

THE HONG KONG POLYTECHNIC UNIVERSITY

COMMUNICATIONS AND PUBLIC AFFAIRS OFFICE

Post Specification

Image & Video Creator (Ref. 21012106-E)

Duties

The appointee will be appointed at the substantive level of Assistant Technical Officer and will be required to:

- (a) work with marketing and Public Relations teams to generate new ideas and create compelling visuals marketing content (such as images, videos, animations and motion graphics, etc.) for different brand communications channels;
- (b) conduct research and produce content using innovative videography and photography techniques to achieve high awareness and engagement on both online and offline platforms;
- (c) plan, shoot, edit, and produce high quality videos (including storyboard development, set-up and operate various production equipment such as cameras, audio and video recorders, rigging lighting, insert subtitles and aftereffects to the videos, etc);
- (d) ensure videos being well-edited, color / sound graded and produced according to brand guidelines;
- (e) set-up, organise and maintain the Office's videography and photographic equipment and digital asset library; and
- (f) perform any other duties as assigned by the Director of Office or her delegates.

Qualifications

Applicants should:

- (a) have a diploma in Film / Creative Media / Multimedia Design / Motion Graphics / Animation / Photography or related disciplines with at least 3 years of shooting and editing experience in photography and video production;
- (b) have strong skills in visual storytelling with good artistic sense;
- (c) have good knowledge of videography and digital photographic equipment, as well as professional lighting for filming and photography;
- (d) have proficiency in key editing software programs, including Lightroom, Photoshop, Premier Final Cut or After Effects, preferably familiar with Illustrator or Capture One;
- (e) be confident in trying emerging techniques and technologies (e.g., drones, action cameras, 360 cameras, VR, bullet-time cameras) to create innovative content;
- (f) have experience in creating animated GIFs or other short forms of social content;
- (g) be a strong team player with positive attitude and good interpersonal skills; and

- (h) be attentive to details and willing to work after office hours and/or on holidays occasionally.

Application should include CV, portfolio and showreel of the best creative work.

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.

21 January 2021