Media and Communications Training Board
媒體及傳訊業訓練委員會

VTC

Media and Communications Industry Manpower Survey Report
媒體及傳訊業 • 人力調查報告書

2023

CONTENTS

Acknowledgement

The Media and Communications Training Board would like to express its gratitude to all respondents of the sampled establishments for providing the information required by the survey.

1 Executive Summary

Background

1.1 The Media and Communications Training Board (Training Board) of the Vocational Training Council (VTC) conducted a manpower survey for the media and communications industry from October to December 2023, with the data reference date on 1 October 2023. This report presents the survey findings of the latest manpower situation of the industry and proposes recommendations on the manpower demand and training needs to different stakeholders of the industry, including employers, employees and training providers by making reference to the business outlook.

Survey Coverage and Methodology

1.2 The survey covered around 12 790 establishments in different sectors/branches of the industry. By adopting the stratified random sampling method for selecting establishments from the Central Register of Establishments of the Census and Statistics Department, and the inclusion of supplementary samples recommended by the Training Board, a total of 1 052 establishments were selected for the survey.

1.3 A pack of survey documents was given to each sampled establishment. The selected establishments were asked to complete a questionnaire, which comprised two parts. Part I collected quantitative manpower information by job levels and by principal jobs, and Part II collected supplementary information related to the industry's manpower situation. The respondents were asked to provide manpower information of their establishments based on a list of principal jobs, which were defined by the Training Board with detailed job descriptions given for each job.

1.4 During the fieldwork period between October and December 2023, enumerators assisted the respondents in completing the questionnaire through phone calls or on-site visits. The data collection and enumeration processes were closely monitored and data was verified to ensure quality and accuracy. Among the 595 valid sampled establishments, 559 were successfully enumerated which contributed to an effective response rate of 93.9%[1].

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[1] Sampled establishments which had ceased operation, not employed any relevant technical staff, nil reply to the survey, etc. were classified as invalid samples.

Manpower Projection Methodology

1.5　　The Training Board adopts a forecasting method which rests on the weighted averages of historical data for projecting manpower demand of the journalism sector, digital /new media sector and media production sector. Taking into consideration the historical manpower data with heavier weighting given to the recent data, market trends in a longer term, technological developments of the industry and other socio-economic determinants, the Training Board decided on the manpower projection for the period from 2024 to 2027.

1.6　　The approach of statistical modelling for projecting the manpower demand of the advertising and public relations sector was adopted for the period from 2024 to 2027. The statistical model is built by considering relevant economic indicators which reflect important changes in the local economy, demography and labour market. Details of the projection methodology are provided in **Appendix 8(A) and 8(B)**.

Findings

Number of Employees and Vacancies

1.7　　As at 1 October 2023 (i.e. the reference date of the survey), there were 41 796 full-time employees and 840 full-time vacancies in the media and communications industry. Aggregating the number of full-time employees and full-time vacancies, it was estimated that there were a total of 42 636 full-time posts. *(Chart 1.1)*

Chart 1.1　Manpower situation
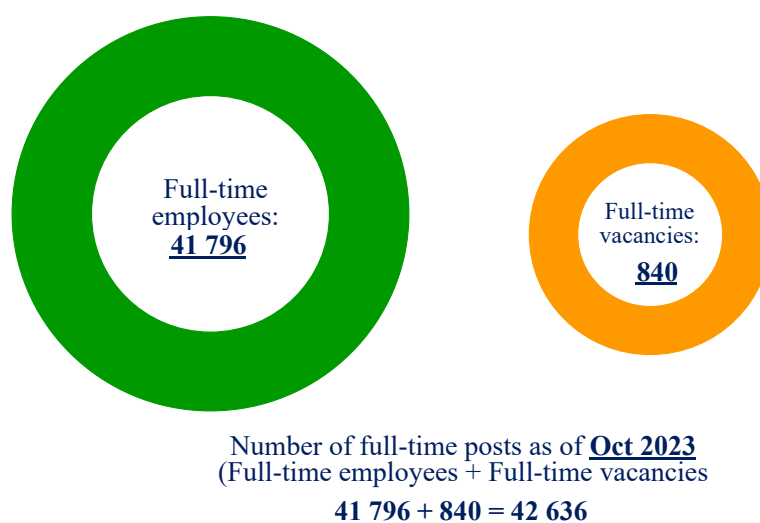
Full-time employees:
41 796

Full-time vacancies:
840

Number of full-time posts as of **Oct 2023**
(Full-time employees + Full-time vacancies
41 796 + 840 = 42 636

Note:　　*"Full-time vacancies" refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.*

1.8   Among the 41 796 full-time employees in the media and communications industry, 68.7% were engaged in the advertising and public relations sector; 45.1% were employed at the editorial/production/executional level, 20.9% at the supervisory level and 19.3% at the supporting/technical level.   *(Table 1.1)*

Table 1.1   Full-time employees by sector and job level

Job level	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production	Overall
Managerial	392 (5.4%)	70 (7.6%)	4 769 (16.6%)	914 (18.5%)	6 145 (14.7%)
Supervisory	997 (13.8%)	219 (23.7%)	6 969 (24.3%)	562 (11.4%)	8 747 (20.9%)
Editorial/ production/ executional	4 174 (58.0%)	580 (62.7%)	13 019 (45.3%)	1 081 (21.9%)	18 854 (45.1%)
Supporting/ technical	1 637 (22.7%)	56 (6.1%)	3 973 (13.8%)	2 384 (48.2%)	8 050 (19.3%)
Overall (above 4 job levels)	7 200 [17.2%]	925 [2.2%]	28 730 [68.7%]	4 941 [11.8%]	41 796

(   ) indicates % of total no. of full-time employees by respective job level
[   ] indicates % of total no. of full-time employees by the respective branch
Note: The sum of percentages may not equal 100% due to rounding.

1.9   As at 1 October 2023, a total of 840 vacancies were reported in the media and communications industry, representing a vacancy rate of 2.0% (i.e. vacancies as a percentage of the total number of employees and vacancies).   The majority of vacancies were found in the advertising and public relations sector (617 vacancies), while a higher vacancy rate was registered in the journalism and digital/new media sectors (both 2.5%).   Analysed by job level, most of the vacancies were jobs at the editorial/production/executional level (536 vacancies) and supervisory level (207 vacancies), where higher vacancy rates of 2.8% and 2.3 % were recorded respectively.   *(Table 1.2)*

Table 1.2   Full-time vacancies by sector and job level

Job level	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production	Overall
Managerial	0	0	36	1	37 [0.6%]
Supervisory	21	3	183	0	207 [2.3%]
Editorial/ production/ executional	120	21	395	0	536 [2.8%]
Supporting/ technical	40	0	3	17	60 [0.7%]
Overall (above 4 job levels)	181 [2.5%]	24 [2.5%]	617 [2.1%]	18 [0.4%]	840 [2.0%]

[   ] indicates the vacancy rate = $\dfrac{\text{No. of full-time vacancies}}{\text{No. of full-time employees + No. of full-time vacancies}}$

Freelancers

1.10   As at 1 October 2023, there were 1 642 freelancers in the media and communications industry.   Of these 1 642 freelancers, 42.3% were engaged in the advertising and public relations sector and 34.8% in the journalism sector; and 60.1% were working at the editorial/production/executional level and 37.4% at the supporting/technical level. *(Table 1.3)*

Table 1.3   Freelancers by sector and job level

Job level	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production	Overall
Managerial	0 (0%)	0 (0%)	9 (1.3%)	0 (0%)	9 (0.5%)
Supervisory	16 (2.8%)	4 (19.0%)	12 (1.7%)	0 (0%)	32 (1.9%)
Editorial/ production/ executional	363 (63.6%)	17 (81.0%)	603 (86.8%)	4 (1.1%)	987 (60.1%)
Supporting/ technical	192 (33.6%)	0 (0.0%)	71 (10.2%)	351 (98.9%)	614 (37.4%)
Overall (above 4 job levels)	571 [34.8%]	21 [1.3%]	695 [42.3%]	355 [21.6%]	1 642

(   ) indicates % of total no. of freelancers by respective job level
[   ] indicates % of total no. of freelancers by respective sector
Note: The sum of percentages may not equal 100% due to rounding.

Average Monthly Remuneration Package

1.11 The average monthly remuneration package for full-time employees in the journalism sector at the managerial level is mainly in the range of $50,001 - $80,000 (42.8%) and $30,001 - $50,000 (37.9%). It was followed by $30,001 - $50,000 (60.4%) for the supervisory level, $20,001 - $30,000 (67.3%) for the editorial/production/executional level, and $20,001 - $30,000 (50.0%) and $15,001 - $20,000 (47.0%) for the supporting/ technical level. *(Table 1.4)*

1.12 As for the digital/new media sector, the average monthly remuneration package for full-time employees at the managerial level is mainly in the range of $50,001 - $80,000 (74.6%). It was followed by $30,001 - $50,000 (52.5%) for the supervisory level, $20,001 - $30,000 (66.2%) for the editorial/production/executional level, and $15,001 - $20,000 (57.1%) and $20,001 - $30,000 (42.9%) for the supporting/technical level. *(Table 1.4)*

1.13 Regarding the advertising and public relations sector, the average monthly remuneration package for full-time employees at the managerial level is mainly in the range of $30,001 - $50,000 (48.4%) and $50,001 - $80,000 (39.7%). It was followed by $20,001 - $30,000 (57.4%) for the supervisory level, $20,001 - $30,000 (48.1%) and $15,001 - $20,000 (45.5%) for the editorial/production/executional level, and $15,001 - $20,000 (71.7%) for the supporting/technical level. *(Table 1.4)*

1.14 With respect to the media production sector, the average monthly remuneration package for full-time employees at the managerial level is mainly in the range of $30,001 - $50,000 (50.4%) and $50,001 - $80,000 (42.9%). It was followed by $20,001 - $30,000 for the supervisory level (70.7%), the editorial/production/executional level (71.2%) as well as the supporting/technical level (65.0%). *(Table 1.4)*

Table 1.4   Average monthly remuneration package by sector and job level

Job level	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production
Managerial	$50,001 - $80,000 (42.8%); $30,001 - $50,000 (37.9%)	$50,001 - $80,000 (74.6%)	$30,001 - $50,000 (48.4%); $50,001 - $80,000 (39.7%)	$30,001 - $50,000 (50.4%); $50,001 - $80,000 (42.9%)
Supervisory	$30,001 - $50,000 (60.4%)	$30,001 - $50,000 (52.5%)	$20,001 - $30,000 (57.4%)	$20,001 - $30,000 (70.7%)
Editorial/ Production/ Executional	$20,001 -$30,000 (67.3%)	$20,001 - $30,000 (66.2%)	$20,001 - $30,000 (48.1%); $15,001 - $20,000 (45.5%)	$20,001 - $30,000 (71.2%)
Supporting / Technical	$20,001 - $30,000 (50.0%); $15,001 - $20,000 (47.0%)	$15,001 - $20,000 (57.1%); $20,001 - $30,000 (42.9%)	$15,001 - $20,000 (71.7%)	$20,001 - $30,000 (65.0%)

Preferred Education Level

1.15 In the journalism sector, most of the employees at both the managerial level (96.0%) and the supervisory level (80.1%) were preferred to have a first degree or above qualification. Among the employees at the editorial/production/executional level, 46.7% were preferred to have a first-degree or above qualification while 30.3% were preferred to have a sub-degree qualification. As for employees at the supporting/technical level, 57.2% were preferred to have a diploma/certificate qualification. *(Table 1.5)*

1.16 As for the digital/new media sector, all (100%) of the employees at the managerial level were preferred to have a first degree or above qualification. Among the employees at the supervisory level, 49.2% were preferred to have a sub-degree qualification while 46.1% were preferred to have a first-degree or above qualification. Nearly 60% (59.8%) of the employees at the editorial/production/executional level were preferred to have a sub-degree qualification. As for the employees at the supporting/technical level, about one-third were preferred to have a secondary 4 to 7 qualification (36.7%), a sub-degree qualification (32.7%) or a diploma/certificate qualification (30.6%) respectively. *(Table 1.5)*

1.17 In the advertising and public relations sector, virtually all (99.3%) of the employees at the managerial level were preferred to have a first degree or above qualification. As for the employees at the supervisory level, 59.2% were preferred to have a first-degree or above qualification. About one-third of the employees at the editorial/production/executional level were preferred to have a diploma/certificate qualification (34.9%) or a first-degree or above qualification (31.6%) respectively. 44.8% of the employees at the supporting/technical level were preferred to have a diploma/certificate qualification while one-third (32.3%) were preferred to have secondary 4 to 7 qualifications. *(Table 1.5)*

1.18 In the media production sector, virtually all (99.9%) of the employees at the managerial level were preferred to have a first degree or above qualification. As for the employees at the supervisory level, 49.4% were preferred to have a sub-degree qualification while 34.9% were preferred to have a first-degree or above qualification. Among the employees at the editorial/production/executional level, 54.7% were preferred to have a sub-degree qualification while 24.2% were preferred to have a first-degree or above qualification. 59.7% of the employees at the supporting/technical level were preferred to have a diploma/certificate qualification. *(Table 1.5)*

Table 1.5   Preferred level of education by sector and job level

Job level	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production
Managerial	First degree or above (96.0%)	First degree or above (100.0%)	First degree or above (99.3%)	First degree or above (99.9%)
Supervisory	First degree or above (80.1%)	Sub-degree (49.2%); First degree or above (46.1%)	First degree or above (59.2%)	Sub-degree (49.4%); First degree or above (34.9%)
Editorial/ Production/ Executional	First degree or above (46.7%); Sub-degree (30.3%)	Sub-degree (59.8%)	Diploma/ certificate (34.9%); First degree or above (31.6%)	Sub-degree (54.7%); First degree or above (24.2%)
Supporting / Technical	Diploma/ certificate (57.2%)	Secondary 4 to 7 (36.7%); Sub-degree (32.7%); Diploma/certificate (30.6%)	Diploma/ certificate (44.8%); Secondary 4 to 7 (32.3%)	Diploma/ certificate (59.7%)

Preferred Years of Experience

1.19   In the journalism sector, employees at the managerial level were preferred to have 10 years or above (52.7%) and 7 to 10 years (32.9%) of experience.   As for the employees at the supervisory level, they were preferred to have 7 to 10 years (44.8%) and 5 to 7 years (39.7%) of experience.   Employees at the editorial/production/executional level were preferred to have 2 to 5 years of experience (56.8%).   Employees at the supporting/technical level were preferred to have 2 to 5 years (53.2%) or less than 2 years (46.1%) of experience.   *(Table 1.6)*

1.20   In the digital/new media sector, employees at the managerial level were preferred to have 10 years or above of experience (67.2%).   Supervisory level employees were preferred to have 7 to 10 years (44.5%) or 5 to 7 years (32.5%) of experience.   Most of the employees at the editorial/production/ executional level were preferred to have 2 to 5 years of experience (70.9%).   Employees at the supporting/technical level were preferred to have less than 2 years of experience (63.3%).   *(Table 1.6)*

1.21   In the advertising and public relations sector, employees at the managerial level were preferred to have 10 years or more (46.9%) or 7 to 10 years (38.0%) of experience.   Over half (55.1%) of the employees at the supervisory level were preferred to have 5 to 7 years of experience.   Employees at the editorial/production/executional level were preferred to have 2 to 5 years of experience (62.2%).   Employees at the supporting/technical level were preferred to have 2 to 5 years (49.7%) or less than 2 years (44.9%) of experience.   *(Table 1.6)*

1.22   In the media production sector, employees at the managerial level were preferred to have experience of 10 years or more (58.2%).   Employees at the supervisory level were preferred to have 5 to 7 years (42.8%) and 7 to 10 years (34.6%) of experience.   Over half (55.3%) of the employees at the editorial/production/executional level were preferred to have

2 to 5 years of experience. Employees at the supporting/technical level were preferred to have 2 to 5 years (54.2%) or less than 2 years (39.2%) of experience. *(Table 1.6)*

Table 1.6   Preferred years of experience by sector and job level

Job level	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production
Managerial	10 years or above (52.7%); 7-10 years (32.9%)	10 years or above (67.2%)	10 years or above (46.9%); 7-10 years (38.0%)	10 years or above (58.2%)
Supervisory	7-10 years (44.8%); 5-7 years (39.7%)	7-10 years (44.5%); 5-7 years (32.5%)	5-7 years (55.1%)	7-10 years (34.6%); 5-7 years (42.8%)
Editorial/ Production/ Executional	2-5 years (56.8%)	2-5 years (70.9%)	2-5 years (62.2%)	5-7 years (24.7%); 2-5 years (55.3%)
Supporting / Technical	2-5 years (53.2%); < 2 years (46.1%)	2-5 years (36.7%); < 2 years (63.3%)	2-5 years (49.7%); < 2 years (44.9%)	2-5 years (54.2%); < 2 years (39.2%)

Turnover

1.23   Analysed by sector, the advertising and public relations sector registered the largest number of full-time employees left in the past 12 months (3 445), while the highest turnover rate was recorded in the journalism sector (16.4%). Analysed by job level, the editorial/production/executional level registered the largest number of full-time employees left and the highest turnover rate in the journalism sector (1 020; 19.4%), digital/new media sector (167; 17.0%) and advertising and public relations sector (2 269; 18.8%). *(Table 1.7)*

Table 1.7   Employees left in the past 12 months and turnover rate by sector and job level

Job level	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production
Managerial	69 (7.4%)	8 (3.9%)	338 (8.2%)	29 (3.2%)
Supervisory	207 (11.5%)	43 (10.1%)	464 (7.5%)	49 (8.7%)
Editorial/ production/ executional	1 020 (19.4%)	167 (17.0%)	2 269 (18.8%)	69 (6.4%)
Supporting/ technical	296 (17.4%)	14 (16.3%)	374 (9.5%)	156 (6.5%)
Overall (above 4 job levels)	1 592 (16.4%)	232 (13.6%)	3 445 (13.1%)	303 (6.1%)

(   ) indicates the turnover rate = no. of full-time employees left in past 12 months / (no. of full-time employees + no. of full-time vacancies)

Training Requirements

1.24   In the journalism sector, employees at both the managerial and the supervisory levels tended to focus on managerial skills, particularly skills relating to "human resources management".   Employees at both the editorial/production/executional and the supporting/technical levels tended to focus on industry-specific skills, particularly skills relating to "reporting and editing skills".   *(Table 1.8)*

