

THE HONG KONG POLYTECHNIC UNIVERSITY

COMMUNICATIONS AND PUBLIC AFFAIRS OFFICE

Post Specification

Senior Manager / Manager (Branding and Marketing) (Ref. 21050511)

[Appointment period: twelve months]

Duties

The appointee will play an active role in the Branding and Marketing Team of the Office, which plans and implements marketing campaigns and initiatives for advancing the University's reputation among target stakeholders. The appointee will be required to:

- (a) lead specific streams of marketing communications to meet the agreed strategic priorities, from project management to channel marketing;
- (b) partner with other team members to plan and create multi-media content consistent with brand voice and in line with current trends from ideation, story and script development, on-site shooting to post-production;
- (c) support the University website revamp project and promote the best practices on website design and development for achieving consistency and audience-centric; and oversee website development and maintenance;
- (d) collaborate with external agencies and cross-functional departments in actualising the planned programmes;
- (e) manage and monitor KPIs of branding and marketing programmes and evaluate the effectiveness of promotion;
- (f) work closely with the Director of Office to support PolyU's 85th anniversary celebration activities, from event planning, management, to stakeholders communication, website development, content creation, and resource mobilisation, etc.;
- (g) manage daily administrative routines such as quotations and invoices processing; and
- (h) perform any other duties as assigned by the Director of Office or her delegates.

Qualifications

Applicants should have:

- (a) a recognised degree;
- (b) at least eight years of experience in branding, event management and marketing communications with solid experience in strategic planning or anniversary campaign management being a plus;
- (c) the ability to plan, organise and execute events; and to develop marketing materials and communication systems;

- (d) the ability to build strong working relationships with multiple teams and individuals in order to influence, persuade and engage stakeholders and peers;
- (e) the capability to create compelling stories and messages using words, images, graphics, video, etc.; with a good eye for photography being an advantage;
- (f) superior organisational and time management skills and the ability to track long-lead collaborative projects and meet deadlines;
- (g) the ability to work with flexibility, efficiency both individually and as part of a team;
- (h) strong business acumen and analytical skills;
- (i) excellent command of both written and spoken English and Chinese; and
- (j) the capability to balance multiple priorities and meet deadlines.

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

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

Remuneration and Conditions of Service

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

5 May 2021