

THE HONG KONG POLYTECHNIC UNIVERSITY

COMMUNICATIONS AND PUBLIC AFFAIRS OFFICE

Post Specification

Division Head (Branding and Marketing) (Ref. 21042901-IE)

Duties

The appointee will formulate brand strategies and marketing tactics with an aim of strengthening the University's brand locally and internationally. In this capacity, the appointee is expected to have proven skills in managing a brand and marketing team from the conceptualisation of a strategy to its close. Leading a team of executives, he/she will be required to:

- (a) play a leading role in the establishment of the University's brand building strategies across all channels;
- (b) oversee all brand and marketing activities including digital marketing and content creation for building brand awareness of the University;
- (c) collaborate with faculties and departments to deliver content strategies;
- (d) conduct analyses by deploying appropriate analytic tools to evaluate end-to-end user experience across multiple channels;
- (e) gather competitive intelligence, industry trends and developments to evaluate performance of brand initiatives and identify new opportunities;
- (f) develop short-term and long-term scheduling, budget and resources and to manage annual budget for branding and marketing; and
- (g) perform any other duties as assigned by the Director of Office or her delegates.

Qualifications

Applicants should:

- (a) have a recognised degree in respective fields such as Brand Management, Marketing, Digital Communications or a higher degree in a related discipline;
- (b) have at least twelve years of solid experience in branding, marketing, digital and content management;
- (c) possess exceptional leadership skills, being able to inspire the team and cross-functional groups to deliver projects in a unified direction;
- (d) be creative and have an analytic mind to innovate ideas or campaigns to drive brand visibility;
- (e) have solid background in steering digital marketing campaigns, web content management; social media tactics inclusive of display advertising, SEM/SEO, social media and content marketing, etc.;

- (f) demonstrate strong copywriting skills and high proficiency in the creation of both verbally and visually engaging brand materials, reports and presentations; and
- (g) have sound problem-solving and organisational skills with proactive work attitude, and have an entrepreneurial spirit and passion for the brand of the University.

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.

29 April 2021