Table 1.8   Major training requirements in journalism sector

Managerial	Supervisory	Editorial / Production / Executional	Supporting / Technical
Human resources management	Marketing management	Reporting and editing skills	Web security
Strategic planning management	Written English	Media law and ethics	Social media applications
Production management	Human resources management	Intellectual property and copyright law	Reporting and editing skills

	Managerial Skills		Social Media / Digital Skills		Language Skills		Industry Specific Skills

1.25   In the digital/new media sector, employees at both the managerial and the supervisory levels tended to focus on managerial skills, particularly skills relating to "marketing management".   Employees at both the editorial/production/executional and the supporting/technical levels tended to focus on innovative media technology, particularly skills relating to "website and apps design" and "video production", and social media/digital skills. *(Table 1.9)*

Table 1.9   Major training requirements in digital/new media sector

Managerial	Supervisory	Editorial / Production / Executional	Supporting / Technical
Marketing management	Production management	Web security	Website and apps design
	Marketing management		Video production
Human resources management	Political system, social and economic development in the mainland of China	Website and apps design	People-to-people communication
	Video production		Web analytics
Financial management	Multi-tasking skills	Video production	Visual design and aesthetics

	Managerial Skills		China and International Knowledge		Social Media / Digital Skills		Innovative Media Technology		Industry Specific Skills

1.26 As for the advertising and public relations sector, employees at both the managerial and the supervisory levels tended to focus on both managerial skills and industry-specific skills, particularly skills relating to "account strategic planning". Employees at both the editorial/production/executional and the supporting/technical levels tended to focus on innovative media technology, particularly skills relating to "innovative media research and applications" and "multimedia knowledge and applications". *(Table 1.10)*

Table 1.10   Major training requirements in advertising and public relations sector

Managerial	Supervisory	Editorial / Production / Executional	Supporting / Technical
Production management	Account strategic planning		Innovative media research and applications
Human resources management	Marketing management	Multimedia knowledge and applications	
Account strategic planning	Multimedia knowledge and applications	Innovative media research and applications	AI application

	Managerial Skills		Innovative Media Technology		Industry Specific Skills

1.27 In the media production sector, employees at various levels tended to focus on innovative media technology, particularly skills relating to "computer literacy skills". Besides, employees at both the managerial and the supervisory levels also tended to focus on managerial skills. *(Table 1.11)*

Table 1.11   Major training requirements in media production sector

Managerial	Supervisory	Editorial / Production / Executional	Supporting / Technical
TV/media production skills	Computer literacy skills	Content creation	TV/media production skills
AR / VR production	New technologies in media production	Curation	Computer literacy skills
Marketing management	Production management	Computer literacy skills	Media law and ethics

	Managerial Skills		Social Media / Digital Skills		Innovative Media Technology		Industry Specific Skills

Manpower Changes between 2019 and 2023

1.28   In the journalism sector, the total number of full-time employees dropped from 8 560 in 2019 to 7 200 in 2023 (-1 360 persons; -15.9%).   Analysed by job level, a decr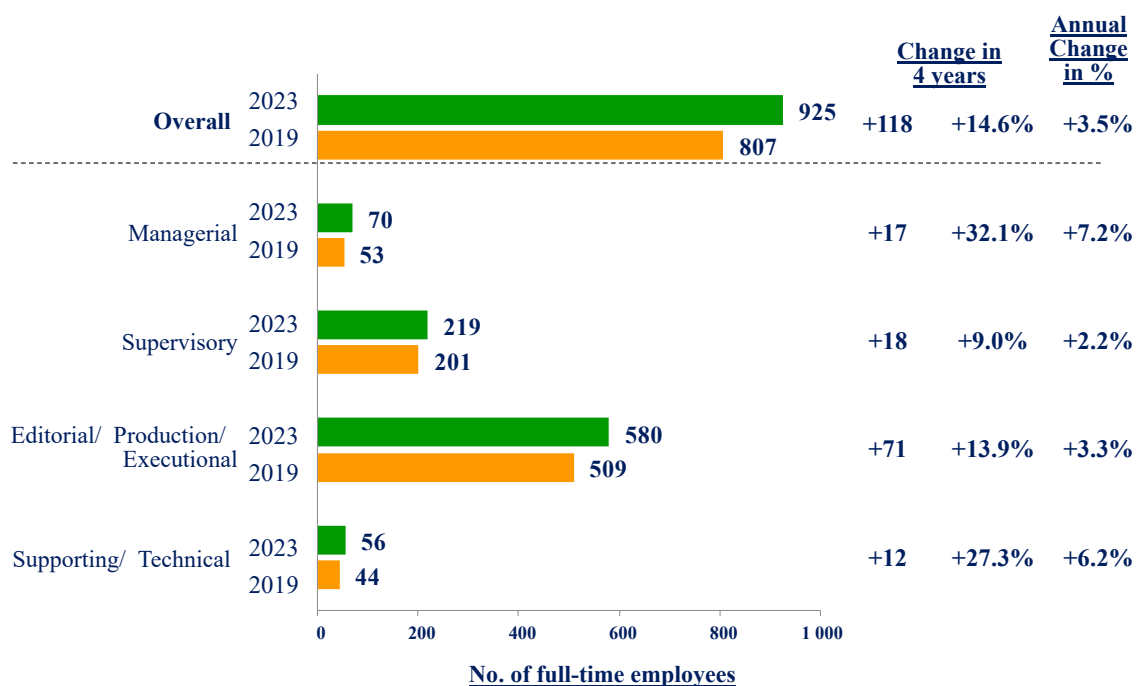ease in manpower was mainly recorded for the editorial/production/executional level (-911 persons; -17.9%).   *(Chart 1.2)*

Chart 1.2   Change in full-time employees by job level in journalism sector

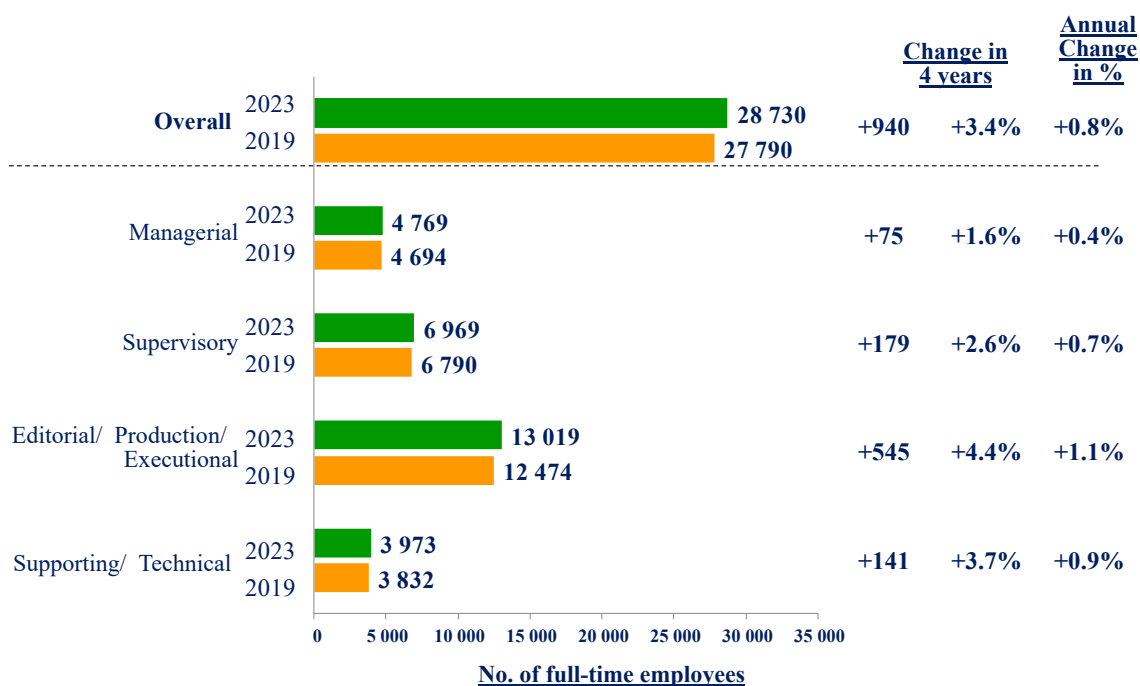|		No. of full-time employees	Change in 4 years		Annual Change in %
Overall	2023	7 200	-1 360	-15.9%	-4.2%
	2019	8 560			
Managerial	2023	392	-22	-5.3%	-1.4%
	2019	414			
Supervisory	2023	997	-224	-18.3%	-4.9%
	2019	1 221			
Editorial/ Production/ Executional	2023	4 174	-911	-17.9%	-4.8%
	2019	5 085			
Supporting/ Technical	2023	1 637	-203	-11.0%	-2.9%
	2019	1 840			
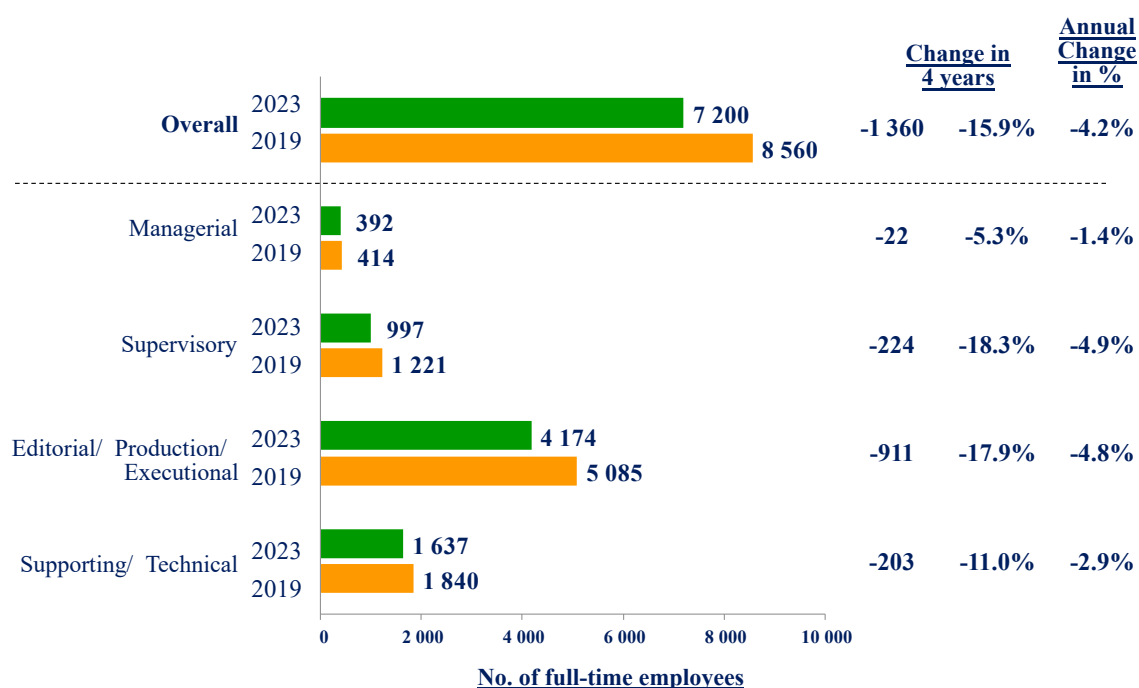
1.29   In the digital/new media sector, the total number of full-time employees increased from 807 in 2019 to 925 in 2023 (+118 persons; +14.6%).   Analysed by job level, an increase in manpower was mainly recorded for the editorial/production/executional level (+71 persons; +13.9%).   *(Chart 1.3)*

Chart 1.3   Change in full-time employees by job level in digital/new media sector

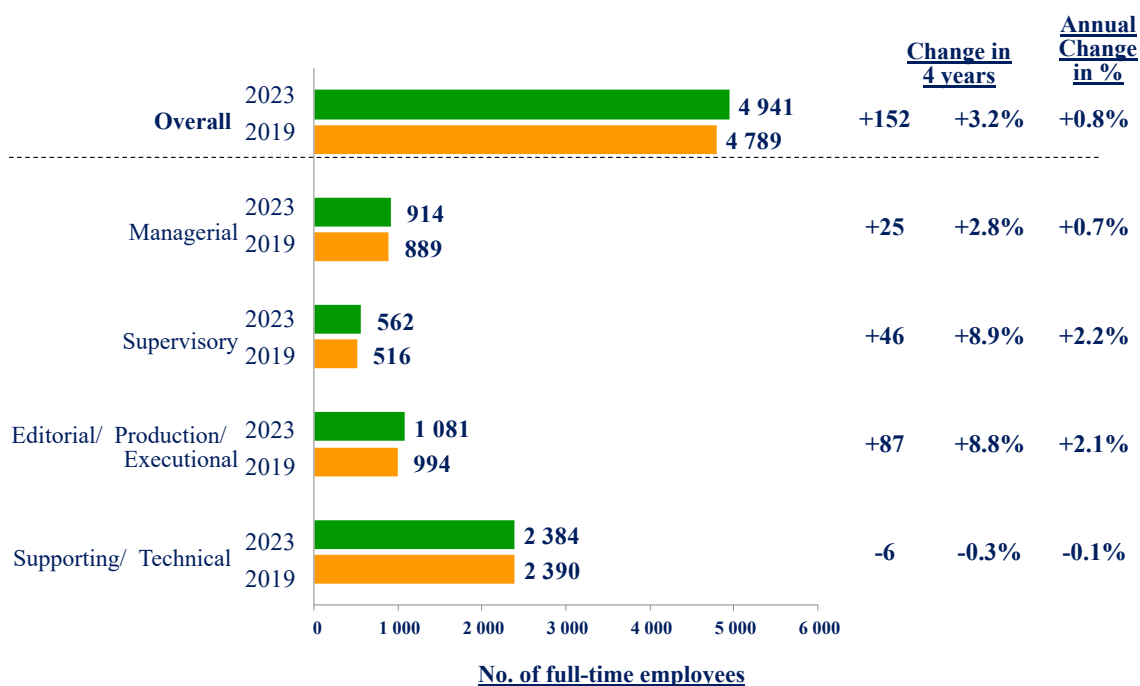|			Change in 4 years		Annual Change in %
Overall	2023	925	+118	+14.6%	+3.5%
	2019	807			
Managerial	2023	70	+17	+32.1%	+7.2%
	2019	53			
Supervisory	2023	219	+18	+9.0%	+2.2%
	2019	201			
Editorial/ Production/ Executional	2023	580	+71	+13.9%	+3.3%
	2019	509			
Supporting/ Technical	2023	56	+12	+27.3%	+6.2%
	2019	44			

No. of full-time employees

1.30   In the advertising and public relations sector, the total number of full-time employees increased from 27 790 in 2019 to 28 730 in 2023 (+940 persons; +3.4%).   Analysed by job level, an increase in manpower was mainly recorded for the editorial/production/executional level (+545 persons; +4.4%).   *(Chart 1.4)*

Chart 1.4   Change in full-time employees by job level in advertising and public relations sector

		No. of full-time employees	Change in 4 years		Annual Change in %
Overall	2023	28 730	+940	+3.4%	+0.8%
	2019	27 790			
Managerial	2023	4 769	+75	+1.6%	+0.4%
	2019	4 694			
Supervisory	2023	6 969	+179	+2.6%	+0.7%
	2019	6 790			
Editorial/ Production/ Executional	2023	13 019	+545	+4.4%	+1.1%
	2019	12 474			
Supporting/ Technical	2023	3 973	+141	+3.7%	+0.9%
	2019	3 832			

No. of full-time employees

1.31   In the digital/new media sector, the total number of full-time employees increased from 4 789 in 2019 to 4 941 in 2023 (+152 persons; +3.2%).   Analysed by job level, an increase in manpower was mainly recorded for the editorial/production/executional level (+87 persons; +8.8%).   *(Chart 1.5)*

Chart 1.5   Change in full-time employees by job level in media production sector

Job level	Year	No. of full-time employees	Change in 4 years		Annual Change in %
Overall	2023	4 941	+152	+3.2%	+0.8%
	2019	4 789			
Managerial	2023	914	+25	+2.8%	+0.7%
	2019	889			
Supervisory	2023	562	+46	+8.9%	+2.2%
	2019	516			
Editorial/ Production/ Executional	2023	1 081	+87	+8.8%	+2.1%
	2019	994			
Supporting/ Technical	2023	2 384	-6	-0.3%	-0.1%
	2019	2 390			

No. of full-time employees

Changes in Average Monthly Remuneration Package

1.32   Compared with the results of the 2019 survey, the changes in the average monthly remuneration package by job level varied across different sectors.   *(Tables 1.12 to 1.15)*

Journalism

Generally, there were some but not significant changes in the average monthly remuneration package at various job levels in the journalism sector.

- Managerial level: percentage of those ranged $50,001 - $80,000 increased;
- Supervisory level: percentage of those ranged $30,001 - $50,000 increased;
- Editorial/production/executive level: percentage of those ranged $20,001 - $50,000 increased;
- Supporting/technical level: remuneration package centralised at $20,001 - $30,000.

Table 1.12   Average monthly remuneration package in journalism sector

Job level	Year	$80,001 or above	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$20,000 or below
Managerial	2023	12.7%	42.8%	37.9%	6.5%	0.0%
	2019	12.5%	36.7%	48.2%	1.3%	1.3%
Supervisory	2023	0.0%	9.8%	60.4%	29.4%	0.4%
	2019	0.1%	7.9%	53.8%	37.3%	0.9%
Editorial/ Production/ Executional	2023	0.0%	0.9%	18.2%	67.3%	13.7%
	2019	0.0%	0.0%	10.8%	56.6%	32.5%
Supporting / Technical	2023	0.0%	0.0%	1.7%	50.0%	48.3%
	2019	0.0%	0.0%	18.0%	23.7%	58.3%

　　　　denotes prominent ranges of the monthly remuneration package in the respective job level.
Note: The sum of percentages may not equal 100% due to rounding.

Digital / New media

Overall, a shift to the higher end of the average monthly remuneration package was observed at the supervisory level and the editorial/production/executional level while no significant changes were found for other job levels in the digital/new media sector.

- Managerial level: percentage of those ranged from $50,001 - $80,000 slightly dropped;
- Supervisory level: percentage of those ranged from $30,001 - $50,000 significantly increased;
- Editorial/production/executional level: the percentage slightly shifted to a lower end of $20,001 - $30,000;
- Supporting/ technical level: the percentage of those ranged $20,001 - $30,000 significantly moved up.

