2401479)
Faculty of Education and Human Development

The appointee will be responsible for:

1. Providing creative ideas, concept development and art directions for marketing campaigns.
2. Developing creative projects for social media.
3. Managing multi-media production and graphic design projects for Faculty, including video editing, photography and photo retouching.
4. Managing initiatives in connecting with students, such as school outreach activities.
5. Monitoring and evaluating the effectiveness of marketing campaigns.
6. Organising the publicity events related to Faculty and programme promotion, academic developments, community engagement and knowledge transfer.
7. Performing any other duties as assigned.
8. Occasional travel may be required.

Applicants should have a recognized bachelor degree in Graphic Design, Creative Media, Communication, or a related discipline, preferably with some full-time experience in multi-media production in sizable organisations and/or tertiary education; proficiency in English and Chinese (including Putonghua); Proficient in Adobe Creative Cloud Suite (particularly Photoshop, Illustrator, InDesign, Premiere and After Effects) and photography; good problem-solving, communication, interpersonal and organization skills; The successful applicant should be innovative, proactive, good artistic and marketing sense. They should be flexible and able to work under pressure. Experience with video camera operation and photo shooting 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 24 January 2025, 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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