

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 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.

Senior Manager (Brand Strategy and Marketing) (Ref: 2500257) Office of the President

The appointee will be responsible for leading and executing comprehensive brand strategy and marketing initiatives to enhance the University's reputation and visibility locally, regionally, nationally and internationally. This includes developing and implementing strategic brand-building and marketing plans aligned with the University's goals, leading cross-functional teams in executing multi-channel marketing campaigns (especially in local and overseas markets), managing relationships with external vendors, analysing campaign performance and providing data-driven recommendations. The role also includes advising on the President's public appearances and identifying suitable showcases to highlight the achievements of researchers and students, while ensuring consistent brand messaging across all platforms.

Applicants for the post should have a recognized degree in Marketing, Communications, or a related field; preferably at least 12 years of relevant full-time post-qualification work experience, with a proven track record in developing and executing successful brand strategies and marketing campaigns. They should have strong project management and organisational skills with an excellent command of English and Chinese (Cantonese and Putonghua), and outstanding communication and interpersonal skills, with the ability to work effectively with diverse stakeholders. The role requires occasional business travel and the ability to work beyond standard office hours.

Applicants who have responded to previous advertisement (Ref: 2500043) for the same position is under consideration and need not re-apply.

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 appointee will hold a substantive rank of Project Manager 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 on or before **14 March 2025**. 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.

EdUHK is an Equal Opportunities Employer.