Table 1.13   Average monthly remuneration package in digital/new media sector

Job level	Year	$80,001 or above	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$20,000 or below
Managerial	2023	11.1%	74.6%	14.3%	0.0%	0.0%
	2019	13.6%	81.8%	4.5%	0.0%	0.0%
Supervisory	2023	0.0%	10.4%	52.5%	37.1%	0.0%
	2019	0.0%	13.5%	14.3%	72.2%	0.0%
Editorial/ Production/ Executional	2023	0.0%	0.0%	8.9%	66.2%	24.9%
	2019	0.0%	8.4%	22.0%	40.6%	29.1%
Supporting / Technical	2023	0.0%	0.0%	0.0%	42.9%	57.1%
	2019	0.0%	0.0%	0.0%	17.6%	82.4%

☐ denotes prominent ranges of the monthly remuneration package in the respective job level.
Note: The sum of percentages may not equal 100% due to rounding.

Advertising and Public Relations

In general, there were some but not significant changes in the average monthly remuneration package at various job levels in the advertising and public relations sector.

- Managerial level: percentage of those ranged $50,001 - $80,000 slightly increased;
- Supervisory level: prominent ranges remained at $20,001 - $30,000 and $30,001 - $50,000;
- Editorial/ production/ executional level: prominent ranges remained at $20,001 - $30,000 and $20,000 or below;
- Supporting/technical level: prominent range remained at $20,000 or below.

Table 1.14   Average monthly remuneration package in advertising and public relations sector

Job level	Year	$80,001 or above	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$20,000 or below
Managerial	2023	5.4%	39.7%	48.4%	6.6%	0.0%
	2019	5.3%	29.2%	60.3%	5.1%	0.3%
Supervisory	2023	0.0%	4.7%	35.8%	57.4%	2.1%
	2019	0.0%	1.0%	39.2%	56.6%	3.2%
Editorial/ Production/ Executional	2023	0.0%	0.0%	5.9%	48.1%	46.0%
	2019	0.4%	0.0%	3.1%	43.0%	53.5%
Supporting / Technical	2023	0.0%	0.0%	0.8%	22.4%	76.7%
	2019	0.0%	0.0%	7.5%	20.4%	72.1%

☐ denotes prominent ranges of the monthly remuneration package in the respective job level.
Note: The sum of percentages may not equal 100% due to rounding.

<u>Media Production</u>

Overall speaking, a significant proportion of the average monthly remuneration package at the managerial level moved up to $50,001 - $80,000 while no significant changes for the average monthly remuneration package were found at other job levels in the media production sector.

- Managerial level: a significant increase from 7.7% to 42.9% for those ranged $50,001 - $80,000;
- Supervisory level: percentage of those ranged $30,001 - $50,000 slightly increased;
- Editorial/production/executional level: prominent range remained at $20,001 - $30,000;
- Supporting/technical level: percentage of those ranged $20,001 - $30,000 slightly increased.

Table 1.15   Average monthly remuneration package in the media production sector

Job level	Year	$80,001 or above	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$20,000 or below
Managerial	2023	3.4%	42.9%	50.4%	3.3%	0.0%
	2019	0.0%	7.7%	69.5%	22.8%	0.0%
Supervisory	2023	0.0%	3.8%	20.5%	70.7%	5.0%
	2019	0.0%	0.0%	0.4%	99.1%	0.4%
Editorial/ Production/ Executional	2023	0.0%	0.0%	10.9%	71.2%	18.0%
	2019	0.0%	0.0%	0.1%	98.1%	1.8%
Supporting / Technical	2023	0.0%	0.0%	0.1%	65.0%	34.9%
	2019	0.0%	0.0%	0.1%	49.4%	50.5%

☐ denotes prominent ranges of the monthly remuneration package in the respective job level.
Note: The sum of percentages may not equal 100% due to rounding.

Manpower Projection and Annual Training Requirements

1.33   Annual additional manpower requirements have taken into account the (i) projected manpower trend and (ii) wastage rate of the industry (i.e. the percentage of employees leaving the industry permanently on an annual basis). A summary of estimated annual additional manpower requirements from 2024 to 2027 is shown in Table 1.16 below.

Table 1.16   Estimated Annual Additional Manpower Requirement from 2024 to 2027

Sector	Wastage rate	Additional Annual Manpower Requirement		
		Average manpower growth (a)	Industry leavers (b)	Total (a) + (b)
Journalism	6.9%	-151	527	376
Digital / New media	5.1%	19	51	70
Advertising and Public Relations	3.9%	506	1 220	1 726
Media Production	1.4%	99	79	178

Business Outlook

1.34   The media and communications industry in Hong Kong has experienced significant changes in manpower between 2019 and 2023, as revealed in the result of the 2023 survey. The Training Board is optimistic about the prospects of the industry.   An analysis of the challenges and opportunities is shown in the following paragraphs.

Challenges

Manpower Shortage

1.35   One major challenge is a shortage of qualified personnel, as evidenced by the decline in the labour force and the difficulty organisations face in recruiting individuals for crucial roles in journalism, advertising, public relations, and other related fields.   The survey revealed that 44% to 78% of respondents in these sectors encountered recruitment difficulties. However, there has been a 3.1% increase in the overall number of freelancers, particularly in the journalism and advertising and public relations sectors.   These trends highlight the need for strategic approaches to address manpower shortages and maximise opportunities in the media and communications industry.

<u>Economic Uncertainty and Market Dynamics</u>

1.36   The media and communications industry in Hong Kong has been influenced by economic uncertainty and changing market dynamics.   The Hong Kong economy showed signs of recovery in 2023, with a 3.2% growth in real GDP compared to the previous year. However, persistent inflation, a quiet property market, and a sluggish local stock market created a challenging economic backdrop, impacting consumer sentiment and business decision-making.   This uncertainty has affected some enterprises in the industry, with approximately 25% of respondents in the journalism and advertising and public relations sectors perceiving the future as uncertain.   The journalism sector experienced a decline in manpower due to the closure of media establishments, further complicating talent recruitment and retention. Additionally, fluctuating market conditions and changing audience viewing habits have prompted traditional media to focus on producing quality content and distributing it digitally to compete in the market.   Despite these challenges, the total ad spend in Hong Kong increased by 5.4% in 2023, with digital advertising continuing to dominate the market while TV and radio shares declined.   These trends highlight the need for media and communications companies to adapt to evolving market dynamics and leverage digital platforms to remain competitive.

<u>Risk of AI</u>

1.37   The rapid adoption of artificial intelligence (AI) and other digital technologies presents both opportunities and challenges for the industry.   While the use of generative AI can enhance operational efficiencies and drive innovation in everyday tasks from storyboard brainstorming, image or video creation, copywriting, news writing, etc., the risks of generative AI including misuse of personal, confidential or sensitive information, creation of malicious content, legal risk and copyright infringement, should be addressed for the healthy growth of media and communications enterprises.

1.38   The industry is currently facing a talent shortage, particularly in the editorial, production, and executional job roles, which accounted for 64% of total vacancies or 2.8% of the industry's workforce in 2023.   One of the main challenges in hiring talents for these positions is the lack of relevant experience and training among applicants.   While several training areas remain in demand according to surveys conducted in 2019 and 2023, the integration of AI technology has created a skills gap for practitioners and enterprises looking to stay competitive in the market.   The table below illustrates the skills and knowledge that are in demand in the industry but have been disrupted by AI technology.   *(Table 1.17)*

Table 1.17   Major training requirements related to AI application

Journalism	Digital / New media	Advertising and Public Relations	Media Production
Reporting and editing skills	Video production	Innovative media research and applications	Production management
Media law and ethics	Marketing management	Multimedia knowledge and applications	Media law and ethics
Intellectual property and copyright law	Web analytics	AI application	Content creation
Marketing management	Visual design and aesthetics	Marketing management	AR / VR production
Social media applications		Production management	New technologies in media production

⬛ Denotes skills remained in demand in 2019 and 2023 surveys

Competitive Pressures and Misinformation Concerns

1.39   The journalism sector in Hong Kong faces challenges from competitive forces and the pervasive issue of misinformation and disinformation.   The dominance of digital channels has led to a decline in traditional TV and newspaper shares.   Newspapers have transitioned to online editions, discontinuing print versions.   Despite the prevalence of misinformation   in the digital world, recent studies show a positive trend in the trust of Hong Kong audiences towards news. Established conventional news brands are trusted more than digital-only sources, highlighting the enduring value of professional news production.   These challenges require journalists to uphold principles, compete in a changing media landscape, and combat misinformation to maintain public trust.

Opportunities

Government Support and Strategic Initiatives

1.40   The positioning of Hong Kong as an East-meets-West Centre for International Cultural Exchange is a significant opportunity for the creative industries.   The initiative is expected to boost the advertising, public relations, and film sectors by attracting international events, fostering cultural exchanges, and enhancing global visibility.

1.41   According to the 2023 Policy Address, the Culture, Sports and Tourism Bureau (CSTB) will promulgate and implement the Blueprint for Arts and Culture and Creative Industries Development.   The Cultural and Creative Industries Development Agency (formerly Create Hong Kong) is established to proactively promote the development of arts, culture and creative sectors as industries under the industry-oriented principle.

Expansion of Convention and Exhibition Facilities and Mega-Events

1.42   The expansion of convention and exhibition (C&E) facilities in Hong Kong, along with the support for sports, culture, and arts mega-events by the Government, presents significant opportunities for the advertising and public relations sectors.   The plan to expand C&E facilities and construct new ones creates a larger platform for hosting international events, attracting global businesses, and driving demand for events, marketing, advertising, and public relations services.   This expansion is expected to stimulate economic activity, generate new business opportunities, and require additional manpower and specialized training.   The Government's allocation of funds to support mega-events in sports, culture, and arts further enhances these opportunities, attracting elite athletes, performers, and visitors from around the world.   The completion of the Kai Tak Sports Park will strengthen Hong Kong's reputation as a premier venue for international sports matches and concerts.   These developments provide a fertile ground for marketing and advertising agencies to collaborate with event organisers, sponsors, and brands seeking to enhance their visibility and help them reach a diverse audience.

Emergence of New Media Platforms

1.43   The advertising and public relations sector has experienced strong growth from 2019 to 2023, contributing significantly to the overall industry's establishment increment.   Despite holding a conservative attitude towards prospective business situations, the sector has expanded due to the rise of digital marketing channels and the widespread adoption of technology for various operations, content creation, customer data analytics, and advertising efficiency.   The emergence of new digital media platforms, such as social media, video streaming, Web 3.0, and the metaverse, has created new opportunities for the sector.

<u>Generative AI</u>

1.44   The integration of generative AI in the media and communications industry offers significant potential for innovation and efficiency.   As gen AI is a new technology with its application in the exploration stage, it is expected that companies will further enhance its readiness, usage and investment on it.   Prioritising talent development and strategic planning are crucial to harness the full potential of generative AI.

<u>Film and Media Production Opportunities</u>

1.45   The film and media production sector in Hong Kong is experiencing growth opportunities supported by government funding and initiatives aimed at promoting the industry globally.   The Government has allocated a total of $4.3 billion to the Film Development Fund and CreateSmart Initiative to incentivise private sector investment and expand into new markets.   Government funding schemes such as the Filming Financing Scheme for the Mainland Market and the Hong Kong-Europe-Asian Film Collaboration Funding Scheme aim to support cultural enterprises, enhance international exchanges, and nurture talent. Significant investments of $5 billion from Alibaba's media arm further bolster Hong Kong's film and television production, increasing the quantity and quality of local productions and attracting talent.   The industry is also embracing AI technology to improve efficiency and cost-effectiveness. AI is being utilised in various aspects of filmmaking, including virtual production technology, video editing, colour grading, and visual effects compositing.   The adoption of AI extends to media production in video and photography, enabling lifelike video and photo generation from text prompts, virtual character creation, and low-budget production solutions.   The integration of AI technologies presents opportunities for enhanced productivity and creativity in the film and media production sector in Hong Kong.

<u>Demand for ESG Marketing</u>

1.46   Public awareness and attention towards organisations' Environmental, Social, and Governance (ESG) strategy has heightened.   Brands look for innovative ideas for effectively promoting their ESG initiatives to stakeholders.   The successful emphasis on the brand's commitment to ESG can create long-term brand value, facilitate stakeholder engagement, build reputation and trust and attract conscious consumers and investors.

Major Recommendations

1.47   Based on the business outlook and manpower situation of the media and communications industry, to address the manpower challenges and ensure a skilled workforce for the industry's future development, the following recommendations are proposed:

1.48   Strengthen Collaboration with Educational Institutions – To address the manpower shortage and skills gap, collaboration with educational institutions is crucial in the media and communications industry.   Establishing partnerships with Universities and vocational training providers allows the development of sector-specific curricula and training programmes.

1.49   Develop Specialised Curriculum – The specialised curriculum should focus on the latest trends and technologies in film and media production, including AI, virtual production techniques, and digital media skills.   Hands-on workshops and real-world projects should be offered to better prepare students for the industry.   The expansion of convention and exhibition facilities and the rise of mega-events create a need for additional manpower in the advertising and public relations sectors, particularly in event marketing, management, and business promotion. Training providers should develop specialised programs to equip professionals with the necessary skills in organising, managing, and promoting events effectively.   Collaboration with industry associations and professional bodies can help design programs recognizing the expertise of professionals in event management, marketing, and public relations.

1.50   Cultivate Expertise in Generative AI – As generative AI disrupts the industry, organizations should focus on cultivating expertise in this field.   Training institutions should review and update existing curricula to address the skills and knowledge disrupted by AI technology.   Programmes and workshops should be offered to upskill employees in content creation, media production, and marketing using generative AI.   Collaboration with the industry can help educate employees about potential risks associated with AI technology, such as data misuse and legal issues.   Ethical considerations and appropriate mindsets should be part of AI education.

1.51   Promote Continuing Education and Professional Development – Employers should offer incentives and support for employees to attend industry conferences, workshops, and seminars to encourage continuous learning and upskilling, enhancing talent quality and keeping up with industry trends.

1.52   Enhance Employer Branding and Employee Value Proposition – To attract top talent in a manpower shortage market, media and communications organizations should enhance their employer branding and communicate their employee value proposition.   Emphasising unique opportunities, career growth prospects, and work-life balance initiatives can make the organization more appealing.   Leveraging digital channels and social media platforms to showcase success stories and promote a positive industry image is essential, especially in sectors facing recruitment challenges.

1.53   Foster Collaboration and Cultural Exchange – To strengthen Hong Kong's position as an international cultural exchange centre, media and communications students should participate in cross-cultural projects and international exchange programs.   This exposure to diverse cultures enriches learning experiences, develops a global vision, promotes cultural diversity in the industry, and facilitates global collaboration.

1.54   GBA Understanding – As cross-border collaboration with other GBA cities becomes more common, students should gain relevant experience through study trips, short-term study, industrial attachments, and cultural exchanges.   This prepares them for future career development in Hong Kong or other GBA cities.   Expertise familiar with business and regulatory practices in the GBA region should share insights with students on operational differences.

1.55   Industry Partnerships – Partnerships between media and communications training institutions and leading industry entities such as film studios, media outlets, and advertising agencies provide valuable internship opportunities, mentorship programs, cross-cultural projects, and exposure to industry best practices.   These collaborations help update the curriculum based on industry needs, such as technological applications in media production, generative AI, and GBA practices.   Industry and training institutions can also provide career guidance, industry trend information, workplace visits, competitions, and job shadowing activities to engage secondary school students, teachers, and parents.

1.56   Learn through Mega-events – The Mega Arts and Cultural Events funded by the Government offer business opportunities and significant benefits for nurturing media and communications students.   Educators and the industry should foster student involvement in these events, providing internships, volunteering opportunities, and student ambassador programs.   By participating, students gain first-hand experience in event planning, industry operations, and networking, contributing to their professional development and expanding their network.

1.57   With the increasing emphasis on Environmental, Social, and Governance (ESG) initiatives, organisations should develop expertise in ESG marketing.   Collaborating with sustainability-focused organisations, social enterprises and NGOs creates meaningful partnerships and projects to make a positive impact and attract professionals passionate about sustainability.   Training providers can include relevant elements in marketing communications curricula, such as ESG communication strategies, sustainability reporting, and stakeholder engagement.

1.58   Utilisation of Government Funding and Support – To adapt to the rapid technological advancements in the industry, enterprises and practitioners should utilise Government funding schemes aimed at enhancing skills. The New Industrialization and Technology Training Program (NITTP) offers subsidies to local companies for staff training in advanced technologies.   The Cultural and Creative Industries Development Agency (CCIDA) consolidates information on government funding schemes and support programs for the cultural and creative industries, covering areas like digital entertainment, advertising, film, music, and TV.   Media and communications enterprises and freelancers should take advantage of these initiatives to foster their development in the industry.

2 Introduction

Background

2.1 The Media and Communications Training Board (Training Board) of the Vocational Training Council (VTC) is appointed by the Government of the Hong Kong Special Administrative Region (HKSAR) to analyse the manpower situation and training needs of the media and communications industry. The Training Board comprises members nominated by major trade associations, trade unions, professional bodies, educational and training institutions and Government departments. The Working Party of the manpower survey is formed by selected members of the Training Board. The membership and terms of reference of the Training Board, as well as the members of the Working Party are listed in **Appendices 1, 2 and 3**.

2.2 The manpower survey of the media and communications industry is conducted every four years, followed by two periodic manpower updates supplemented with information collected from focus groups and desk research to better reflect the changing trends of the manpower situation. This manpower survey mainly focused on the analysis of technical manpower, which refers to the personnel who are expected to apply the industrial knowledge and technical skills required to complete the work assigned.

2.3 Manpower data with respect to the survey reference date on 1 October 2023 was collected from October to December 2023. This report presents the survey findings and analysis of the latest manpower situation in the media and communications industry and proposes recommendations on manpower development to the different stakeholders of the industry, including employers, employees, and training providers by referring to the business outlook.

Objectives

2.4 The objectives of this manpower survey are:

    (a) To collect up-to-date manpower information by industry sectors, job levels and principal jobs in the industry;

    (b) To assess the technical manpower structure;

    (c) To forecast the training requirements in the near future; and

    (d) To recommend to the VTC and relevant stakeholders the talent development strategies to meet the manpower needs.

