

**Project Officer (Ref: 2401442)**  
**Analytics\Assessment Research Centre**

Our Social Media Analytics Research Teams (SMART) are discovering (a) how people's use of social media is helpful or harmful, and (b) how to maximize the benefits while minimizing the costs. We are seeking a Project Officer with a strong communication and organisational skills; a proactive mindset; and a deep understanding of social media platforms and current social issues.

The appointee will have three main duties:

- (1) Project Management. You will oversee the planning, implementation, and completion of research projects, identify funding opportunities and manage grant budgets, prepare detailed reports on project progress, and maintain accurate and up-to-date documentation of all project activities.
- (2) Digital Content and Engagement. You will manage the research teams' social media and develop strategies to maximise research impacts. This includes (a) writing news columns, posts, and articles based on research findings, and (b) developing, tracking and analyzing engagement metrics for social media and published content.
- (3) Community Outreach. You will monitor current events (especially social issues) and keep the research team informed. You will organize and monitor project events to disseminate research findings, engage with the community and manage crisis communication plans as needed, and liaise with internal and external stakeholders to foster partnerships.

Applicants should hold a recognized degree, preferably a Master's degree in Social Sciences, Communication Studies, Media Studies, Sociology, Public Administration, or a related discipline. They should have at least 3 years of experience in project management and social media management, preferably in an academic or research setting.

Ideally, Applicants should have (a) strong organisational abilities for managing multiple projects and timelines, and (b) strong problem-solving skills to address challenges and find effective solutions. Ethical judgment to navigate social media is critical, along with strong communication and interpersonal skills to convey information clearly and effectively. High proficiency in both English and Chinese is necessary, as well as creativity and writing skills to draft and edit engaging content.

---

Salary will be commensurate with qualifications and experience.

Initial appointment will be made on a fixed-term contract. Fringe benefits include the University's Voluntary Contributions to MPF Scheme or a contract-end lump sum payment (totaling up to 10% of the basic salary), leave, medical and dental benefits.

The University only accepts and considers applications submitted online for this post. Applicants should complete the [online application form](#) and upload a full CV. **Review of applications will start from 27 December 2024, and will continue until the post is filled.** Applications which are incomplete or without the required documents may not be considered. Personal data provided by applicants will be used for recruitment and other employment-related purposes. For details of the Personal Information Collection Statement, please refer to <http://www.eduhk.hk/jobsopp/index.php?glang=en>.

All applications will be treated in strict confidence. Only those who are shortlisted will be contacted. The University reserves the right not to fill the position(s) advertised. Since the incumbent's work would involve contacts with persons aged under 18 and/or mentally incapacitated persons, prospective employee(s) will be required to undergo Sexual Conviction Record Check operated by the Hong Kong Police Force.

Further information about the University is available at <http://www.eduhk.hk>.

**EdUHK is an Equal Opportunities Employer.**