



聖若瑟大學  
UNIVERSITY OF  
SAINT JOSEPH

## Vacancy

The University of Saint Joseph (USJ) is currently looking to fill the following vacancy in the Communication and Public Relations Office (CPRO):

### **Marketing and Recruitment Senior Officer (Ref. No.: USJ24CPRO-008)**

#### **Responsibilities include, but are not limited to:**

1. Support the delivery of the University's Marketing and Recruitment strategy;
2. Provide a marketing service to the faculties, develop and implement marketing plans;
3. Plan and coordinate the delivery of a range of marketing campaigns and activities, including customer relationship management and social media;
4. Organise and consult with faculties across the University to provide support for marketing and recruitment activities, events and fairs;
5. Report to the Head of Office and perform operational and professional assignments.

#### **Requirements:**

1. Bachelor's degree or above, preferably in Marketing;
2. At least 3 years of relevant working experience in marketing field, preferably in student recruitment, and with working experience in Mainland China is a plus;
3. Experience in developing and implementing innovative marketing strategies and medium to long-term plans;
4. Experience in market research and analysis and in producing marketing reports;
5. Strong knowledge of using social media platforms for effective marketing and promotion;
6. Good understanding of undergraduate and postgraduate student recruitment issues and practice in Higher Education Sector;
7. Good command of both written and spoken English and Chinese;
8. Fluent in Putonghua is essential;
9. Ability to cultivate good relationships, build internal and external networks, and promote the team;
10. Available to travel during weekdays and/or weekends occasionally;
11. Macao ID card holder.

#### **For application:**

- Applicants should visit <http://www.usj.edu.mo/en/about/careers-at-usj/> for more details, and submit their applications online.
- All documents and personal data provided by applicants will be kept confidential and used for recruitment purpose only.
- Review of applications will continue until the position is filled.