Survey Coverage

2.5   The survey covered the following sectors and branches in the industry:

(a)   Journalism Sector
  (i)   Newspapers
  (ii)   Magazines
  (iii) Radio/TV stations
  (iv)   News agencies
(b)   Digital/New Media Sector
(c)   Advertising and Public Relations Sector
  (i)   Public relations services
  (ii)   Advertising companies, agencies and other advertising services
  (iii) Corporate communications / public relations / advertising / marketing department in companies / institutions
(d)   Media Production Sector

3   Methodology

Sample Design

3.1   Based on the Hong Kong Standard Industrial Classification list from the Census and Statistics Department (C&SD) of the HKSAR Government, the survey covered around 12 790 establishments in different sectors/branches of the industry.   By adopting the stratified random sampling method for selecting establishments from the Central Register of Establishments of the C&SD and the inclusion of supplementary samples recommended by the Training Board, a total of 1 052 establishments were selected for the survey.

Questionnaire Design

3.2   The questionnaire designed for the survey comprised two parts.   Part I collected quantitative manpower information by job levels and by principal jobs, and Part II collected supplementary information related to the industry's manpower situation.   The list of principal jobs was defined by the Training Board with detailed job descriptions given for each job, and was classified into different job levels as follows:

   (a)   Managerial
   (b)   Supervisory
   (c)   Editorial/production/executional
   (d)   Supporting/ technical

3.3   While job titles adopted in the establishments might vary with the descriptions of the principal jobs, respondents were asked to provide manpower information corresponding to the job descriptions and the skill levels of the principal jobs.   The definition of terms and the survey documents including a sample questionnaire, explanatory notes and job descriptions for the principal jobs are given in **Appendices 4 and 5**.

Data Collection

3.4   Data collection was carried out between October and December 2023.   A pack of survey documents was given to each sampled establishment.   The respondents of the establishments were asked to provide manpower information of their establishments at the time of the survey with the reference date on 1 October 2023.   During the fieldwork period, enumerators assisted the respondents in completing the questionnaire through phone calls or on-site visits.

3.5   Various measures were taken to ensure the quality of the data collection process. These included prior fieldwork preparation, thorough training of fieldwork staff, monitoring of the fieldwork execution, measures to increase the response rate, checking of the completed questionnaires, double data entry and validation and verification of the collected data.   The list of quality control measures is shown in **Appendix 6**.

Data Analysis

3.6   Among the 595 valid sampled establishments, 559 were successfully enumerated which contributed to an effective response rate of 93.9%[2].   Taking into account (a) the satisfactory response rate of the individual sectors/branches, (b) the satisfactory response rate from a majority of prominent and sizeable establishments, and (c) the grossing-up of the sample results based on the statistically-grounded method, it could be concluded that the survey findings presented in this report contributed to a significant level of representativeness of the media and communications industry.   The response rate achieved for individual sectors/branches was also adequate to produce a meaningful breakdown by sector/branch. The response profile is shown in **Appendix 7**.

Manpower Projection Methodology

3.7   The Training Board adopts a forecasting method which rests on the weighted averages of historical data for projecting manpower demand of the journalism sector, digital /new media sector and media production sector. Taking into consideration of the historical manpower data with heavier weighting given to the recent data, market trends in a longer term, technological developments of the industry and other socio-economic determinants, the Training Board decided on the manpower projection for the period from 2024 to 2027.

3.8   The approach of statistical modelling for projecting the manpower demand of the advertising and public relations sector was adopted for the period from 2024 to 2027.   The statistical model is built by considering relevant economic indicators which reflect important changes in the local economy, demography and labour market.   Details of the projection methodology are provided in **Appendix 8(A) and 8(B)**.

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[2]   Sampled establishments which had ceased operation, not employed any relevant technical staff, nil reply to the survey, etc. were classified as invalid samples.

4   Survey Findings

Overview of Manpower Situation

4.1   As at 1 October 2023, a total of 41 796 full-time employees were employed in the media and communications industry.   Moreover, there were a total of 840 full-time vacancies. Aggregating the total number of full-time employees and full-time vacancies, it was estimated that there were a total of 42 636 full-time posts.   *(Chart 4.1)*

Chart 4.1   Overview of manpower situation
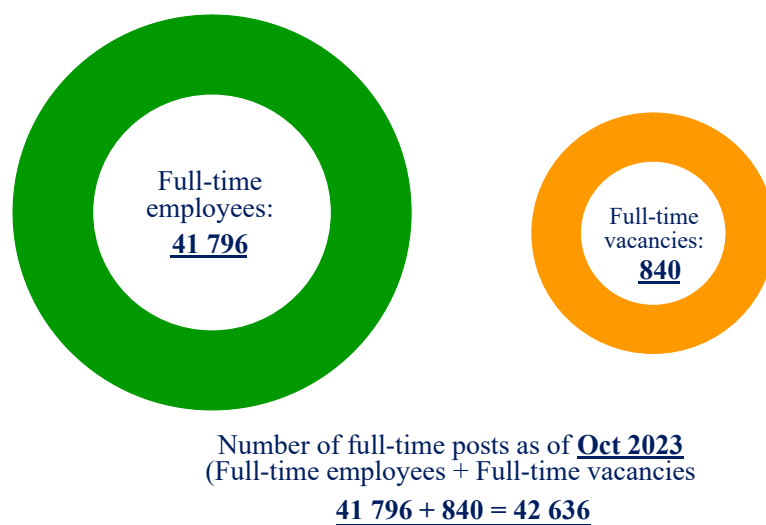
Number of full-time posts as of **Oct 2023**
(Full-time employees + Full-time vacancies
41 796 + 840 = 42 636

Note: *"Full-time vacancies" refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.*

Full-time Employees

Number of Full-time Employees

4.2　　Among the 41 796 full-time employees in the media and communications industry, most of them were engaged in the advertising and public relations sector (68.7%; 28 730 employees), distantly followed by journalism sector (17.2%; 7 200 employees), media production sector (11.8%; 4 941 employees) and digital/new media sector (2.2%; 925 employees).　*(Table 4.1)*

4.3　　Analysed by job level, over 40% were working at the editorial/production/executional level (45.1%; 18 854 employees).　Relatively fewer were working at the supervisory level (20.9%; 8 747 employees), the supporting/technical level (19.3%; 8 050 employees) and the managerial level (14.7%; 6 145 employees).　*(Table 4.1)*

Table 4.1　Full-time employees by sector and job level

Job level	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production	Overall
Managerial	392 (5.4%)	70 (7.6%)	4 769 (16.6%)	914 (18.5%)	6 145 (14.7%)
Supervisory	997 (13.8%)	219 (23.7%)	6 969 (24.3%)	562 (11.4%)	8 747 (20.9%)
Editorial/ production/ executional	4 174 (58.0%)	580 (62.7%)	13 019 (45.3%)	1 081 (21.9%)	18 854 (45.1%)
Supporting/ technical	1 637 (22.7%)	56 (6.1%)	3 973 (13.8%)	2 384 (48.2%)	8 050 (19.3%)
Overall (above 4 job levels)	7 200 [17.2%]	925 [2.2%]	28 730 [68.7%]	4 941 [11.8%]	41 796

( ) indicates % of total no. of full-time employees by respective job level
[   ] indicates % of total no. of full-time employees by the respective branch
Note: The sum of percentages may not equal 100% due to rounding.

Prominent Principal Jobs

4.4   In the journalism sector, the most prominent principal jobs were "Senior Reporter; Senior Researcher; Reporter; Researcher" (23.0%), "Senior Sub-editor; Sub-editor; Copy Editor" (8.3%) and "Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator" (7.2%).   In the digital/new media sector, the most prominent principal jobs were "Senior Reporter; Reporter" (13.7%), "Online Editor" (8.3%) and "Managing Editor" (7.1%).   In the advertising and public relations sector, the most prominent principal jobs were "Designer" (9.6%), "Account Executive" (7.3%) and "Graphic Artist" (6.5%).   As for the media production sector, the most prominent principal jobs were "Chief Producer; Senior Producer; Producer; Production Assistant" (19.0%), "Senior Cameraman; Cameraman" (15.2%) and "Motion Graphic / Visual Effects Designer; 3D / 2D Animator" (11.2%).   *(Table 4.2)*

Table 4.2   Prominent principal jobs by sector and job level

Job level	Journalism (FT employees: 7 200)	Digital / New Media (FT employees: 925)	Advertising and Public Relations (FT employees: 28 730)	Media Production (FT employees: 4 941)
Managerial	• Editor-in-Chief; Editor (141; 2.0%) • Deputy Editor; Deputy Editor-in-Chief (129; 1.8%)	• Editor-in-Chief; Editor (19; 2.1%) • Deputy Editor; Deputy Editor-in-Chief (16; 1.7%) • Chief (Digital) Content Officer; Director of Digital Media (14; 1.5%)	• Managing Director; General Manager (1 141; 4.0%) • Corporate Communications/ Public Relations/ Public Affairs Manager (395; 1.4%) • Marketing/ Product/ Brand Manager (363; 1.3%)	• Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director (515; 10.4%)
Supervisory	• Managing Editor (357; 5.0%) • News Editor; Assignment Editor (282; 3.9%)	• Managing Editor (66; 7.1%) • Digital Content Officer (43; 4.6%) • Producer (42; 4.5%)	• Associate Account Director; Account Manager (1 199; 4.2%) • Art Director (955; 3.3%) • Assistant Manager / Executive for Corporate Communications, Public Relations and Public Affairs (770; 2.7%)	• Head of Production; Head of Creation (535; 10.8%)
Editorial/ Production/ Executional	• Senior Reporter; Senior Researcher; Reporter; Researcher (1 656; 23.0%) • Senior Sub-editor; Sub-editor; Copy Editor (598; 8.3%)	• Senior Reporter; Reporter (127; 13.7%) • Online Editor (77; 8.3%) • Multimedia Designer; Digital Designer (49; 5.3%)	• Account Executive (2 090; 7.3%) • Graphic Artist (1 855; 6.5%) • Account Executive; PR Specialist; PR Officer; Press Officer (1 351; 4.7%)	• Chief Producer; Senior Producer; Producer; Production Assistant (938; 19.0%)
Supporting / Technical	• Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator (516; 7.2%) • Designer (261; 3.6%)	• Designer (38; 4.1%)	• Designer (2 746; 9.6%)	• Senior Cameraman; Cameraman (751; 15.2%) • Motion Graphic / Visual Effects Designer; 3D / 2D Animator (553; 11.2%)

(   ) indicates no. and % of full-time employees by respective sector

Full-time Vacancies

Number of Full-time Vacancies

4.5　　As at 1 October 2023, a total of 840 vacancies were reported in the media and communications industry, representing a vacancy rate of 2.0% (i.e. vacancies as a percentage of the total number of employees and vacancies). The majority of vacancies were found in the advertising and public relations sector (617 vacancies), followed by the journalism sector (181 vacancies). In terms of vacancy rate, a higher vacancy rate was registered in the journalism and digital/new media sectors (both 2.5%). *(Table 4.3)*

4.6　　Analysed by job level, most of the vacancies were jobs at the editorial/production/executional level (536 vacancies) and supervisory level (207 vacancies), where higher vacancy rates of 2.8% and 2.3 % were recorded respectively. *(Table 4.3)*

Table 4.3　Full-time vacancies by sector and job level

Job level	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production	Overall
Managerial	0	0	36	1	37 [0.6%]
Supervisory	21	3	183	0	207 [2.3%]
Editorial/ production/ executional	120	21	395	0	536 [2.8%]
Supporting/ technical	40	0	3	17	60 [0.7%]
Overall (above 4 job levels)	181 [2.5%]	24 [2.5%]	617 [2.1%]	18 [0.4%]	840 [2.0%]

[　] indicates the vacancy rate $= \dfrac{\textit{No. of full-time vacancies}}{\textit{No. of full-time employees + No. of full-time vacancies}}$

Prominent Vacancies

4.7   In the journalism sector, the prominent vacancy was "Senior Reporter; Reporter" (33.7%).   In the digital/new media sector, the most prominent vacancies were "Senior Reporter; Reporter" (33.3%) and "Senior Press Photographer; Press Photographer; Photographer" (16.7%).   In the advertising and public relations sector, the prominent vacancies were "Marketing Assistant; Marketing Executive" (32.6%) and "Associate Account Director; Account Manager" (16.2%).   As for the media production sector, the prominent vacancies were mainly at the supporting/technical level, including "Motion Graphic / Visual Effects Designer; 3D / 2D Animator" (44.4%), "Visual Producer" (27.8%) and "Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator" (22.2%).   *(Table 4.4)*

Table 4.4   Prominent vacancies by sector and job level

Job level	Journalism (FT vacancies: 181)	Digital / New Media (FT vacancies: 24)	Advertising and Public Relations (FT vacancies: 617)	Media Production (FT vacancies: 18)
Managerial	• No vacancies	• No vacancies	• Corporate Communications/ Public Relations/ Public Affairs Manager (11; 1.8%) • Marketing/ Product/ Brand Manager (7: 1.1%) • Advertising/ Marketing Communications Manager (6; 1.0%)	• Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director (1; 5.6%)
Supervisory	• Managing Editor (15; 8.3%)	• Managing Editor (2; 8.3%) • News Editor; Assignment Editor (1; 4.2%)	• Associate Account Director; Account Manager (100; 16.2%)	• No vacancies
Editorial/ Production/ Executional	• Senior Reporter; Reporter (61; 33.7%)	• Senior Reporter; Reporter (8; 33.3%) • Senior Press Photographer; Press Photographer; Photographer (4; 16.7%)	• Marketing Assistant; Marketing Executive (201; 32.6%)	• No vacancies
Supporting / Technical	• Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator (18; 9.9%) • Designer (13; 7.2%)	• No vacancies	• Data Analyst (2; 0.3%) • Designer (1; 0.2%)	• Motion Graphic / Visual Effects Designer; 3D / 2D Animator (8; 44.4%) • Visual Producer (5; 27.8%) • Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator (4; 22.2%)

(   ) indicates no. and % of vacancies by respective sector

Freelancers

4.8 As at 1 October 2023, there were 1 642 freelancers in the media and communications industry. Of these 1 642 freelancers, over 40% of them were engaged in the advertising and public relations sector (42.3%; 695 persons), followed by the journalism sector (34.8%; 571 persons) and media production sector (21.6%; 355 persons). Only a minority were engaged in the digital/new media sector (1.3%; 21 persons). *(Table 4.5)*

4.9 Analysed by job level, freelancers in advertising and public relations, digital/new media and journalism sectors were mainly working at the editorial/production/executional level while those in the media production sector were mainly working at the supporting/technical level. *(Table 4.5)*

Table 4.5   Freelancers by sector and job level

Job level	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production	Overall
Managerial	0 (0%)	0 (0%)	9 (1.3%)	0 (0%)	9 (0.5%)
Supervisory	16 (2.8%)	4 (19.0%)	12 (1.7%)	0 (0%)	32 (1.9%)
Editorial/ production/ executional	363 (63.6%)	17 (81.0%)	603 (86.8%)	4 (1.1%)	987 (60.1%)
Supporting/ technical	192 (33.6%)	0 (0.0%)	71 (10.2%)	351 (98.9%)	614 (37.4%)
Overall (above 4 job levels)	571 [34.8%]	21 [1.3%]	695 [42.3%]	355 [21.6%]	1 642

(   ) indicates % of total no. of freelancers by respective job level
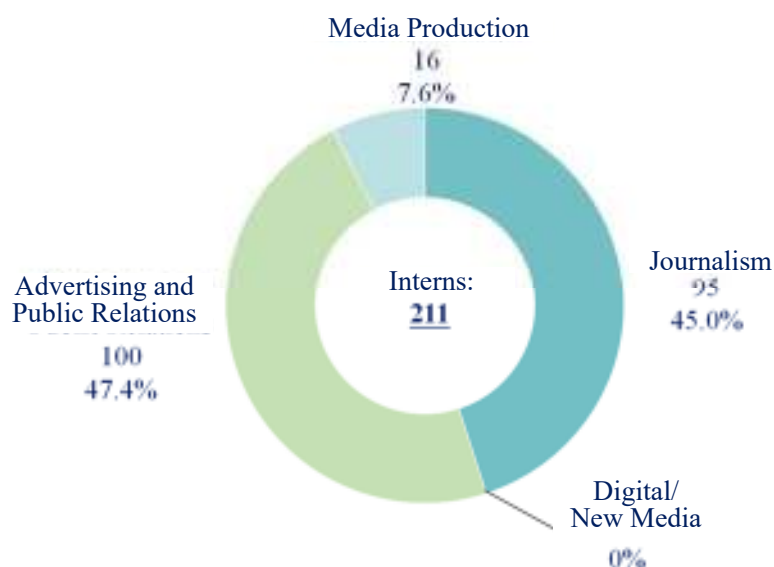*[   ] indicates % of total no. of freelancers by respective sector*
Note: The sum of percentages may not equal   100% due to rounding.
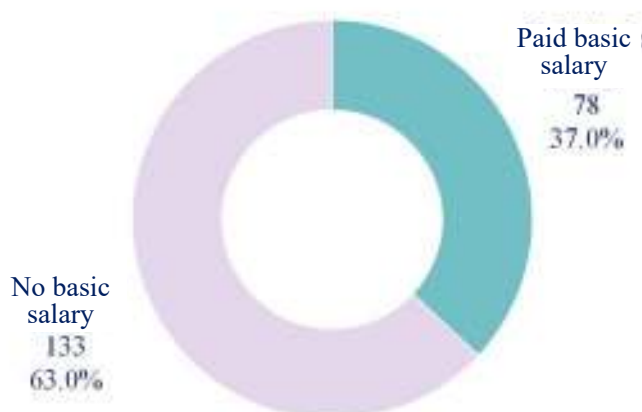
Interns

4.10　　As at 1 October 2023, there were 211 interns in the media and communications industry, mainly engaged in the advertising and public relations sector (47.4%; 100 persons) and journalism sector (45.0%; 95 persons).　*(Chart 4.2)*

Chart 4.2　Interns

4.11　　Among these 211 interns, 37.0% were paid with basic salary while 63.0% were not. *(Chart 4.3)*

Chart 4.3　Whether paid basic salary

Average Monthly Remuneration Package

4.12   The average monthly remuneration package for full-time employees in the journalism sector at the managerial level is mainly in the range of $50,001 - $80,000 (42.8%) and $30,001 - $50,000 (37.9%).   It was followed by $30,001 - $50,000 (60.4%) for the supervisory level, $20,001 - $30,000 (67.3%) for the editorial/production/executional level, and $20,001 - $30,000 (50.0%) and $15,001 - $20,000 (47.0%) for the supporting/ technical level. *(Table 4.6)*

Table 4.6   Average monthly remuneration package by job level in journalism sector

Job level	$80,001 or above	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$15,001 - $20,000	$15,000 or below	No. of full-time employees
Managerial	12.7%	42.8%	37.9%	6.5%	0.0%	0.0%	392
Supervisory	0.0%	9.8%	60.4%	29.4%	0.4%	0.0%	997
Editorial/ production/ executional	0.0%	0.9%	18.2%	67.3%	13.5%	0.2%	4 174
Supporting/ technical	0.0%	0.0%	1.7%	50.0%	47.0%	1.3%	1 637

⬜ denotes prominent ranges of the monthly remuneration package in the respective job level.
Note: The sum of percentages may not equal 100% due to rounding.

