

HONG KONG SHUE YAN UNIVERSITY

Position: Admission Officer (Multimedia Production)

Job Highlights

- Multimedia production for marketing campaigns at University Admissions Office
- Strong knowledge and skills in multimedia development

Core job responsibilities:

- Develop multimedia and digital marketing projects from conception to delivery to meet marketing and branding objectives.
- Design and create engaging multimedia content for online and social media platforms including websites, YouTube channel, Facebook, Instagram, WeChat, and Xiaohungshu.
- Produce high-quality videos and manage the whole process from preparation to post-production, including video shooting setup and operation, editing and audio mixing.
- Assist in production training to junior staff and helpers.
- Assist in various admission events (Info Day, education expos, school visits) and participate in team projects for university and programme promotion.
- Perform ad-hoc duties as assigned.

Key requirements:

- Degree / Higher Diploma holder in Film & Media, Advertising, Marketing, or related field;
- A minimum of 5 years of solid experience in video and multimedia production;
- Proficient with multimedia production / design software (Adobe Family or equivalent tools);
- Knowledge in social media process and workflows;
- A strong sense of design and aesthetics with the ability to express creative ideas to others;
- Strong portfolio showcasing creative design work across various mediums;
- Experience in photography and animation is a definite advantage;
- Ability to work independently and manage multiple projects;
- Effective written & verbal communication skills, along with strong collaboration abilities.

Application method:

Applicants should complete the application form, a CV and portfolio/showreel of video and shooting products with expected salary to the Director of University Admissions Office at reg@hksyu.edu

The application form can be obtained at:

<https://www.hksyu.edu/assets/careers/Application%20Form%20for%20Academic%20Positions.doc>

Review of applications will start as soon as possible and continue until the post is filled.

Only shortlisted applicants will be contacted. The information provided will be used solely for recruitment-related purpose. All applications will be destroyed after the recruitment exercise.