

Admissions Officer (Multimedia Production)

Hong Kong Shue Yan University, Registry University Admissions Office

We are seeking a dynamic, creative, and highly skilled multimedia professional to join our team. While this role officially sits within the Admissions Office, the primary focus is **high-quality video editing and production**. You will play a pivotal role in creating engaging visual storytelling aimed at promoting our university and programmes to local, mainland, and overseas students.

Core Responsibilities:

1. **Multimedia Content Creation:** Design and produce engaging multimedia and video content that aligns with current digital trends and marketing insights. Tailor content specifically for the university website, YouTube channel, and major social media platforms (including Facebook, Instagram, WeChat, and Xiaohongshu).
2. **Post-Production & Editing:** Master the editing and post-production workflow to ensure top-tier visual quality, expertly incorporating music, sound design, color grading, and visual effects (VFX) as needed.
3. **Video & Photo Shooting:** Execute high-quality video production from concept to wrap; hands-on experience in professional photography and photo shooting is a strong plus.
4. **Team Collaboration:** Collaborate closely with internal academic and administrative teams to ensure brand consistency, narrative alignment, and timely delivery of content.
5. **Event & Campaign Support:** Support various admission events (e.g., Info Day, education expos, school visits) and participate in ad-hoc promotional projects to elevate the university's public profile.

Key Requirements:

- Higher diploma or degree in Film & Media, Creative Media, Advertising, Marketing, or related field with a minimum of 2-3 years of relevant experience in video production.
- Proficient in professional video editing and motion graphics using Adobe Premiere and After Effects.
- Proficient with video production equipment (cameras, lighting setups and audio gear etc) across pre-production, shooting and lighting.
- Familiarity with graphic design, sound production, and/or 3D animation is an advantage.
- Submission of a **portfolio or showreel is mandatory**. Please include valid link(s) in your cover letter or application form.
- Fluent in written and spoken English, Cantonese and Mandarin.

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;

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.