



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 Public and International Relations Office (PIRO):

Senior Officer (Ref. Code: USJ20PIRO-010)

Responsibilities include, but are not limited to:

1. Pitch content ideas identified through keyword research, competitor analysis, industry research, content mapping, SEO best practices, customer feedback/research and other types of content analysis;
2. Creative writing, editing, planning, scheduling, and day-to-day management of various content types (drafting official announcements / festive greetings for USJ. community, email, social media posts, web content, blogs/articles, digital press releases, newsletters, etc.) that engage audience;
3. Edit and proofread written pieces before publication;
4. Conduct keyword research and use SEO guidelines to optimise content;
5. Support the overall lifecycle of content by evaluating and modifying existing content, communications, and related processes to improve content management efficiency and the usability and accessibility of content for users and audiences;
6. Introduce and recommend new techniques, methodologies, tools, etc. to improve outcomes;
7. Keeping up to date with Google guidelines and algorithm updates;
8. Other duties, as assigned.

Requirements:

1. Bachelor in Journalism, Marketing, English, Communication or related field;
2. Proven work experience of at least 6 years in related field;
3. Portfolio of published materials;
4. Experience with digital communication tools (ex: WordPress, Social Media Platforms, MailChimp and etc.);
5. Excellent communicator and familiarity with search engine optimisation (SEO);
6. Excellent writing and editing skills in English (plus Chinese/Cantonese in an advantage);
7. Ability to work in a fast-paced environment with changing needs while maintaining calm and friendly attitude;
8. Delivering requests on deadline and capable of communicating or addressing any issues far in advance to allow for problem-solving;
9. International candidate or Macao-ID holder with international experience;
10. Self-initiative with creativity;
11. Attention to detail, ability to fact-check and good time-management skills;
12. Outgoing personality with collaborative attitude and a sense of teamwork;
13. Comfortable receiving constructive criticism.

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.