

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 450 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 15 academic departments, as well as a number of University-level research centres and Faculty-level research and professional development centres and academies. For more information about the University, please visit <http://www.eduhk.hk>.

To continue pursuing excellence in the advancement of knowledge, scholarship and innovation through high quality research, we are seeking enthusiastic and highly dedicated academics to join the University in support of its strategic development in diverse areas.

Associate Professor / Assistant Professor / Research Assistant Professor in New Media and Social Media (Ref: 2500038)

To continue pursuing excellence in the advancement of knowledge, scholarship and innovation through high quality research, we are seeking enthusiastic and highly dedicated academics to join the University in support of its development of the new strategic area(s) in New Media and Social Media.

Successful applicants will join the University's highly qualified scholars team and affiliate to the relevant academic department or academy. The appointees will contribute to enhancing the University's research capacity and impact on the relevant strategic research theme in New Media and Social Media. Responsibilities mainly include: (i) conducting high-quality research, and generating scholarly publications or other significant research outputs; (ii) initiating and supporting research projects, and securing external research grants (such as ECS/GRF/PPR) to enhance domain impact; (iii) strengthening academic and professional networks, including collaborations with local and overseas institutions and universities; (iv) development of a new programme in New Media and Social Media; (v) engaging in and leading research-related activities with colleagues and RPg students; and (vi) participating in and be an active member of the University's community.

Applicants should have a doctoral degree and/or prior degrees in fields relevant to digital media, Generative AI in media, communication studies, interdisciplinary studies between the afore-said areas, or any related discipline areas. They should be active researchers with proven capacity and potential in research. They should be fluent in English with, ideally, some knowledge of Cantonese and/or Mandarin Chinese and the educational context of Hong Kong and/or China. Candidates with international experience would also be highly valued.

Applicants for Associate Professor should possess evidence of strong research output and publication in relevant field(s) and a strong research track record and impact. Applicants for Assistant Professor should possess evidence of scholarship, research, and publications in the relevant field(s). A knowledge of, or an area of focus on, higher education in Asia, China, or the Greater Bay Area would further be welcome.

For further enquiries about the posts, please contact: Mr Steve Lau at laukh@eduhk.hk

Attractive and competitive remuneration will be offered to suitable candidates. Salary will be commensurate with qualifications and experience.

Initial appointment will normally be made on a fixed-term contract. Start-up research grant will be provided. Fringe benefits include contract-end lump sum payment, leave, medical and dental benefits, life insurance, and where appropriate, housing benefits.

The University only accepts and considers applications submitted online. Applicants should complete the [online application form](#) specifying the strategic area(s) in which he/she wishes to engage and upload a full CV. **Review of applications will start from mid-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.

EdUHK is an Equal Opportunities Employer.