

THE HONG KONG POLYTECHNIC UNIVERSITY

SCHOOL OF OPTOMETRY

Post Specification

Officer / Assistant Officer (Marketing) (Ref. 19083017)

[Appointment period: twelve months]

Duties

The appointee will be required to:

- (a) develop and implement strategic plans and initiatives to enhance the brand image – presence and influence of the School locally and internationally in terms of teaching and learning, research and clinical services;
- (b) conduct data collection, evaluate the effectiveness of the School's activities, and deploy effective traditional and digital channels for respective key audiences and stakeholders at local, regional and international levels in support of the School's strategic plans and initiatives;
- (c) liaise with external parties to advance the School's vision and mission;
- (d) provide secretarial support to committees/meetings; and
- (e) perform any other duties as assigned by the Head of School or his/her delegates.

The appointee will be required to work on shift and/or to work on Saturdays/Sundays/public holidays.

Qualifications

Applicants should:

- (a) have a recognised degree;
- (b) have at least five years of relevant experience, preferably gained in tertiary institutions;
- (c) be highly proficient in computer applications including MS Word, PowerPoint, Excel, Adobe Photoshop, Illustrator and Dreamweaver;
- (d) have an excellent command of both written and spoken English and Chinese, with fluency in Putonghua being an advantage;
- (e) have excellent interpersonal, organizational and problem-solving skills; and
- (f) be able to work independently and highly self-motivated.

Preference will be given to those with experience in public and media relations, and the ability to develop and implement innovative and effective strategies.

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

Candidates with less experience will be considered for the post of Assistant Officer.

[Applicants who have responded to the previous advertisement need not re-apply.]

Remuneration

A highly competitive remuneration package will be offered. Applicants should state their current and expected salary in the application.

30 August 2019