

(Non-civil Service Vacancy)
CULTURE, SPORTS AND TOURISM BUREAU
CULTURAL AND CREATIVE INDUSTRIES DEVELOPMENT AGENCY

The Cultural and Creative Industries Development Agency (CCIDA) is a dedicated office set up under the Culture, Sports and Tourism Bureau (CSTB) to lead, champion and drive the development of the creative economy in Hong Kong. It proactively promotes the development of the arts, culture and creative sectors as industries under the industry-oriented principle. The office is looking for suitable candidates to fill the positions of **Manager (Business Content Incubation)** and **Manager (Public Relations and Social Media)** with salary at \$33,405 per month.

Entry Requirements:

Candidate should have/be:

- (a) a bachelor's degree from a university in Hong Kong, or equivalent, in Communications, Public Relations, Marketing, Journalism, Advertising, Business Administration or a related discipline;
- (b) attained Level 3 or above in Chinese Language and English Language in the Hong Kong Certificate of Education Examination (HKCEE) or the Hong Kong Diploma of Secondary Education Examination (HKDSEE), or equivalent results¹;
- (c) a minimum of three years of relevant post-qualification full-time work experience in the field of marketing, public relations, social media marketing, digital advertising, media communications, corporate communications, event management or business content development. Work experience in project management in Government / quasi-government bodies / public service sector and/or the cultural and creative industries will be an advantage;
- (d) well-versed in maintaining corporate websites and social media, including creating content for and handling media and public feedback on social media posts, drafting and editing copy for above-the-line and below-the-line marketing;
- (e) good command of written Chinese and English, and fluency in spoken Cantonese, Putonghua and English;

¹ For non-civil service appointment purpose, 'Grade C' in Chinese Language and English Language (Syllabus B) in the HKCEE before 2007 are accepted administratively as comparable to 'Level 3' in Chinese Language and English Language in the 2007 HKCEE and henceforth.

- (f) sound knowledge of application software, including Microsoft Word, Excel, PowerPoint, Chinese word-processing. Knowledge of video-shooting equipment and computer software (including Photoshop, Adobe Illustrator, Paint Shop Pro, Adobe Premiere Pro, InDesign, After Effects, DSLR camera, etc.) will be an advantage; and
- (g) self-motivated, hard working with good interpersonal, communication, problem-solving and analytical skills, well-organised and mindful to details, and able to work independently and flexibly under pressure and tight time frame.

Duties:

Manager (Business Content Incubation)

- (a) To assist in developing and implementing plans to promote and facilitate business content development for the cultural and creative industries;
- (b) To assist in planning and executing delegations and overseas exhibitions to explore opportunities in the Mainland and overseas for cultivating and promoting the cultural and creative industries;
- (c) To provide support in conducting meetings with and visits to associations / companies in Hong Kong and overseas to explore cross-sectoral, cross-genre and cross-regional collaborations for the cultural and creative industries;
- (d) To coordinate and support logistic arrangements in fostering a business ecosystem to enhance circulation of content distribution for the cultural and creative industries;
- (e) To assist in identifying and evaluating potential industrialisation and commercialisation opportunities for the cultural and creative industries;
- (f) To assist in promoting new creative values, applying funding and administering “Proof-of-Concept” projects; and
- (g) To perform other duties as assigned.

Manager (Public Relations and Social Media)

- (a) To assist in organising projects and activities to promote and market the cultural and creative industries in Hong Kong, including but not limited to above-the-line and below-the-line marketing and social media campaigns, maintaining CCIDA's website and social media accounts, handling press enquiries in coordination with other Sections / Units of CCIDA, monitoring media and public feedback on the social media posts issued by CCIDA or relating to the projects organised / sponsored / supported by CCIDA, and responding to media and public enquiries or feedback on social media in a timely manner;
- (b) To prepare content and liaise with design and printing / production houses for production of various kinds of marketing and social media materials for CCIDA, and liaise with CSTB and other Government bureaux / departments for promoting CCIDA and CCIDA's projects or activities on various channels;
- (c) To advise and support CreateSmart Initiative (CSI) fund recipients in devising and implementing publicity programmes for approved projects, and to draft or edit the publicity materials prepared by CCIDA or CSI fund recipients for these approved projects;
- (d) To carry out administrative and promotional duties; and
- (e) To perform other duties as assigned.

