

THE HONG KONG POLYTECHNIC UNIVERSITY

RESEARCH AND INNOVATION OFFICE

Post Specification

Manager (Research Marketing & Promotion) (Ref. 22052312-IE)

Duties

The appointee will be required to:

- (a) provide leadership to the marketing and promotion support team of the Office to facilitate University's research promotion, sharpen our research image and promote impactful research stories;
- (b) take charge in planning, organising, coordinating and implementing relevant events, meetings, seminars, promotion and marketing activities of the Office;
- (c) be in charge of the marketing and promotion of University's research outputs, including branding, publicity and events support, *etc.*, as well as managing social media and traditional media promotion;
- (d) actively liaise with internal departments, academic and research community, industry and other stakeholders to enable effective communication and promotion of projects and research in public media;
- (e) manage a team of staff to provide marketing and promotion support, develop/update website, as well as develop and execute research related promotion strategy; and
- (f) perform any other duties as assigned by the Director of Research and Innovation or his/her delegates.

Qualifications

Applicants should:

- (a) have a recognised degree in Marketing, Communications, Multimedia, Science, Engineering or a related discipline;
- (b) have a good knowledge of technology related promotion with at least seven years of relevant marketing and promotion experience, including at least five years' experience at supervisory level;
- (c) have a good command of both written and spoken English and Chinese, including Putonghua;
- (d) have good interpersonal and communication skills;

- (e) be a good team player, proactive and dedicated to work;
- (f) have a positive can-do attitude, be creative, highly independent and motivated;
- (g) be able to work under pressure and meet tight schedules with project management capability; and
- (h) have good computer literacy and be willing to learn.

Preference will be given to those who can demonstrate good analytical, marketing and leadership skills.

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. **Consideration of applications will commence on 30 May 2022 until the position is filled.** 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.

23 May 2022