

Admissions Officer (Marketing and Admissions)

Hong Kong Shue Yan University, Registry University Admissions Office

We are seeking a dynamic and organized Admissions Officer to join our team. You will play a pivotal role in promoting the University and our programmes to local, mainland and overseas students.

Core Responsibilities:

1. Drive and manage a comprehensive digital marketing strategy that includes developing engaging content across key social media platforms (e.g., Instagram, Facebook, YouTube, Xiaohongshu, WeChat), newsletters, and online campaigns to enhance program visibility and engage with prospective students.
2. Take charge of the website revamping project, managing coordination with various external and internal stakeholders for UX design, procurement, data migration, and website development to optimize SEO and attract our audience with high-quality content.
3. Manage marketing projects from concept to completion, including video production, online and offline advertising, and website management, to effectively promote the university's programmes.
4. Direct a diverse calendar of promotional events such as admissions seminars, Information Day, school visits, and education expos to attract qualified applicants.
5. Ensure smooth admissions administration, including handling enquiries and processing applications.

Key Requirements:

- A bachelor's degree in marketing, communications, journalism, or a related field with at least 2-3 years' relevant experience.
- Fluency in English, Cantonese, and Mandarin, with exceptional communication skills for both professional writing and dynamic presentations.
- Knowledge of web design and digital marketing best practices, staying current with the latest design trends, generative AI tools, and agentic workflows.
- Experience in digital graphic or video content creation e.g., Adobe AI/PS/Canva or Adobe PR/AF/CapCut etc is an advantage.
- 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;

2) Application form can be downloaded at: <https://www.hksyu.edu/en/about/career/>).

Salary and Conditions of Service

Remuneration package will be competitive and commensurate with qualifications and experience. Appointment will be made on a fixed-term contract and renewable with mutual consent.

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.