Note:

- Subject to the exigency of services, the appointee may be required to work irregular hours and overtime, including Saturdays, Sundays and Public Holidays.
- Shortlisted candidates will be required to attend a written test and/or an interview.

Terms of Appointment: Successful candidate will be employed on non-civil service contract terms for 24 months.

Fringe Benefits: A gratuity may be granted at the end of contract period if the contract is satisfactorily completed with consistently high standard of performance and conduct. Such gratuity, if granted, plus any contribution made by the Government to a Mandatory Provident Fund (MPF) Scheme in respect of the appointee as required by the MPF Schemes Ordinance (Cap. 485), will be equal to 15% of the total basic salary received during the contract period. Rest days, statutory holidays (or substituted holidays), annual leave, sick leave, etc., where

appropriate, will be granted in line with the provisions in the Employment Ordinance (Cap. 57).

How to Apply: Application must be made on Application Form G.F. 340 (Rev. 7/2023) which is obtainable from any Home Affairs Enquiry Centre of District Office, Home Affairs Department or any Job Centre of the Employment Services Division, Labour Department. The said form can also be downloaded from the Civil Service Bureau's website (<http://www.csb.gov.hk>).

Completed form, together with: (i) copies of official certificates and transcripts of the relevant academic qualifications and results of Chinese and English languages examinations and (ii) proof of work experience, should reach the following contact address on or before the closing date for application. Please specify the title of the post being applied for on the envelope. Applications submitted by fax or email will not be accepted.

Online application can also be made through the Civil Service Bureau's website (<http://www.csb.gov.hk>). When submitting online application, candidates are required to provide copies of the supporting documents (see above) either by post to the following contact address or by e-mail to recruitment@ccidahk.gov.hk on or before the closing date for application. Your online application number should be quoted on the envelope (if submitted by post) or in the email (if submitted by email) and on every page of the copies of supporting documents.

Late applications or applications with incomplete or unclear information will not be considered. Candidates who are selected for interview will normally receive an invitation within six to eight weeks from the closing date for application. Those who are not invited for interview may assume that their applications are unsuccessful.

Contact Address and Enquiry Telephone No. : Planning and Development Section, Cultural and Creative Industries Development Agency, Culture, Sports and Tourism Bureau, 37/F, Revenue Tower, 5 Gloucester Road, Wan Chai, Hong Kong. For enquiry, please call 2594 7953.

Closing Date for Application: 9 July 2025

General Notes:

- (a) Candidates must be permanent residents of the Hong Kong Special Administrative Region at the time of appointment unless specified otherwise.

- (b) As an Equal Opportunities Employer, the Government is committed to eliminating discrimination in employment. The vacancy advertised is open to all applicants meeting the basic entry requirement irrespective of their disability, sex, marital status, pregnancy, age, family status, sexual orientation and race.
- (c) Non civil service vacancies are not posts on the civil service establishment. Candidates appointed are not on civil service terms of appointment and conditions of service. Candidates appointed are not civil servants and will not be eligible for posting, promotion or transfer to any posts in the civil service.
- (d) The entry pay, terms of appointment and conditions of service to be offered are subject to the provisions prevailing at the time the offer of appointment is made.
- (e) Where a large number of candidates meet the specified entry requirements, the recruiting department may devise shortlisting criteria to select the better qualified candidates for further processing. In these circumstances, only shortlisted candidates will be invited to attend recruitment examination and/or interview.
- (f) It is Government policy to place people with a disability in appropriate jobs wherever possible. If a disabled candidate meets the entry requirements, he/she will be invited to attend the selection interview and/or written examination without being subject to any further shortlisting criteria. Applicants who have declared disabilities found suitable for appointment may be given an appropriate degree of preference over other applicants whose suitability for appointment is considered comparable to that of the former. The Government policy and other related measures on employment of persons with disabilities are set out in the booklet “Employ People Based on Their Abilities – Application for Government Jobs by Persons with Disabilities” which is available for reference on the Civil Service Bureau’s website (<http://www.csb.gov.hk>) under “Administration of the Civil Service – Appointments”.
- (g) Holders of academic qualifications other than those obtained from Hong Kong institutions / Hong Kong Examinations and Assessment Authority may also apply but their qualifications will be subject to assessments on equivalence with the required entry qualifications. They should submit copies of their official transcripts and certificates by mail/email to the above contact address/email address.

- (h) Towards the application deadline, our on-line system would likely be overloaded due to large volume of applications. To ensure timely completion of your on-line application, it is advisable to submit the application as early as possible.