

Executive Officer I (Ref: 2500406)
Faculty of Liberal Arts and Social Sciences

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

Typical work activities are: 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 the 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; serving Committees; compiling reports/proposals/operational procedures; establish international partnerships and enhance student participation in outbound and inbound exchange programmes with international universities.

Applicants should have a Bachelor's Degree, preferably in marketing, communications, or a related discipline, with at least 7 years of post-qualification working experience at the executive level and preferably with at least 3 years' relevant experience in tertiary institutions. Strong organisational, analytical and reasoning mind, excellent writing and problem-solving skills are essential. They should be highly proficient in both English and Chinese (including Putonghua), independent, 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 capability of multi-tasking, 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. Occasional duty travel may be required. Shortlisted candidates will be invited to attend a written test.

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. **Review of applications will start from 23 April 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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