

Government Vacancies Enquiry System

Job Number:	49624
Department:	Security Bureau
Job Title:	Digital Media Officer
Salary:	HK\$38,665 per month
Entry Requirements:	<p>Candidates should:</p> <ul style="list-style-type: none"> (a) have a bachelor degree from a university preferably majoring in Chinese / English / Creative Media / Digital Media / Public Relations / Advertising / and Marketing, or equivalent; (b) attained "Level 4" or above in Chinese Language and English Language in the Hong Kong Diploma of Secondary Education Examination (HKDSEE) / Hong Kong Certificate of Education Examination (HKCEE), or equivalent [Note (1)]; (c) have at least 2 years' full-time post graduate working experience in managing social media platforms in government and / or non-government settings, including but not limited to Facebook, Instagram, Weibo, Xiaohongshu, Douyin, mobile application and website, to support marketing, brand building, public relations, interactive media, advertising or social media marketing and at least 2 consecutive years' full-time relevant working experience in the past 5 years [See "Notes" under Entry Requirements]; (d) have creative and strategic mindset with expertise in social media operations and content ideation; (e) stay updated on social media trends, algorithms, and best practices; (f) be skilled in writing compelling creatives and conducting content research to deliver impactful and engaging communication; (g) be fluent Cantonese and English with basic knowledge of Putonghua; (h) be proficient in software applications including MS Word, Excel, PowerPoint, Adobe production software like Photoshop and Illustrator. Knowledge and experience in the graphic design are considered an advantage; and (i) be able to work in rotating shifts and frequently work under tight deadlines, on long and irregular hours and on Public Holidays.
Note:	<p>(1) "Grade B" in Chinese Language and English Language (Syllabus B) in the HKCEE before 2007 are accepted administratively as comparable to "Level 4" in Chinese Language and English Language in the 2007 HKCEE and henceforth.</p> <p>(2) Candidates are requested to indicate in the section under "Full Employment Record to date" on the application form [G.F. 340 (Rev. 7/2023)] details of their relevant working experience to operate digital media platforms, support marketing, brand building, public relations, interactive media or advertisement and provide documentary proof. Candidates failed to provide documentary proof will not be considered as having the working experience indicated on the form.</p> <p>(3) Shortlisted candidates will be required to attend a written test and an interview.</p>
Duties:	<p>Main duties of the Digital Media Officer are:</p> <ul style="list-style-type: none"> (a) Develop engaging ideas and strategies for content calendars. Write compelling copies tailored to specific platforms; (b) Ensure all content is grammatically accurate, polished and high-quality; (c) Monitor performance through metrics analysis and campaign management to evaluate and optimize content success; (d) Collaborate effectively with designers and producers on campaigns, while engaging with audiences by responding to comments and messages to foster positive image; (e) to provide support for event photography when required; (f) to perform any other duties as assigned.
Terms of Appointment:	The successful candidate will be appointed on non-civil service contract terms for 12 months and is expected to assume duty in February or March 2026. Renewal of contract will be subject to the service need of the Bureau and the performance of the candidate.
Fringe Benefits	The successful candidate will be entitled to general holidays, maternity/paternity leave and sickness allowance. For a continuous employment of 12 months, the paid annual leave entitled will be 12 days. An end-of-contract gratuity may be granted if the contract is satisfactorily completed with consistently high standard of performance and conduct. This gratuity, if granted, plus the Government's contributions to the Mandatory Provident Fund (MPF) scheme in respect of the appointee as required by the MPF Schemes Ordinance, will be equal to 15% of the total basic salary drawn during the contract period.
General Notes:	<ul style="list-style-type: none"> (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 a written test and selection 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 written test and selection interview without being subject to any further shortlisting criteria. (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 together with their applications forms to the enquiry address stated above. (h) The successful candidate will be subject to integrity checking before appointment.
How to apply:	<p>Applicants are required to submit completed application form [G.F. 340 (Rev. 7/2023)] via CSB website (https://www.csb.gov.hk) by application deadline at 5:00 p.m. on 23 December 2025.</p> <p>Candidates should state in detail in the online application forms their academic qualifications and employment records with post title and detailed description of duties.</p> <p>Candidates holding qualifications obtained from academic institutions outside Hong Kong should submit copies of their degree certificates, transcripts of studies and official documents issued by the relevant academic institutions which stated the mode of delivery (e.g. full time / part time, on campus / distance learning, etc.) of the study programmes, documentary proof of working experience and personal portfolio (if any) by email to sb-recruit@sb.gov.hk by application deadline at 5:00 p.m. on 23 December 2025. The online application number should be quoted at the email subject when submitting the supporting documents.</p> <p>For purposes of contact and notification, applicants are required to state e-mail addresses in the online application forms. Candidates who are selected for a written test and interview will normally receive an invitation in about one to two weeks from the closing date for applications, but</p>

	this timing is subject to change without prior notification to applicants. Those who are not invited for written test and interview may assume their applications unsuccessful.
Contact Address:	Personnel Registry of the Security Bureau, 9th Floor, East Wing, Central Government Offices, 2 Tim Mei Avenue, Tamar, Hong Kong.
Enquiry Telephone:	3655 4728
Closing Date(dd/mm/yyyy):	23/12/2025 17:00:00
Web Site of Department:	https://www.sb.gov.hk
Application via Internet:	Online GF340 Submit attachment
Advertising Date on Internet:	15/12/2025