

## Admissions Officer (Marketing and Admissions)

### Hong Kong Shue Yan University, Registry University Admissions Office

We are seeking a dynamic, digitally savvy, and highly organized professional to join our team. While this role sits within the Admissions Office, the primary focus is to drive the university's digital transformation and brand presence. You will play a pivotal role in **leading our website revamp projects** and **executing comprehensive marketing campaigns** to engage prospective local, mainland, and overseas students.

#### Core Responsibilities:

1. **Lead Website Revamp Projects:** Take full ownership of website revamps. Manage end-to-end project lifecycles with internal and external stakeholders, utilizing strong experience in UX/UI design, data migration, SEO, and web analytics (e.g., GA4).
2. **Drive Digital Marketing Strategy:** Develop and oversee a comprehensive digital marketing strategy. Create engaging content across key social media platforms, orchestrate email newsletters, and launch targeted online campaigns to enhance programme visibility.
3. **End-to-End Campaign Management:** Manage multimedia marketing projects from concept to completion, including video production, online/offline advertising, and continuous website management to effectively promote the university's offerings.
4. **Event Coordination:** Event-manage a diverse calendar of promotional activities, including admissions seminars, Information Day, school visits, and education expos to attract qualified applicants.
5. **Admissions Support:** Provide administrative support to the core admissions team, including handling student enquiries and processing applications during peak cycles.

#### Key Requirements:

- A bachelor's degree in marketing, communications, creative/web design or a related field at least 3 years' relevant experience.
- Proven experience in web design project management and digital marketing best practices is **mandatory**. Technical knowledge of web development is a strong plus.
- Knowledge in digital graphic or video content creation using industry tools (e.g., Adobe Illustrator/Photoshop/Canva or Adobe Premiere/After Effects/CapCut) is highly advantageous.
- Fluency in English, Cantonese, and Mandarin, with exceptional communication skills for both professional writing and dynamic presentations.
- Strong organizational skills with the ability to manage multiple projects simultaneously in a fast-paced environment.

#### Application Methods:

1) Applicants should send a cover letter, an application form and a curriculum vitae (CV) with expected salary to the Director of University Admissions Office at [newapp@hksyu.edu](mailto:newapp@hksyu.edu);

2) Application form can be downloaded

at: <https://www.hksyu.edu/download/Application%20Form%20for%20non-Academic%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.*