

THE HONG KONG POLYTECHNIC UNIVERSITY

CULTURE PROMOTION AND EVENTS OFFICE

Post Specification

Assistant Manager (Ref. 22051601-IE)

Duties

The appointee will be required to:

- (a) assist in planning and implementation of the overall marketing strategy for the promotion of arts and culture on campus including the design and production of marketing collateral;
- (b) organize cultural and arts activities including the planning and execution of all logistics and on-site operational matters;
- (c) prepare all branding related materials;
- (d) plan, implement and monitor all digital marketing and social media channels and production of related materials;
- (e) plan and manage office website and enrolment system;
- (f) draft press releases, media pitches, newsletters, media and PR plans;
- (g) maintain good relations and act as a coordinator with internal and external arts and cultural organizations, including but not limited to student associations and staff, performing arts groups and artists;
- (h) plan and monitor budget and oversee all administrative matters of the promotion of arts and culture on campus;
- (i) prepare agenda, minutes and papers for all meetings of the Committee and the Office; and
- (j) perform any other duties as assigned by the Director of Office or his/her delegates.

The appointee will be required to work on irregular hours and on Saturdays/Sundays/public holidays.

Qualifications

Applicants should have:

- (a) a recognized degree plus at least five years of relevant experience in planning and organizing arts and culture;
- (b) outstanding leadership, problem-solving skill, a strong sense of responsibility and be self-motivated and multi-tasking;
- (c) a strong passion in the promotion of culture on campus, a desire to inspire students and to be inspired by them;
- (d) hands-on experience in budget management and quality assurance;
- (e) a well-versed skill in digital marketing preferably with sound knowledge of computer applications, such as Adobe Photoshop, Adobe Illustrator and HTML webpage implementation;

- (f) excellent communication and interpersonal skills;
- (g) an excellent command of English and Chinese, with proficiency in Putonghua; and
- (h) the ability to work under pressure and independently in meeting deadlines.

Shortlisted candidates will be invited to sit for a written test.

Remuneration and Conditions of Service

A highly competitive remuneration package will be offered. Initial appointment will be on a fixed-term gratuity-bearing contract. Re-engagement thereafter is subject to mutual agreement. Applicants should state their current and expected salary in the application.

Application

Please send a completed application form by post to **Human Resources Office, 13/F, Li Ka Shing Tower, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong** or via email to hrstaff@polyu.edu.hk. Application forms can be downloaded from https://www.polyu.edu.hk/hro/careers/guidelines_and_forms/forms. If a separate curriculum vitae is to be provided, please still complete the application form which will help speed up the recruitment process. **The closing date for application is Friday, 27 May 2022.** The University's Personal Information Collection Statement for recruitment can be found at https://www.polyu.edu.hk/hro/careers/guidelines_and_forms/pics_for_recruitment.

16 May 2022