

Executive Officer I (Ref: 2500360) **Faculty of Humanities**

The Faculty is looking for an enthusiastic and experienced administrator to fill an important senior executive position. The appointee is required to provide strategic direction and leadership in managing programme promotion and student recruitment activities for the Faculty's post-graduate programmes.

Key responsibilities include:

- Formulating strategic marketing strategies globally for the promotion of the Faculty's post-graduate programmes;
- Developing and implementing communication plans and publicity activities/events to strengthen the visibility of the Faculty's post-graduate programmes globally;
- Evaluating effectiveness of marketing campaigns and gather marketing intelligence to advise on decision making;
- Providing executive support to the admissions of post-graduate programmes;
- Enhancing the support and coordinating networking activities for the post-graduate students;
- Supporting new post-graduate programme development; and
- Liaising with post-graduate programme management personnel, departments and external bodies.

Applicants should have a recognized degree, preferably in marketing, communications, or a related discipline, with at least 7 years of post-qualification working experience at the executive level. Strong organizational, analytical and reasoning skills, as well as excellent writing and problem-solving skills, are essential. They should be highly proficient in both English and Chinese (including Putonghua), attentive to details, highly self-motivated and able to work under pressure and meet tight timelines. The appointee should possess good communication and interpersonal skills, the ability to work independently, an outgoing personality and a strong sense of responsibility. Experience in corporate or marketing communication, particularly in executing online marketing campaigns and social media management will be an advantage. Shortlisted candidates will be invited to attend a written test.

For information on the Faculty of Humanities, please visit: <http://www.eduhk.hk/fhm/>

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 on or before **8 April 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/jobsoff/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.

Further information about the University is available at <http://www.eduhk.hk>.

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