



The Employees Retraining Board (ERB) is a statutory body which provides training programmes and services of high quality to people aged 15 or above with educational attainment at sub-degree level or below. Our vision is to help build up a flexible, high quality and resilient labour force for the knowledge-based economy of Hong Kong. To achieve this goal, we invite high calibre talents to join us.

### **Manager (Digital Communications) (Ref: M(DC)-6/18)**

#### Major Responsibilities:

Assist the Senior Manager (Corporate Communications) –

- to manage ERB's digital image and social media initiatives to support the work of marketing, public relations and events;
- to administer and promote various information channels of ERB (including "My ERB" Facebook fan page, corporate website, ERB YouTube channel) to enhance audience base and increase engagements;
- to generate contents and administer distribution of electronic publications and newsletters to stakeholders;
- to plan and produce contents for communications materials (including digital, video and social media) across all online and social media channels;
- to formulate and implement online and social media strategies to broaden the media and marketing outreach of ERB; and
- to conduct online surveys and analyse data collected to develop insights and strategies to further optimize service quality and promotional impacts.

#### Entry Requirements:

- A recognised university degree with a minimum of 8 years' post-degree working experience; of which at least 2 years should be at managerial level;
- solid experience in digital marketing, corporate communications, marketing, brand management, or related disciplines;
- good understanding of social media, content management, design, digital and video production, advertising and campaign management;
- experience of working in both the public and private sectors would be an advantage;
- broad outlook with strong leadership, interpersonal and organisational skills;
- highly motivated, proactive, dynamic, creative, result-oriented and ability to work under pressure; and
- excellent command of written and spoken English and Chinese with good copywriting and presentation skills.

### Remuneration and Terms:

ERB is an equal opportunity employer. We offer competitive packages commensurate with qualifications and experience. In addition to 5-day week, we provide various leave, medical, dental and life insurance coverage and retirement protection.

### Application Method:

1. Application should be made by completing the ERB Job Application Form available from the ERB website (<http://www.erb.org>). It should be forwarded together with an application letter and detailed resume either by email to [hr@erb.org](mailto:hr@erb.org) or by hand / by post to **HRA Section, Employees Retraining Board, 3/F to 6/F, 10 Siu Sai Wan Road, Chai Wan, Hong Kong** (office hours from 9 am to 7 pm on Mondays to Fridays).
2. The position applied for, with reference number, should be stated on the envelope or at the subject title of the email. Applications without a completed ERB Job Application Form may not be considered.
3. The deadline for application is **26 June 2018**.
4. Shortlisted applicants may be required to sit for a written test.
5. Personal data collected are for recruitment purpose only. Personal data of unsuccessful candidates will be destroyed soon after selection, and definitely within 6 months.