

Marketing & Branding Officer HKU Europe (Barcelona)

HKU is establishing its Europe Campus in Barcelona and is seeking a **Marketing & Branding Officer** to help build the visibility, reputation and brand of HKU Europe through creative marketing and communication initiatives.

Key Responsibilities

- Support the development and execution of marketing and communication strategies.
- Ensure consistent application of HKU brand guidelines across all materials and platforms.
- Create and manage engaging content for digital channels, including the website, social media and newsletters.
- Plan, coordinate and execute marketing campaigns for academic programmes, executive education, events and institutional initiatives.
- Develop marketing materials and communication content to strengthen HKU Europe's brand awareness across different audiences and channels.
- Collaborate with internal teams to promote activities and strengthen brand visibility.
- Support the organization and promotion of events, conferences, and public engagements.
- Manage relationships with external suppliers (design agencies, media partners, printers and other vendors)
- Monitor and analyse marketing campaign performance using analytics and reporting tools, providing insights and recommendations for continuous improvement.
- Ensure alignment with HKU global branding and communication standards.
- During the initial establishment phase of HKU Europe, provide cross-functional administrative and operational support to different teams as required, contributing to the successful launch and development of the campus.

Requirements

- University degree in Marketing, Communication, Business, or related fields.
- Experience in marketing, branding, communication, or related areas.
- Strong interest in branding, storytelling, and digital communication.
- Familiarity with Chinese and/or Asian digital ecosystems and social media platforms (e.g. WeChat, Xiaohongshu, Weibo) is considered an advantage.
- Familiarity with digital marketing tools, analytics and content creation.
- Strong attention to detail and sense of visual consistency.
- Ability to manage multiple priorities and projects.
- Ability to collaborate effectively with different teams and stakeholders.
- Proficiency with digital content creation tools (e.g. Canva), basic graphic design software, and AI-powered marketing and content generation tools is highly desirable.
- Excellent command of written and spoken English, Chinese and Spanish is essential. Proficiency of additional European languages would be considered an advantage.
- Experience in international or multicultural environments is highly desirable.

What we offer

- Opportunity to contribute to building the brand of HKU's first European campus.
- A dynamic, multicultural, and international working environment.
- An inclusive and supportive workplace that values diversity and collaboration.
- Career development within a global academic institution.
- Competitive salary commensurate with qualifications and experience.

How to apply

Please send your updated CV by email to ssoens@hku.hk with the subject:

Marketing & Branding Officer – Casa Asia – [Your Name]

If you require any adjustments during the recruitment process, please do not hesitate to let us know.