4.13   As for the digital/new media sector, the average monthly remuneration package for full-time employees at the managerial level is mainly in the range of $50,001 - $80,000 (74.6%). It was followed by $30,001 - $50,000 (52.5%) for the supervisory level, $20,001 - $30,000 (66.2%) for the editorial/production/executional level, and $15,001 - $20,000 (57.1%) and $20,001 - $30,000 (42.9%) for the supporting/technical level.   *(Table 4.7)*

Table 4.7   Average monthly remuneration package by job level in digital/new media sector

Job level	$80,001 or above	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$15,001 - $20,000	$15,000 or below	No. of full-time employees
Managerial	11.1%	74.6%	14.3%	0.0%	0.0%	0.0%	70
Supervisory	0.0%	10.4%	52.5%	37.1%	0.0%	0.0%	219
Editorial/ production/ executional	0.0%	0.0%	8.9%	66.2%	24.9%	0.0%	580
Supporting/ technical	0.0%	0.0%	0.0%	42.9%	57.1%	0.0%	56

⬜ denotes prominent ranges of the monthly remuneration package in the respective job level.
Note: The sum of percentages may not equal 100% due to rounding.

4.14   Regarding the advertising and public relations sector, the average monthly remuneration package for full-time employees at the managerial level is mainly in the range of $30,001 - $50,000 (48.4%) and $50,001 - $80,000 (39.7%).   It was followed by $20,001 - $30,000 (57.4%) for the supervisory level, $20,001 - $30,000 (48.1%) and $15,001 - $20,000 (45.5%) for the editorial/production/executional level and $15,001 - $20,000 (71.7%) for the supporting/technical level.   *(Table 4.8)*

Table 4.8   Average monthly remuneration package by job level in advertising and public relations sector

Job level	$80,001 or above	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$15,001 - $20,000	$15,000 or below	No. of full-time employees
Managerial	5.4%	39.7%	48.4%	6.6%	0.0%	0.0%	4 769
Supervisory	0.0%	4.7%	35.8%	57.4%	2.1%	0.0%	6 969
Editorial/ production/ executional	0.0%	0.0%	5.9%	48.1%	45.5%	0.5%	13 019
Supporting/ technical	0.0%	0.0%	0.8%	22.4%	71.7%	5.0%	3 973

　　　　denotes prominent ranges of the monthly remuneration package in the respective job level.
Note: The sum of percentages may not equal 100% due to rounding.

4.15   With respect to the media production sector, the average monthly remuneration package for full-time employees at the managerial level is mainly in the range of $30,001 - $50,000 (50.4%) and $50,001 - $80,000 (42.9%).   It was followed by $20,001 - $30,000 for the supervisory level (70.7%), the editorial/production/executional level (71.2%) as well as the supporting/technical level (65.0%).   *(Table 4.9)*

Table 4.9   Average monthly remuneration package by job level in media production sector

Job level	$80,001 or above	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$15,001 - $20,000	$15,000 or below	No. of full-time employees
Managerial	3.4%	42.9%	50.4%	3.3%	0.0%	0.0%	914
Supervisory	0.0%	3.8%	20.5%	70.7%	5.0%	0.0%	562
Editorial/ production/ executional	0.0%	0.0%	10.9%	71.2%	18.0%	0.0%	1 081
Supporting/ technical	0.0%	0.0%	0.1%	65.0%	34.9%	0.0%	2 384

　　　　denotes prominent ranges of the monthly remuneration package in the respective job level.
Note: The sum of percentages may not equal 100% due to rounding.

Average Daily Wage Rate of Freelancers

4.16   The average daily wage rate of freelancers at the editorial/production/executional level in the media and communications industry is mainly in the range of $751 -$1,000.   For freelancers at the supporting/ technical level, the average daily wage rate of freelancers is mainly in the range of $1,001 - $1,250 (69.3%) in journalism sector, $751 -$1,000 (87.6%) in media production sector and $750 or below (69.6%) in advertising and public relations sector. *(Table 4.10)*

Table 4.10   Average daily wage rate of freelancers by sector

Job level	Journalism	Digital / New Media	Advertising and Public Relations	Media Production
Managerial	*No freelancer*	*No freelancer*	#	*No freelancer*
Supervisory	#	#	#	*No freelancer*
Editorial/ Production/ Executional	$751 -$1,000 (50.8%)	#	$751 -$1,000 (61.6%)	#
Supporting / Technical	$1,001 - $1,250 (69.3%)	*No freelancer*	$750 or below (69.6%)	$751 -$1,000 (87.6%)

Note: 1. % of the total number of freelancers in the respective sector
    2. # - the figure is not presented due to the small number of freelancers in that particular sector

Preferred Education Level

4.17	In the journalism sector, most of the employees at both the managerial level (96.0%) and the supervisory level (80.1%) were preferred to have a first degree or above qualification. Among the employees at the editorial/production/executional level, 46.7% were preferred to have a first-degree or above qualification while 30.3% were preferred to have a sub-degree qualification. As for employees at the supporting/technical level, 57.2% were preferred to have a diploma/certificate qualification. *(Table 4.11)*

**Table 4.11	Preferred level of education by job level in journalism sector**

Job level	First-degree or above	Sub-degree	Diploma/ certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
Managerial	96.0%	4.0%	0.0%	0.0%	0.0%	392
Supervisory	80.1%	16.1%	2.7%	1.1%	0.0%	997
Editorial/ production/ executional	46.7%	30.3%	20.5%	2.5%	0.0%	4 174
Supporting/ technical	0.3%	27.1%	57.2%	15.4%	0.0%	1 637
Overall	43.5%	26.2%	25.3%	5.1%	0.0%	-

　　　　denotes prominent ranges of preferred levels of education in the respective job level.

Note: The sum of percentages may not equal 100% due to rounding.

4.18	As for the digital/new media sector, all (100%) of the employees at the managerial level were preferred to have a first degree or above qualification. Among the employees at the supervisory level, 49.2% were preferred to have a sub-degree qualification while 46.1% were preferred to have a first-degree or above qualification. Nearly 60% (59.8%) of the employees at the editorial/production/executional level were preferred to have a sub-degree qualification. As for the employees at the supporting/technical level, about one-third were preferred to have a secondary 4 to 7 qualification (36.7%), a sub-degree qualification (32.7%) or a diploma/certificate qualification (30.6%) respectively. *(Table 4.12)*

**Table 4.12	Preferred level of education by job level in digital/new media sector**

Job level	First-degree or above	Sub-degree	Diploma/ certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
Managerial	100.0%	0.0%	0.0%	0.0%	0.0%	70
Supervisory	46.1%	49.2%	4.7%	0.0%	0.0%	219
Editorial/ production/ executional	27.5%	59.8%	12.7%	0.0%	0.0%	580
Supporting/ technical	0.0%	32.7%	30.6%	36.7%	0.0%	56
Overall	35.7%	51.1%	10.9%	2.2%	0.0%	-

　　　　denotes prominent ranges of preferred levels of education in the respective job level.

Note: The sum of percentages may not equal 100% due to rounding.

4.19   In the advertising and public relations sector, virtually all (99.3%) of the employees at the managerial level were preferred to have a first degree or above qualification.   As for the employees at the supervisory level, 59.2% were preferred to have a first-degree or above qualification.   About one-third of the employees at the editorial/production/executional level were preferred to have a diploma/certificate qualification (34.9%) or a first-degree or above qualification (31.6%) respectively.   44.8% of the employees at the supporting/technical level were preferred to have a diploma/certificate qualification while one-third (32.3%) were preferred to have secondary 4 to 7 qualifications.   *(Table 4.13)*

Table 4.13   Preferred level of education by job level in advertising and public relations sector

Job level	First-degree or above	Sub-degree	Diploma/ certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
Managerial	99.3%	0.4%	0.3%	0.0%	0.0%	4 769
Supervisory	59.2%	24.7%	13.8%	2.3%	0.0%	6 969
Editorial/ production/ executional	31.6%	24.0%	34.9%	9.5%	0.0%	13 019
Supporting/ technical	2.4%	20.5%	44.8%	32.3%	0.0%	3 973
Overall	45.5%	19.8%	25.4%	9.3%	0.0%	-

    denotes prominent ranges of preferred levels of education in the respective job level.

Note: The sum of percentages may not equal 100% due to rounding.

4.20   In the media production sector, virtually all (99.9%) of the employees at the managerial level were preferred to have a first degree or above qualification.   As for the employees at the supervisory level, 49.4% were preferred to have a sub-degree qualification while 34.9% were preferred to have a first-degree or above qualification.   Among the employees at the editorial/production/executional level, 54.7% were preferred to have a sub-degree qualification while 24.2% were preferred to have a first-degree or above qualification.   59.7% of the employees at the supporting/technical level were preferred to have a diploma/certificate qualification.   *(Table 4.14)*

Table 4.14   Preferred level of education by job level in media production sector

Job level	First-degree or above	Sub-degree	Diploma/ certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
Managerial	99.9%	0.1%	0.0%	0.0%	0.0%	914
Supervisory	34.9%	49.4%	15.7%	0.0%	0.0%	562
Editorial/ production/ executional	24.2%	54.7%	14.1%	7.0%	0.0%	1 081
Supporting/ technical	1.1%	25.2%	59.7%	14.0%	0.0%	2 384
Overall	28.3%	29.8%	33.7%	8.3%	0.0%	-

   denotes prominent ranges of preferred levels of education in the respective job level.

Note: The sum of percentages may not equal 100% due to rounding.

Preferred Years of Experience

4.21　　In the journalism sector, employees at the managerial level were preferred to have 10 years or above (52.7%) and 7 to 10 years (32.9%) of experience.　　As for the employees at the supervisory level, they were preferred to have 7 to 10 years (44.8%) and 5 to 7 years (39.7%) of experience.　　Employees at the editorial/production/executional level were preferred to have 2 to 5 years of experience (56.8%).　　Employees at the supporting/technical level were preferred to have 2 to 5 years (53.2%) or less than 2 years (46.1%) of experience.　　*(Table 4.15)*

Table 4.15　Preferred years of experience by job level in journalism sector

Job level	10 years or above	7 years to less than 10 years	5 years to less than 7 years	2 years to less than 5 years	Less than 2 years	No. of employees
Managerial	52.7%	32.9%	9.9%	4.5%	0.0%	392
Supervisory	7.7%	44.8%	39.7%	7.8%	0.0%	997
Editorial/ production/ executional	0.0%	9.7%	19.7%	56.8%	13.8%	4 174
Supporting/ technical	0.0%	0.0%	0.6%	53.2%	46.1%	1 637

☐ denotes prominent ranges of preferred years of experience in the respective job level
Note: The sum of percentages may not equal 100% due to rounding.

4.22　　In the digital/new media sector, employees at the managerial level were preferred to have 10 years or above of experience (67.2%).　　Supervisory level employees were preferred to have 7 to 10 years (44.5%) or 5 to 7 years (32.5%) of experience.　　Most of the employees at the editorial/production/ executional level were preferred to have 2 to 5 years of experience (70.9%).　　Employees at the supporting/technical level were preferred to have less than 2 years of experience (63.3%).　　*(Table 4.16)*

Table 4.16　Preferred years of experience by job level in digital/new media sector

Job level	10 years or above	7 years to less than 10 years	5 years to less than 7 years	2 years to less than 5 years	Less than 2 years	No. of employees
Managerial	67.2%	32.8%	0.0%	0.0%	0.0%	70
Supervisory	3.1%	44.5%	32.5%	19.9%	0.0%	219
Editorial/ production/ executional	0.0%	3.9%	11.3%	70.9%	13.9%	580
Supporting/ technical	0.0%	0.0%	0.0%	36.7%	63.3%	56

☐ denotes prominent ranges of preferred years of experience in the respective job level

4.23   In the advertising and public relations sector, employees at the managerial level were preferred to have 10 years or more (46.9%) or 7 to 10 years (38.0%) of experience.   Over half (55.1%) of the employees at the supervisory level were preferred to have 5 to 7 years of experience.   Employees at the editorial/production/executional level were preferred to have 2 to 5 years of experience (62.2%).   Employees at the supporting/technical level were preferred to have 2 to 5 years (49.7%) or less than 2 years (44.9%) of experience.   *(Table 4.17)*

Table 4.17   Preferred years of experience by job level in advertising and public relations sector

Job level	10 years or above	7 years to less than 10 years	5 years to less than 7 years	2 years to less than 5 years	Less than 2 years	No. of employees
Managerial	46.9%	38.0%	14.4%	0.7%	0.0%	4 769
Supervisory	5.5%	18.5%	55.1%	19.2%	1.7%	6 969
Editorial/ production/ executional	0.2%	1.8%	9.8%	62.2%	26.0%	13 019
Supporting/ technical	0.0%	0.0%	5.4%	49.7%	44.9%	3 973

        denotes prominent ranges of preferred years of experience in the respective job level

4.24   In the media production sector, employees at the managerial level were preferred to have experience of 10 years or more (58.2%).   Employees at the supervisory level were preferred to have 5 to 7 years (42.8%) and 7 to 10 years (34.6%) of experience.   Over half (55.3%) of the employees at the editorial/production/executional level were preferred to have 2 to 5 years of experience.   Employees at the supporting/technical level were preferred to have 2 to 5 years (54.2%) or less than 2 years (39.2%) of experience.   *(Table 4.18)*

Table 4.18 Preferred years of experience by job level in media production sector

Job level	10 years or above	7 years to less than 10 years	5 years to less than 7 years	2 years to less than 5 years	Less than 2 years	No. of employees
Managerial	58.2%	25.1%	16.8%	0.0%	0.0%	914
Supervisory	9.1%	34.6%	42.8%	13.4%	0.2%	562
Editorial/ production/ executional	0.1%	0.0%	24.7%	55.3%	19.8%	1 081
Supporting/ technical	0.0%	0.3%	6.3%	54.2%	39.2%	2 384

        denotes prominent ranges of preferred years of experience in the respective job level
Note: The sum of percentages may not equal 100% due to rounding.

Employees Left and Recruited

Employees Left in the Past 12 Months

4.25   In the journalism sector, employers reported that 1 592 full-time employees have left their establishments in the past 12 months.   The turnover rate (i.e. the number of full-time employees left as a percentage of the total number of posts) was 16.4%.   Analysed by job level, the editorial/production/executional level registered the largest number of employees left (1 020 full-time employees) and the highest turnover rate (19.4%).   *(Table 4.19)*

Table 4.19 Employees left in the past 12 months and turnover rate by job level in the journalism sector

Job level	Number of employees left	Turnover rate*
Managerial	69	7.4%
Supervisory	207	11.5%
Editorial/ production/ executional	1 020	19.4%
Supporting/ technical	296	17.4%
Overall (above 4 job levels)	1 592	16.4%

* Turnover rate = no. of full-time employees left in past 12 months /(no. of full-time employees + no. of full-time vacancies)

4.26   In the digital/new media sector, employers reported that 232 full-time employees have left their establishments in the past 12 months.   The turnover rate (i.e. the number of full-time employees left as a percentage of the total number of posts) was 13.6%.   Analysed by job level, the editorial/production/executional level registered the largest number of employees left (167 full-time employees) and the highest turnover rate (17.0%).   *(Table 4.20)*

Table 4.20 Employees left in the past 12 months and turnover rate by job level in digital/new media sector

Job level	Number of employees left	Turnover rate*
Managerial	8	3.9%
Supervisory	43	10.1%
Editorial/ production/ executional	167	17.0%
Supporting/ technical	14	16.3%
Overall (above 4 job levels)	232	13.6%

* Turnover rate = no. of full-time employees left in past 12 months /(no. of full-time employees + no. of full-time vacancies)

4.27   In the advertising and public relations sector, employers reported that 3 445 full-time employees have left their establishments in the past 12 months.   The turnover rate (i.e. the number of full-time employees left as a percentage of the total number of posts) was 13.1%.   Analysed by job level, the editorial/production/executional level registered the largest number of employees left (2 269 full-time employees) and the highest turnover rate (18.8%).   *(Table 4.21)*

Table 4.21 Employees left in the past 12 months and turnover rate by job level in advertising and public relations sector

Job level	Number of employees left	Turnover rate*
Managerial	338	8.2%
Supervisory	464	7.5%
Editorial/ production/ executional	2 269	18.8%
Supporting/ technical	374	9.5%
Overall (above 4 job levels)	3 445	13.1%

* Turnover rate = no. of full-time employees left in past 12 months /(no. of full-time employees + no. of full-time vacancies)

4.28   In the media production sector, employers reported that 303 full-time employees have left their establishments in the past 12 months.   The turnover rate (i.e. the number of full-time employees left as a percentage of the total number of posts) was 6.1%.   Analysed by job level, the supporting/technical level registered the largest number of employees left (156 full-time employees) whereas the turnover rate was the highest at the supervisory level (8.7%). *(Table 4.22)*

Table 4.22 Employees left in the past 12 months and turnover rate by job level in media production sector

Job level	Number of employees left	Turnover rate*
Managerial	29	3.2%
Supervisory	49	8.7%
Editorial/ production/ executional	69	6.4%
Supporting/ technical	156	6.5%
Overall (above 4 job levels)	303	6.1%

* Turnover rate = no. of full-time employees left in past 12 months /(no. of full-time employees + no. of full-time vacancies)

