

**Assistant Manager (Media Relations)
(Ref. No. PA-AMMR-COW)**

Responsibilities:

Reporting to the Manager (Media Relations), the appointee will mainly perform the following responsibilities:

- To assist in devising and executing media strategies and campaigns, identifying newsworthy projects and developments, and organising press conference and other media publicity activities
- To develop and maintain good relationship with key media contacts, and handle communications and enquiries by preparing media releases, letters or other articles for publication
- To administer different social media platforms including Facebook page and YouTube, provide effective media monitoring services and assist in production of corporate publications

Requirements:

- Bachelor Degree in Communications, Public Relations, Journalism or related disciplines
- A minimum of 6 years' relevant work experience, preferably in social media strategy and management, digital communication or marketing
- Sound knowledge of various media platforms, good media and community contacts an advantage
- Proficiency in PC applications including Chinese Word-processing, Adobe Photoshop, Adobe Premiere
- Good command of English and Chinese languages, both spoken and written

Working Location: Admiralty

Application:

If you are interested in this position, please send your resume and the [Application Form \(in PDF format\)](#) to the Head of Talent and Remuneration Management, The Hongkong Electric Co., Ltd. at recruit@hkelectric.com. Please also visit our website to know more about our Company <http://www.hkelectric.com>.

Important: To facilitate our easy tracking, please use a unique file name for all attachments and your email subject box in this format: PA-AMMR-COW-Last Name First Name Other Names (if applicable)

Applicants not invited for interview within two months from the application date may consider their applications unsuccessful. All unsuccessful applications will be kept for six months after the date of this advertisement.

We are an equal opportunity employer. Personal data provided by job applicants will be treated in strictest confidence and used only for recruitment-related purposes in accordance with the laws and ordinance of the HKSAR.

(本項職位空缺只備英文版本)