

COLLEGE OF PROFESSIONAL AND CONTINUING EDUCATION

Founded by The Hong Kong Polytechnic University (PolyU), the *College of Professional and Continuing Education (CPCE)* oversees the operations of the *Hong Kong Community College*, offering quality sub-degree programmes for secondary school leavers; and the *School of Professional Education and Executive Development*, offering professionally oriented academic award programmes for persons at various stages of their career, including top-up degree awards for associate degree and higher diploma graduates.



School of Professional Education
and Executive Development
專業進修學院



The College now invites applications for the following post:

School of Professional Education and Executive Development (SPEED)

Marketing and Communications Officer (Ref. 170310-01)

[Appointment period: twelve months]

Duties

The appointee will be required to:

- (a) devise and implement marketing and advertising plans for traditional and particularly digital media;
- (b) create and edit marketing publications;
- (c) organize activities and provide marketing support to programmes offered in SPEED;
- (d) liaise with relevant offices of PolyU and external organizations; and
- (e) perform any other duties as assigned.

Qualifications

Applicants should have the following qualifications and qualities:

- (a) a recognised degree, preferably in Marketing, Communications or related disciplines;
- (b) at least five years' post-qualification experience in marketing, organization of promotional campaigns, public relations and communications;
- (c) experience in copywriting and editing of school newsletters, press releases and other marketing publications;
- (d) experience in executing event marketing programmes;
- (e) experience in executing marketing plans on internet, mobile and social media, know-how in website management;
- (f) good command of written and spoken English and Chinese;
- (g) good interpersonal and communication skills; and
- (h) be mature, conscientious, responsible, detail-oriented, able to work independently and under pressure; and be a good team player.

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

Remuneration

Salary offered will be commensurate with qualifications and experience.

Application

Application forms are obtainable by downloading from http://www.cpce-polyu.edu.hk/chro/app_form/. Please quote the reference number, unit and post in the application. Completed application forms should be returned to the **Human Resources Office, College of Professional and Continuing Education, Room 1710, 17/F, PolyU Hung Hom Bay Campus, 8 Hung Lok Road, Hung Hom, Kowloon** by post/fax (2364 0098)/e-mail (huoffice@cpce-polyu.edu.hk). Recruitment will continue until the position is filled.

Note: College of Professional and Continuing Education Limited is an affiliate of The Hong Kong Polytechnic University.

March 2017