Employees Recruited in the Past 12 Months

4.29　　In the journalism sector, a total of 1 371 employees were recruited in the past 12 months, with the majority being at the editorial/production/executional level (877).　Among the new recruits at the managerial level, the supervisory level and the editorial/production/executional level, 70% or more had media and communications working experience (77.0%, 70.0% and 71.2% respectively) while the corresponding proportion was smaller for the new recruits at the supporting/technical level (48.5%).　*(Table 4.23)*

Table 4.23　Staff recruited in the past 12 months by job level in journalism sector

Job level	Total number of new recruits	Number of new recruits with media and communications working experience
Managerial	61	47 (77.0%)
Supervisory	200	140 (70.0%)
Editorial/ production/ executional	877	624 (71.2%)
Supporting/ technical	233	113 (48.5%)
Overall (above 4 job levels)	1 371	924 (67.4%)

4.30　　In the digital/new media sector, a total of 204 employees were recruited in the past 12 months, with the majority being at the editorial/production/executional level (137).　Among the new recruits at the supervisory level, the editorial/production/executional level and the supporting/technical level, 70% or more had media and communications working experience (73.8%, 70.1% and 92.9% respectively) while the corresponding proportion was smaller for the new recruits at the managerial level (54.5%).　*(Table 4.24)*

Table 4.24　Staff recruited in the past 12 months by job level in the digital/new media sector

Job level	Total number of new recruits	Number of new recruits with media and communications working experience
Managerial	11	6 (54.5%)
Supervisory	42	31 (73.8%)
Editorial/ production/ executional	137	96 (70.1%)
Supporting/ technical	14	13 (92.9%)
Overall (above 4 job levels)	204	146 (71.6%)

4.31   In the advertising and public relations sector, a total of 2 891 employees were recruited in the past 12 months, with the majority being at the editorial/production/executional level (1 861).   Among the new recruits at the managerial level, the supervisory level and the editorial/production/executional level, over 80% had media and communications working experience(91.5%, 84.9% and 88.0% respectively) while the corresponding proportion was smaller for the new recruits at the supporting/technical level (48.6%).   *(Table 4.25)*

Table 4.25   Staff recruited in the past 12 months by job level in advertising and public relations sector

Job level	Total number of new recruits	Number of new recruits with media and communications working experience
Managerial	307	281 (91.5%)
Supervisory	392	333 (84.9%)
Editorial/ production/ executional	1 861	1 638 (88.0%)
Supporting/ technical	331	161 (48.6%)
Overall (above 4 job levels)	2 891	2 413 (83.5%)

4.32   In the media production sector, a total of 264 employees were recruited in the past 12 months, with the majority being at the supporting/technical (134).   Among the new recruits at the various job levels, two-thirds or more had media and communications working experience. *(Table 4.26)*

Table 4.26 Staff recruited in the past 12 months by job level in media production sector

Job level	Total number of new recruits	Number of new recruits with media and communications working experience
Managerial	27	18 (66.7%)
Supervisory	49	40 (81.6%)
Editorial/ production/ executional	54	41 (75.9%)
Supporting/ technical	134	133 (99.3%)
Overall (above 4 job levels)	264	232 (87.9%)

Employers' Views on Business Volume in the Next 12 Months

4.33   In the survey, employers were asked to indicate their views on the expected change in the business volume of their establishments in the next 12 months.   Two-thirds (66.5%) of the establishments in the media and communications industry expected the business volume to remain stable, while 7.3% to worsen and 2.6% to be better for the coming year.   Among the employers in the various sectors, the percentages of establishments expecting the business to be worsen were relatively higher for advertising and public relations (9.7%) and journalism (7.8%) sectors.   *(Chart 4.4)*

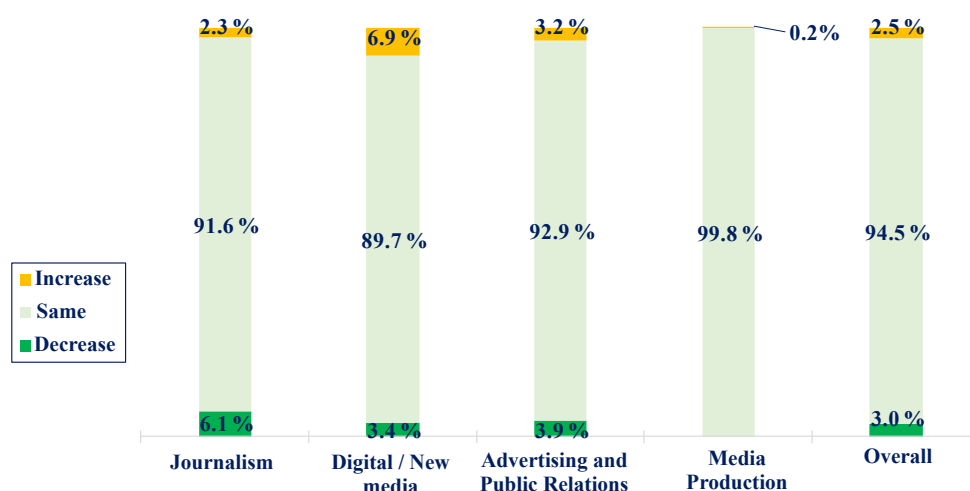**Chart 4.4   Views on business volume in the next 12 months by sector**
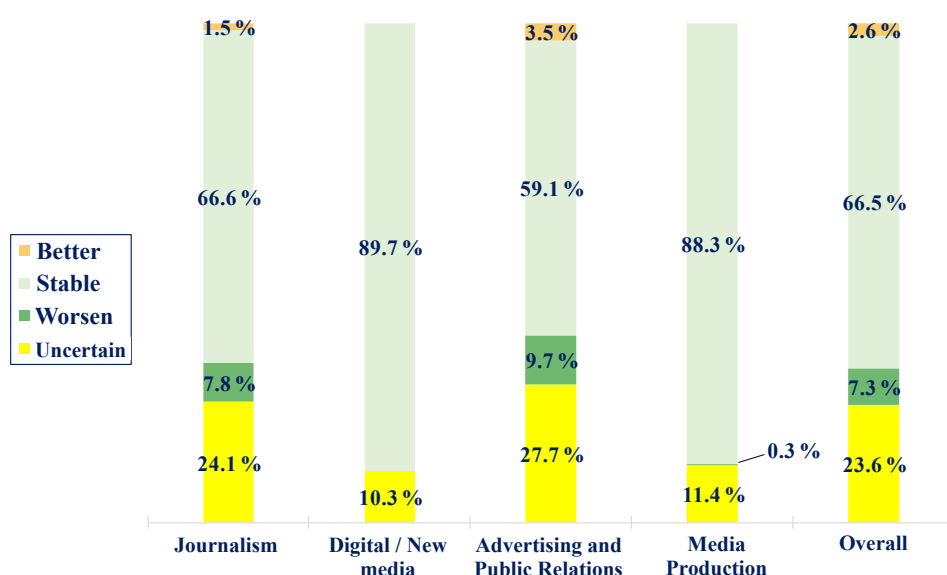
Note: *Percentage are calculated on the basis of total number of companies by respective sectors*

Expected Change in Number of Full-Time Employees in the Next 12 Months

4.34   When asked to indicate the expected change in the number of full-time employees of their establishments in the next 12 months, over nine in ten (94.5%) expected the number of full-time employees to remain the same.   A mere 2.5% reported that the number of full-time employees would increase, particularly for the digital/new media sector (6.9%); whereas 3.0% reported that the number of full-time employees would decrease, particularly for the journalism sector (6.1%).   *(Chart 4.5)*

Chart 4.5   Views on number of full-time employees in the next 12 months by sector

	Journalism	Digital / New media	Advertising and Public Relations	Media Production	Overall
Increase	2.3 %	6.9 %	3.2 %	0.2%	2.5 %
Same	91.6 %	89.7 %	92.9 %	99.8 %	94.5 %
Decrease	6.1 %	3.4 %	3.9 %		3.0 %

Note: *Percentage are calculated on the basis of <u>total number of companies</u> by respective sectors*

4.35   The average percentage change of number of full-time employees in the media and communications industry in the next 12 months was +0.1%, with an average percentage change of +2.5% recorded for the digital/new media sector and an average percentage change of -1.3% recorded for the journalism sector.   *(Table 4.27)*

Table 4.27   Average percentage change of number of full-time employees in the next 12 months by sector

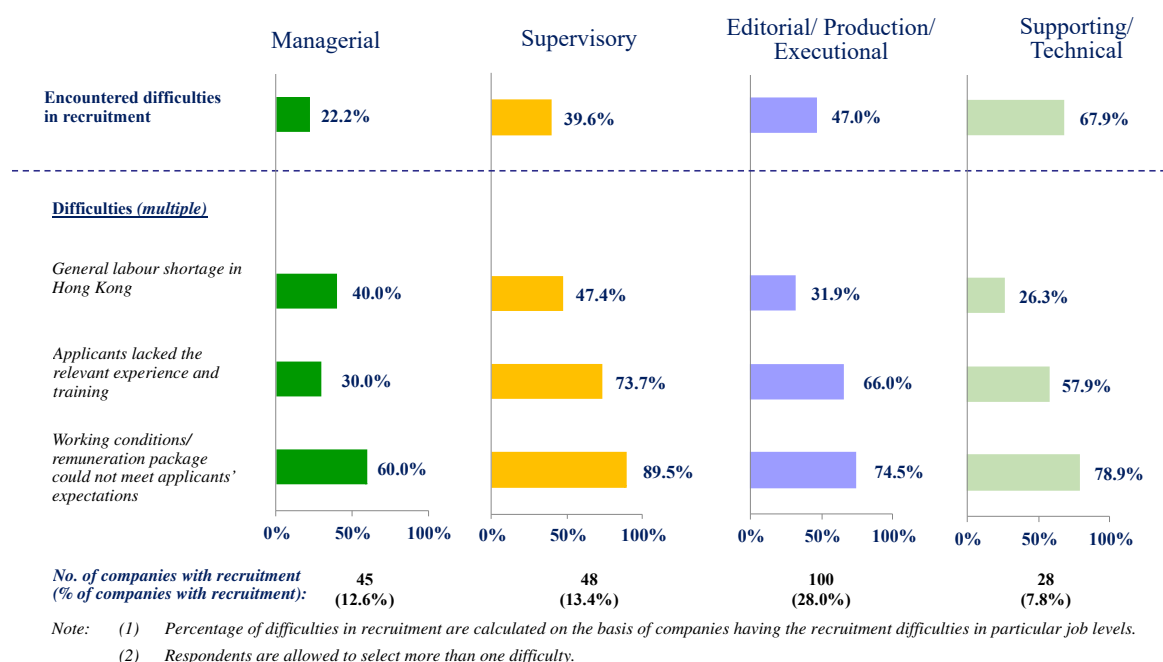|	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production	Overall
Average percentage change of no. of full-time employees in the next 12 months	-1.3%	+2.5%	+0.4%	+0.3%	+0.1%

Recruitment Difficulties

4.36 In the journalism sector, the proportion of establishments engaged in recruiting employees at the editorial/production/executional level (28.0%) was larger as compared with the supervisory (13.4%), managerial (12.6%) and supporting/technical (7.8%) levels. *(Chart 4.6)*

4.37 Among those establishments engaged in the recruitment exercises, the percentages of establishments encountering recruitment difficulties were relatively higher for those recruiting employees at the supporting/technical (67.9%) and editorial/production/executional (47.0%) levels, as compared with the supervisory (39.6%) and managerial (22.2%) levels. *(Chart 4.6)*

4.38 When recruiting employees at the managerial level, the difficulties encountered were mainly "working conditions/remuneration package could not meet applicants' expectations" (60.0%). The difficulties encountered for recruiting employees at the supervisory, editorial/production/executional and supporting/technical levels were mainly "working conditions/remuneration package could not meet applicants' expectations" (89.5%, 74.5% and 78.9% respectively) and "applicants lacked the relevant experience and training" (73.7%, 66.0% and 57.9% respectively). *(Chart 4.6)*

Chart 4.6   Difficulties encountered in recruitment in past 12 months by job level in journalism sector

	Managerial	Supervisory	Editorial/ Production/ Executional	Supporting/ Technical
Encountered difficulties in recruitment	22.2%	39.6%	47.0%	67.9%
Difficulties (multiple)				
General labour shortage in Hong Kong	40.0%	47.4%	31.9%	26.3%
Applicants lacked the relevant experience and training	30.0%	73.7%	66.0%	57.9%
Working conditions/ remuneration package could not meet applicants' expectations	60.0%	89.5%	74.5%	78.9%
No. of companies with recruitment (% of companies with recruitment):	**45 (12.6%)**	**48 (13.4%)**	**100 (28.0%)**	**28 (7.8%)**

Note: (1)   *Percentage of difficulties in recruitment are calculated on the basis of companies having the recruitment difficulties in particular job levels.*
         (2)   *Respondents are allowed to select more than one difficulty.*
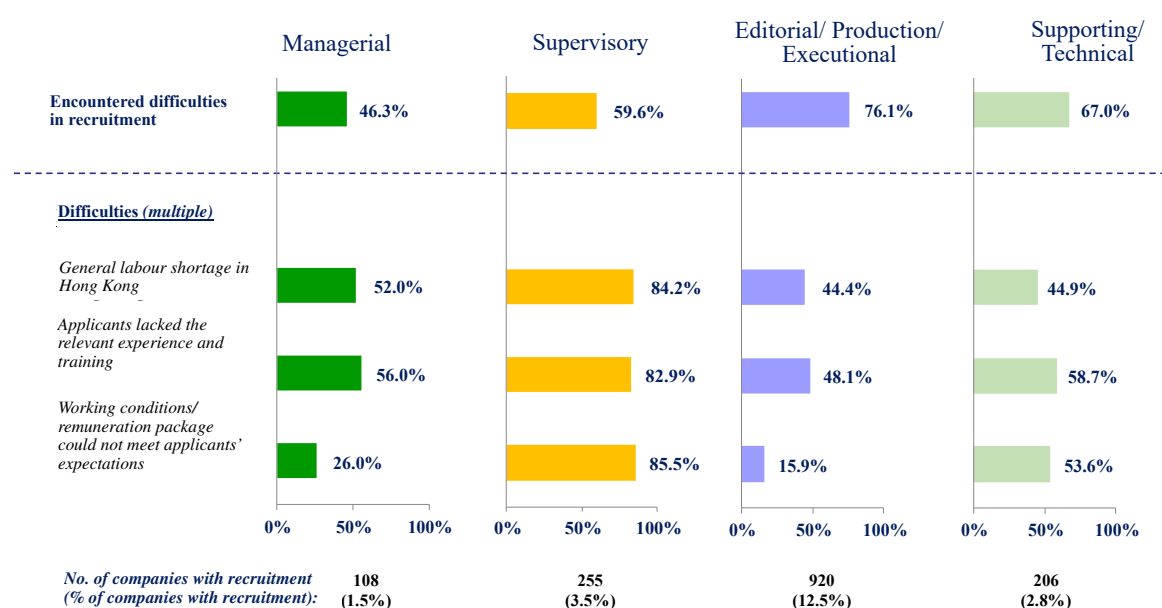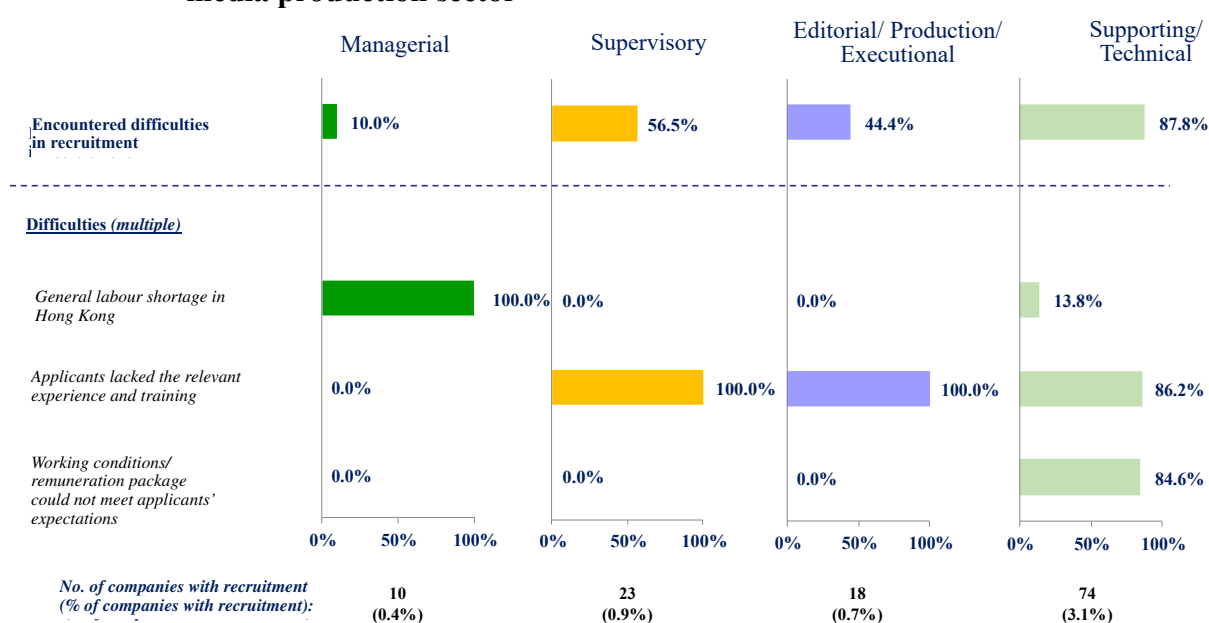
4.39 In the digital/new media sector, figures for various job levels are not presented due to their small sample size.

4.40   In the advertising and public relations sector, the proportion of establishments engaged in recruiting employees at the editorial/production/executional level (12.5%) was larger as compared with the supervisory (3.5%), supporting/technical (2.8%) and managerial (1.5%) levels.   *(Chart 4.7)*

4.41   Among those establishments engaged in the recruitment exercises, the percentages of establishments encountering recruitment difficulties were relatively higher for those recruiting employees at the editorial/production/executional (76.1%) and supporting/technical (67.0%) levels, as compared with the supervisory (59.6%) and managerial (46.3%) levels.   *(Chart 4.7)*

4.42   When recruiting employees at the managerial and editorial/production/executional levels, the difficulties encountered were mainly "applicants lacked the relevant experience and training" (56.0% and 48.1% respectively) and "general labour shortage in Hong Kong" (52.0% and 44.4% respectively).   As for the supervisory level, the difficulty encountered was mainly "working conditions/remuneration package could not meet applicants' expectations" (85.5%), "general labour shortage in Hong Kong" (84.2%) and "applicants lacked the relevant experience and training" (82.9%).   The difficulties encountered in recruiting employees at the supporting/technical level were mainly "applicants lacked the relevant experience and training" (58.7%) and "working conditions/remuneration package could not meet applicants' expectations" (53.6%).   *(Chart 4.7)*

Chart 4.7   Difficulties encountered in recruitment in past 12 months by job level in advertising and public relations sector

	Managerial	Supervisory	Editorial/ Production/ Executional	Supporting/ Technical
Encountered difficulties in recruitment	46.3%	59.6%	76.1%	67.0%
Difficulties *(multiple)*				
General labour shortage in Hong Kong	52.0%	84.2%	44.4%	44.9%
Applicants lacked the relevant experience and training	56.0%	82.9%	48.1%	58.7%
Working conditions/ remuneration package could not meet applicants' expectations	26.0%	85.5%	15.9%	53.6%
No. of companies with recruitment (% of companies with recruitment):	108 (1.5%)	255 (3.5%)	920 (12.5%)	206 (2.8%)

Note: (1)   Percentage of difficulties in recruitment are calculated on the basis of companies having the recruitment difficulties in particular job levels.

(2)   Respondents are allowed to select more than one difficulty.

4.43   In the media production sector, the proportion of establishments engaged in recruiting employees at the supporting/technical (3.1%) level was relatively higher as compared with the supervisory (0.9%), editorial/production/executional (0.7%) and managerial (0.4%) levels. *(Chart 4.8)*

4.44   Among those establishments engaged in recruiting employees at the supporting/technical level[3], 87.8% of establishments encountered recruitment difficulties. *(Chart 4.8)*

4.45   The difficulties encountered when recruiting employees at the supporting/technical level were mainly "applicants lacked the relevant experience and training" (86.2%) and "working conditions/remuneration package could not meet applicants' expectations" (84.6%). *(Chart 4.8)*

Chart 4.8   Difficulties encountered in recruitment in past 12 months by job level in media production sector

	Managerial	Supervisory	Editorial/ Production/ Executional	Supporting/ Technical
Encountered difficulties in recruitment	10.0%	56.5%	44.4%	87.8%
Difficulties *(multiple)*				
General labour shortage in Hong Kong	100.0%	0.0%	0.0%	13.8%
Applicants lacked the relevant experience and training	0.0%	100.0%	100.0%	86.2%
Working conditions/ remuneration package could not meet applicants' expectations	0.0%	0.0%	0.0%	84.6%
No. of companies with recruitment (% of companies with recruitment):	10 (0.4%)	23 (0.9%)	18 (0.7%)	74 (3.1%)

Note: (1)   Percentage of difficulties in recruitment are calculated on the basis of companies having the recruitment difficulties in particular job levels.
(2)   Respondents are allowed to select more than one difficulty.

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[3]   Findings of the managerial, supervisory and editorial/production/executional levels are not analysed in the paragraph due to their small sample size.

Training Places to be Provided in the Next 12 Months

4.46   In the survey, employers were asked to indicate the number of training places planned to provide/sponsor to the existing employees with respect to the different types of skills and knowledge in the next 12 months.   Among the employers in the various sectors, the advertising and public relations sector registered the largest number of training places provided in the next 12 months (2 992 training places), distantly followed by media production (214 training places), journalism (85 training places) and digital/new media (45 training places). In terms of types of training places to be provided, "innovative media technology" was generally the prominent training places across various job levels.   Other than "innovative media technology", employees at both the managerial and the supervisory levels tend to focus on "management skills", while employees at both the editorial/production/executional and the supporting/technical levels tended to focus on "industry-specific skills".   *(Table 4.28)*

Table 4.28   Prominent training places planned to be provided in next 12 months by sector and job level

Job level	Journalism (Training places: 85)	Digital / New Media (Training places: 45)	Advertising and Public Relations (Training places: 2 992)	Media Production (Training places: 214)
Managerial	• Management skills (12)	*No training places provided*	• Management skills (231) • Innovative media technology (113) • Language skills (105)	• Management skills (13)
Supervisory	• Innovative media technology (14)	• Management skills (5) • Innovative media technology (5) • Industry-specific skills (5)	• Management skills (262) • Innovative media technology (178)	• Innovative media technology (49)
Editorial/ Production/ Executional	• Industry-specific skills (18)	• Management skills (5) • Innovative media technology (20) • Industry-specific skills (5)	• Innovative media technology (737) • Industry specific skills (444)	• Innovative media technology (18) • Industry specific skills (16)
Supporting / Technical	• Industry specific skills (15)	*No training places provided*	• Innovative media technology (173) • Industry specific skills (98)	• Industry specific skills (68) • Innovative media technology (20) • Language skills (20)

Note: (   ) indicates no. of training places planned to be provided

Training Requirement

4.47   In the survey, employers were asked to indicate the training areas for their employees. In the journalism sector, employees at both the managerial and the supervisory levels were required to focus on managerial skills, particularly skills relating to "human resources management".   Employees at both the editorial/production/executional and the supporting/technical levels were expected to focus on industry-specific skills, particularly skills relating to "reporting and editing skills".   *(Table 4.29)*

Table 4.29   Major training requirements in journalism sector

Managerial	Supervisory	Editorial / Production / Executional	Supporting / Technical
Human resources management	Marketing management	Reporting and editing skills	Web security
Strategic planning management	Written English	Media law and ethics	Social media applications
Production management	Human resources management	Intellectual property and copyright law	Reporting and editing skills

■ Managerial Skills	■ Social Media / Digital Skills	■ Language Skills	■ Industry Specific Skills

4.48   In the digital/new media sector, employees at both the managerial and the supervisory levels needed to focus on managerial skills, particularly skills relating to "marketing management".   Employees at both the editorial/production/executional and the supporting/technical levels were expected to focus on innovative media technology, particularly skills relating to "website and apps design" and "video production", and social media/digital skills.   *(Table 4.30)*

Table 4.30   Major training requirements in digital/new media sector

Managerial	Supervisory	Editorial / Production / Executional	Supporting / Technical
Marketing management	Production management	Web security	Website and apps design
Human resources management	Marketing management	Website and apps design	Video production
	Political system, social and economic development in the mainland of China		People-to-people communication
Financial management	Video production		Web analytics
	Multi-tasking skills	Video production	Visual design and aesthetics

■ Managerial Skills	■ China and International Knowledge	■ Social Media / Digital Skills	■ Innovative Media Technology	■ Industry Specific Skills

4.49   As for the advertising and public relations sector, employees at both the managerial and the supervisory levels were required to focus on both managerial skills and industry-specific skills, particularly skills relating to "account strategic planning".   Employees at both the editorial/production/executional and the supporting/technical levels needed to focus on innovative media technology, particularly skills relating to "innovative media research and applications" and "multimedia knowledge and applications".   *(Table 4.31)*

Table 4.31   Major training requirements in advertising and public relations sector

Managerial	Supervisory	Editorial / Production / Executional	Supporting / Technical
Production management	Account strategic planning		Innovative media research and applications
Human resources management	Marketing management	Multimedia knowledge and applications	
Account strategic planning	Multimedia knowledge and applications	Innovative media research and applications	AI application

▮ *Managerial Skills*	▮ *Innovative Media Technology*	▮ *Industry Specific Skills*

4.50   In the media production sector, employees at various levels tended to focus on innovative media technology, particularly skills relating to "computer literacy skills".   Besides, employees at both the managerial and the supervisory levels also tended to focus on managerial skills.   *(Table 4.32)*

Table 4.32   Major training requirements in media production sector

Managerial	Supervisory	Editorial / Production / Executional	Supporting / Technical
TV/media production skills	Computer literacy skills	Content creation	TV/media production skills
AR / VR production	New technologies in media production	Curation	Computer literacy skills
Marketing management	Production management	Computer literacy skills	Media law and ethics

▮ *Managerial Skills*	▮ *Social Media / Digital Skills*	▮ *Innovative Media Technology*	▮ *Industry Specific Skills*

5　Manpower Analysis

Manpower Changes between 2019 and 2023

Change in Employees

5.1 In the journalism sector, the total number of full-time employees dropped from 8 560 in 2019 to 7 200 in 2023 (-1 360 persons; -15.9%).　Analysed by job level, a decrease in manpower was mainly recorded for the editorial/production/executional level (-911 persons; -17.9%), followed by the supervisory level (-224 persons; -18.3%), the supporting/technical level (-203 persons; -11.0%) and the managerial level (-22 persons; -5.3%).　*(Chart 5.1)*

Chart 5.1　Change in full-time employees by job level in journalism sector

		Change in 4 years		Annual Change in %
Overall 2023	7 200	-1 360	-15.9%	-4.2%
2019	8 560			
Managerial 2023	392	-22	-5.3%	-1.4%
2019	414			
Supervisory 2023	997	-224	-18.3%	-4.9%
2019	1 221			
Editorial/ Production/ Executional 2023	4 174	-911	-17.9%	-4.8%
2019	5 085			
Supporting/ Technical 2023	1 637	-203	-11.0%	-2.9%
2019	1 840			

No. of full-time employees
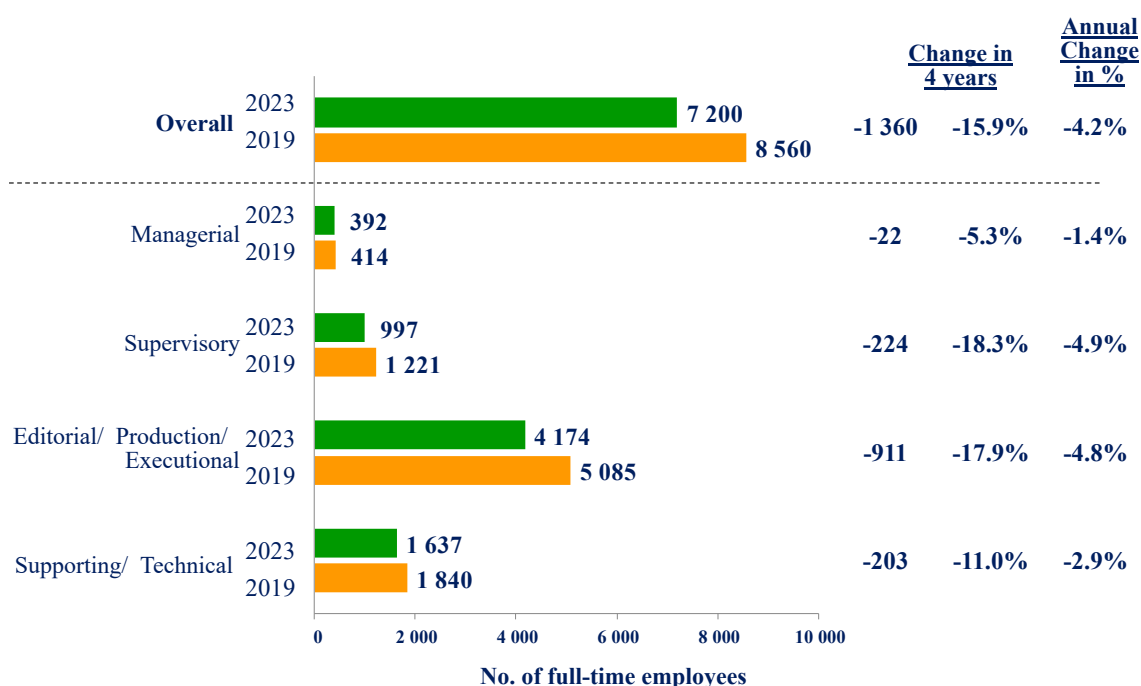
5.2   In the digital/new media sector, the total number of full-time employees increased from 807 in 2019 to 925 in 2023 (+118 persons; +14.6%).   Analysed by job level, the increase in manpower was mainly recorded for the editorial/production/executional level (+71 persons; +13.9%), followed by the supervisory level (+18 persons; +9.0%), the managerial level (+17 persons; +32.1%) and the supporting/technical level (+12 persons; +27.3%).   *(Chart 5.2)*

Chart 5.2   Change in full-time employees by job level in digital/new media sector

		Change in 4 years		Annual Change in %
Overall 2023	925	+118	+14.6%	+3.5%
2019	807			
Managerial 2023	70	+17	+32.1%	+7.2%
2019	53			
Supervisory 2023	219	+18	+9.0%	+2.2%
2019	201			
Editorial/ Production/ Executional 2023	580	+71	+13.9%	+3.3%
2019	509			
Supporting/ Technical 2023	56	+12	+27.3%	+6.2%
2019	44			

No. of full-time employees
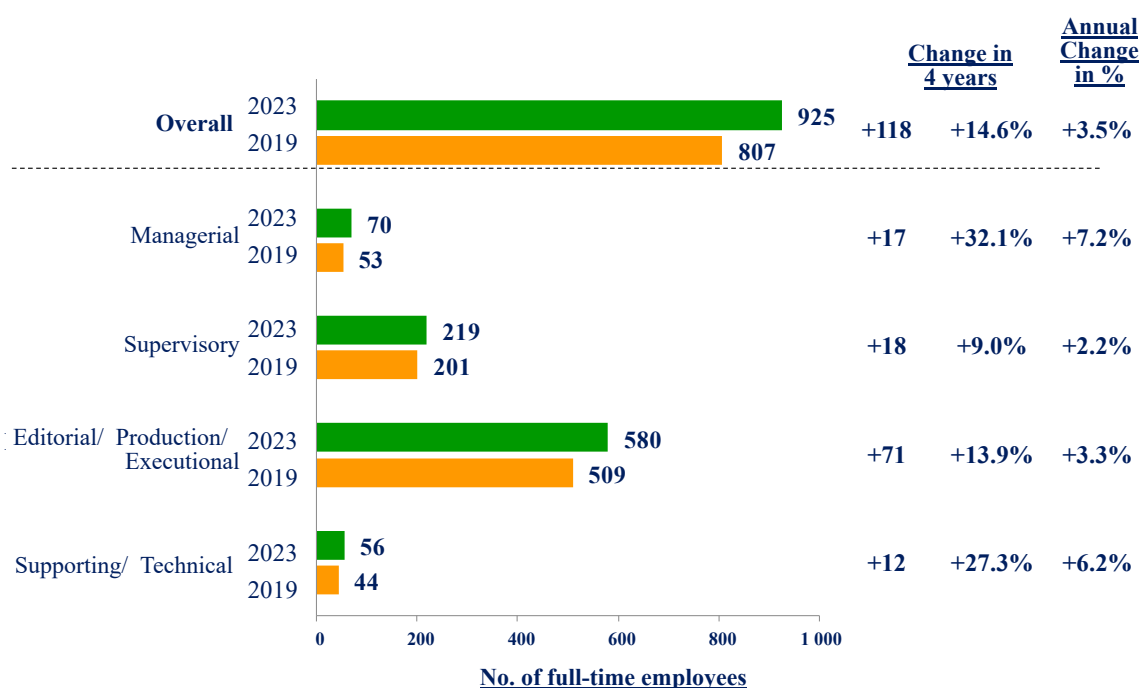
5.3   In the advertising and public relations sector, the total number of full-time employees increased from 27 790 in 2019 to 28 730 in 2023 (+940 persons; +3.4%).   Analysed by job level, the increase in manpower was mainly recorded for the editorial/production/executional level (+545 persons; +4.4%), followed by the supervisory level (+179 persons; +2.6%), the supporting/technical level (+141 persons; +3.7%) and the managerial level (+75 persons; +1.6%).   *(Chart 5.3)*

Chart 5.3   Change in full-time employees by job level in advertising and public relations sector

			Change in 4 years		Annual Change in %
Overall	2023	28 730	+940	+3.4%	+0.8%
	2019	27 790			
Managerial	2023	4 769	+75	+1.6%	+0.4%
	2019	4 694			
Supervisory	2023	6 969	+179	+2.6%	+0.7%
	2019	6 790			
Editorial/ Production/ Executional	2023	13 019	+545	+4.4%	+1.1%
	2019	12 474			
Supporting/ Technical	2023	3 973	+141	+3.7%	+0.9%
	2019	3 832			

No. of full-time employees
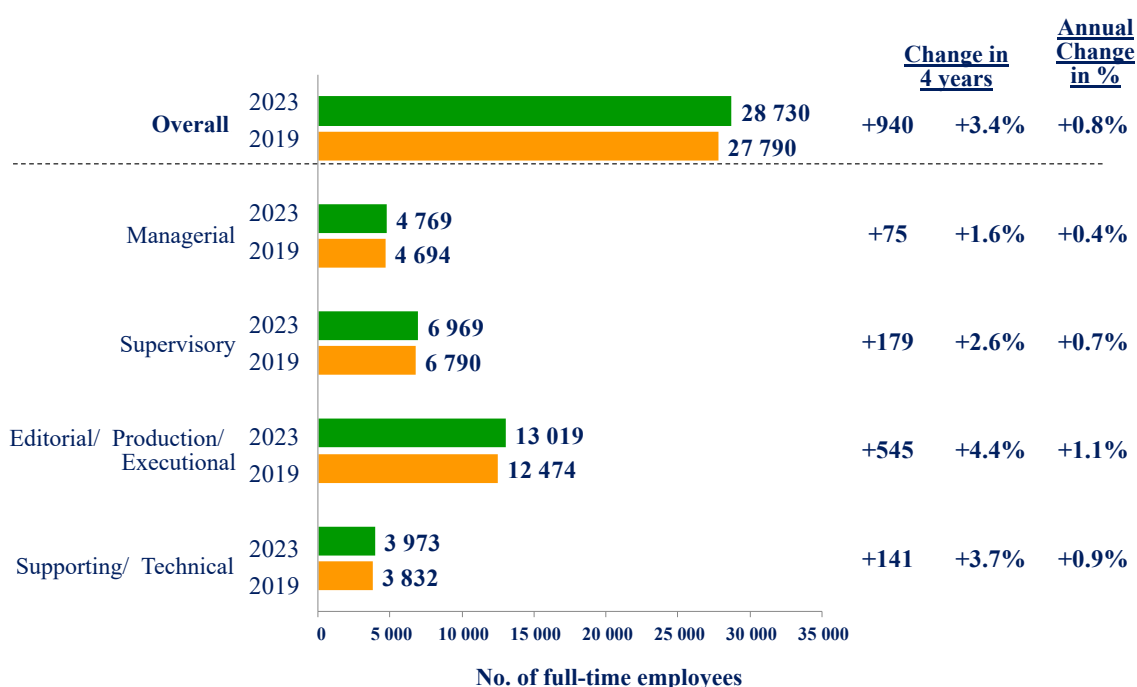
5.4　　　In the media production sector, the total number of full-time employees increased from 4 789 in 2019 to 4 941 in 2023 (+152 persons; +3.2%).　Analysed by job level, an increase in manpower was mainly recorded for the editorial/production/executional level (+87 persons; +8.8%), followed by the supervisory level (+46 persons; +8.9%) and the managerial level (+25 persons; +2.8%); while a slight decrease was observed for the supporting/technical level (-6 persons; -0.3%).　*(Chart 5.4)*

Chart 5.4　　　Change in full-time employees by job level in media production sector

		Change in 4 years		Annual Change in %
Overall	2023: 4 941 / 2019: 4 789	+152	+3.2%	+0.8%
Managerial	2023: 914 / 2019: 889	+25	+2.8%	+0.7%
Supervisory	2023: 562 / 2019: 516	+46	+8.9%	+2.2%
Editorial/ Production/ Executional	2023: 1 081 / 2019: 994	+87	+8.8%	+2.1%
Supporting/ Technical	2023: 2 384 / 2019: 2 390	-6	-0.3%	-0.1%

No. of full-time employees
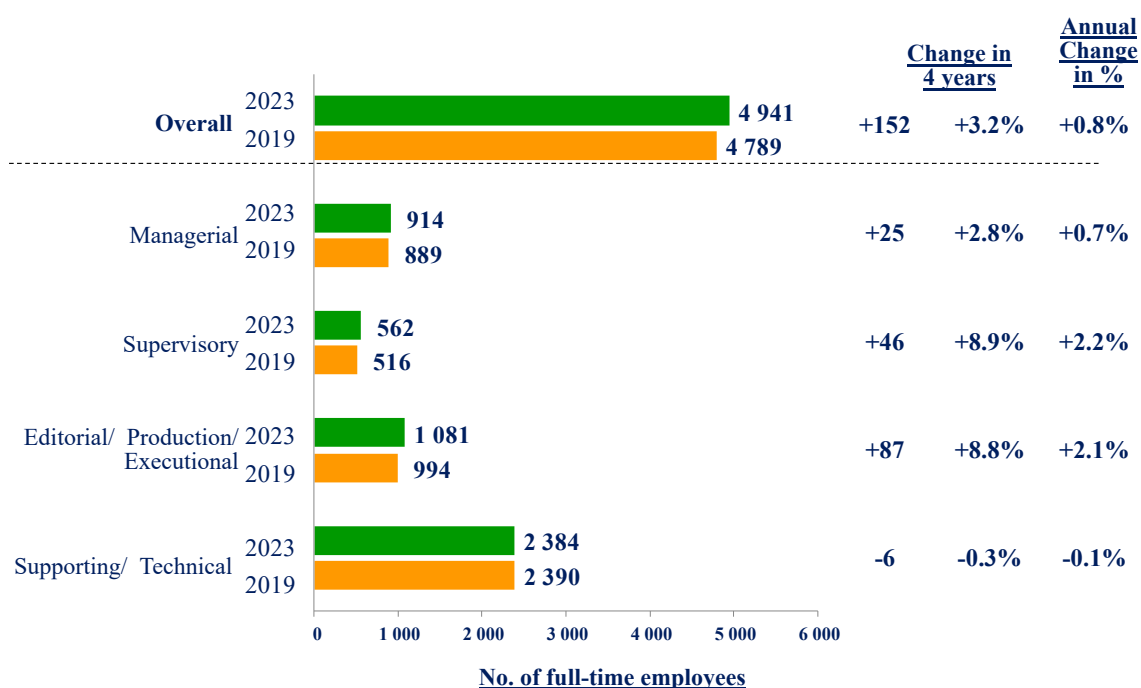
Change in Vacancies

5.5　　In the media and communications industry, the total number of full-time vacancies has increased in 2023 (from 602 to 840; +238 persons).　Analysed by job level, the increase in vacancies was mainly recorded for the editorial/production/executional level (from 366 to 536; +170), followed by the supporting/technical level (+35 persons; +140.0%), the managerial level (+26 persons; +236.4%) and the supervisory level (+7 persons; +3.5%).　*(Chart 5.5)*

Chart 5.5　　Change in full-time vacancies by job level

Job level	Year	No. of full-time vacancies	Change in 4 years		Annual Change in %
Overall	2023	840	**+238**	**+39.5%**	**+8.7%**
	2019	602			
Managerial	2023	37	+26	+236.4%	+35.4%
	2019	11			
Supervisory	2023	207	+7	+3.5%	+0.9%
	2019	200			
Editorial/ Production/ Executional	2023	536	+170	+46.4%	+10.0%
	2019	366			
Supporting/ Technical	2023	60	+35	+140.0%	+24.5%
	2019	25			

No. of full-time vacancies
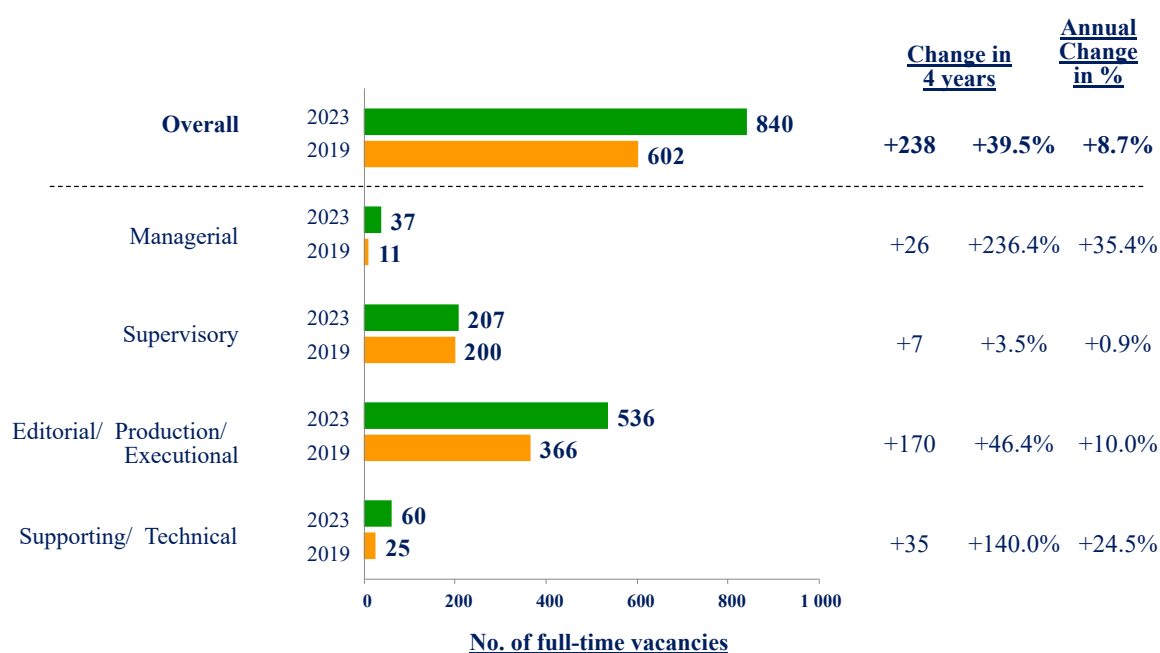
Changes in Average Monthly Remuneration Package

5.6　　　Compared with the results of the 2019 survey, the changes in the average monthly remuneration package varied by job level varied across different sectors.　*(Table 5.1 to 5.4)*

Journalism

Generally, there were some but not significant changes in the average monthly remuneration package at various job levels in journalism sector.

At the managerial level, the percentage of those ranged $50,001 - $80,000 slightly increased from 36.7% to 42.8%.　At the supervisory level, the percentage of those ranged $30,001 - $50,000 slightly increased from 53.8% to 60.4%.　At the editorial/production/executional level, the percentage of those ranged $20,001 - $30,000 and $30,001 - $50,000 slightly increased from 56.6% to 67.3% and 10.8% to 18.2% respectively.　At the supporting/technical level, the percentage became centralized at $20,001 - $30,000 from 23.7% to 50.0%.

Table 5.1　Average monthly remuneration package in journalism sector

Job level	Year	$80,001 or above	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$20,000 or below
Managerial	2023	12.7%	42.8%	37.9%	6.5%	0.0%
	2019	12.5%	36.7%	48.2%	1.3%	1.3%
Supervisory	2023	0.0%	9.8%	60.4%	29.4%	0.4%
	2019	0.1%	7.9%	53.8%	37.3%	0.9%
Editorial/ Production/ Executional	2023	0.0%	0.9%	18.2%	67.3%	13.7%
	2019	0.0%	0.0%	10.8%	56.6%	32.5%
Supporting / Technical	2023	0.0%	0.0%	1.7%	50.0%	48.3%
	2019	0.0%	0.0%	18.0%	23.7%	58.3%

　　　　denotes prominent ranges of the monthly remuneration package in the respective job level.
Note: The sum of percentages may not equal 100% due to rounding.

Digital / New media

Overall, a shift to the higher end of the average monthly remuneration package was observed at the supervisory level and the editorial/production/executional level while no significant changes were found for other job levels in digital/new media sector.

At the managerial level, the percentage of those ranged from $50,001 - $80,000 slightly dropped from 81.8% to 74.6%.　At the supervisory level, a significant proportion moved up to $30,001 - $50,000 from 14.3% to 52.5%.　At the editorial/production/executional level, the percentage slightly shifted to a lower end of $20,001 - $30,000 from 40.6% to 66.2%.　At the supporting/technical level, the

percentage of those ranged $20,001 - $30,000 significantly moved up to from 17.6% to 42.9%.

Table 5.2   Average monthly remuneration package in digital/new media sector

Job level	Year	$80,001 or above	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$20,000 or below
Managerial	2023	11.1%	74.6%	14.3%	0.0%	0.0%
Managerial	2019	13.6%	81.8%	4.5%	0.0%	0.0%
Supervisory	2023	0.0%	10.4%	52.5%	37.1%	0.0%
Supervisory	2019	0.0%	13.5%	14.3%	72.2%	0.0%
Editorial/ Production/ Executional	2023	0.0%	0.0%	8.9%	66.2%	24.9%
Editorial/ Production/ Executional	2019	0.0%	8.4%	22.0%	40.6%	29.1%
Supporting / Technical	2023	0.0%	0.0%	0.0%	42.9%	57.1%
Supporting / Technical	2019	0.0%	0.0%	0.0%	17.6%	82.4%

☐ denotes prominent ranges of the monthly remuneration package in the respective job level.
Note: The sum of percentages may not equal 100% due to rounding.

Advertising and Public Relations

In general, there were some but not significant changes in the average monthly remuneration package at various job levels in advertising and public relations sector.

At the managerial level, the percentage of those ranged $50,001 - $80,000 slightly moved up from 29.2% to 39.7%.   At the supervisory level, the prominent ranges remained as $20,001 - $30,000 (57.4% in 2023 and 56.6% in 2019) and $30,001 - $50,000 (35.8% in 2023 and 39.2% in 2019).   At the editorial/ production/ executional level, the prominent ranges remained at $20,001 - $30,000 (48.1% in 2023 and 43.0% in 2019) and $20,000 or below (46.0% in 2023 and 53.5% in 2019). At the supporting/technical level, the prominent range remained at $20,000 or below (76.7% in 2023 and 72.1% in 2019).

Table 5.3 Average monthly remuneration package in advertising and public relations sector

Job level	Year	$80,001 or above	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$20,000 or below
Managerial	2023	5.4%	39.7%	48.4%	6.6%	0.0%
	2019	5.3%	29.2%	60.3%	5.1%	0.3%
Supervisory	2023	0.0%	4.7%	35.8%	57.4%	2.1%
	2019	0.0%	1.0%	39.2%	56.6%	3.2%
Editorial/ Production/ Executional	2023	0.0%	0.0%	5.9%	48.1%	46.0%
	2019	0.4%	0.0%	3.1%	43.0%	53.5%
Supporting / Technical	2023	0.0%	0.0%	0.8%	22.4%	76.7%
	2019	0.0%	0.0%	7.5%	20.4%	72.1%

☐ denotes prominent ranges of the monthly remuneration package in the respective job level.
Note: The sum of percentages may not equal 100% due to rounding.

Media Production

Overall speaking, a significant proportion of the average monthly remuneration package at the managerial level moved up to $50,001 - $80,000 while no significant changes for the average monthly remuneration package were found at other job levels in the media production sector.

At the managerial level, percentage of those ranged $50,001 - $80,000 significantly increased from 7.7% to 42.9%. At the supervisory level, the percentage of those ranged $30,001 - $50,000 moved up to from 0.4% to 20.5%. At the editorial/production/executional level, the prominent range remained at $20,001 - $30,000 (71.2% in 2023 and 98.1% in 2019). At the supporting/technical level, the percentage slightly moved up to $20,001 - $30,000 from 49.4% to 65.0%.

Table 5.4 Average monthly remuneration package in media production sector

Job level	Year	$80,001 or above	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$20,000 or below
Managerial	2023	3.4%	42.9%	50.4%	3.3%	0.0%
	2019	0.0%	7.7%	69.5%	22.8%	0.0%
Supervisory	2023	0.0%	3.8%	20.5%	70.7%	5.0%
	2019	0.0%	0.0%	0.4%	99.1%	0.4%
Editorial/ Production/ Executional	2023	0.0%	0.0%	10.9%	71.2%	18.0%
	2019	0.0%	0.0%	0.1%	98.1%	1.8%
Supporting / Technical	2023	0.0%	0.0%	0.1%	65.0%	34.9%
	2019	0.0%	0.0%	0.1%	49.4%	50.5%

☐ denotes prominent ranges of the monthly remuneration package in the respective job level.
Note: The sum of percentages may not equal 100% due to rounding.

Business Outlook

5.7   The media and communications industry in Hong Kong has experienced significant changes in manpower between 2019 and 2023, as revealed in the result of the 2023 survey. The Training Board is optimistic about the prospects of the industry.   An analysis of the challenges and opportunities is shown in the following paragraphs.

Challenges

Manpower Shortage

5.8   The downward trend of Hong Kong's labour force has continued since 2019. According to the latest data published by C&SD[4], the working population has dropped by 220 500 over the past four years.   The decline in the labour force can be attributed to factors such as an increase in the number of retirees and a wave of emigration from the city.   In 2022, among the 94 100 (-2.4% year on year) who left the labour force, age groups of 25 – 29 and 30 – 49 were the majority (28 200 and 59 700 respectively).   Regarding the manpower of the media and communications industry as mentioned in the section of findings of this report, the number of establishments has increased by 1 555 (all were in the advertising and public relations sector and media production sector) and the number of vacancies has risen by 39.5% from 2019 to 2023 (602 vs 840).   Organisations in the industry are facing challenges in finding qualified individuals to fill crucial roles in journalism, advertising, public relations, and other related fields, as the survey found that about 44% to 78% of the respondents in the journalism, advertising and public relations and media production sectors had encountered difficulties in recruitment.   It is noted that the overall number of freelancers in the industry has increased by 3.1%, with a significant portion found in the journalism and advertising and public relations sector.

Economic Uncertainty and Market Dynamics

5.9   The Hong Kong economy gradually recovered in the aftermath of the pandemic.   A growth of 3.2% in real GDP was recorded for 2023[5], contrasting to -3.7% in 2022.   Economic activities revived following the removal of anti-epidemic measures and the resumption of normal travel.   Though private consumption expenditure rebounded in 2023, persistent inflation, the quiet property market and the sluggish local stock market laid a challenging economic backdrop that affects consumer sentiment and business decision-making.   These

[4] Lin, E., & Wu, W. (2023, April 4). Hong Kong loses 94,000 workers in 2022 – biggest drop in labour force since records began almost four decades ago. *South China Morning Post*. https://www.scmp.com/news/hong-kong/hong-kong-economy/article/3215889/hong-kong-loses-94000-workers-2022-biggest-drop-labour-force-records-began-almost-four-decades-ago
[5] *2023 Economic Background and 2024 Prospects*. (2024). HKSAR Government. Retrieved June 25, 2024, from https://www.hkeconomy.gov.hk/en/pdf/er_23q4.pdf

factors contribute to a challenging economic backdrop that affects business sentiment and decision-making.   Regarding the expected change in business volume as mentioned in the section of findings, despite most respondents (60%) expecting business will be stable, about 25% of respondents in journalism and advertising and public relations sectors perceive the future as uncertain.   The journalism sector has witnessed a 15.9% decline in manpower from 2019 to 2023, primarily due to the closure of several media establishments.   The economic pressures, perceived uncertainty and fluctuating market conditions further complicate the hiring and retention of talent, making it difficult for companies to plan long-term investments and growth strategies.

5.10   Hong Kong's total ad spend has recorded a year-on-year increase of 5.4% in 2023, according to AdmanGo[6].   Digital advertising continues dominating the ad spend market, and the share of TV and radio records declines.   As the audience's viewing habit changes and view time becomes more fragmented, traditional media strive to produce quality content and distribute it through its digital counterpart to compete for the market.

Risks of AI

5.11   The rapid adoption of artificial intelligence (AI) and other digital technologies presents both opportunities and challenges for the industry.   While the use of generative AI can enhance operational efficiencies and drive innovation in everyday tasks from storyboard brainstorming, image or video creation, copywriting, news writing, etc., according to Deloitte's Gen AI Survey 2024[7], over 80% of employees in Asia Pacific are concerned about the risks of generative AI including misuse of personal, confidential or sensitive information, creation of malicious content, legal risk and copyright infringement.

Talent Shortage and Skills Gap

5.12   The industry is currently facing a talent shortage, particularly in the editorial, production, and executional job roles, which accounted for 64% of total vacancies or 2.8% of the industry's workforce in 2023.   One of the main challenges in hiring talents for these positions is the lack of relevant experience and training among applicants.   While several training areas remain in demand according to surveys conducted in 2019 and 2023, the integration of AI technology has created a skills gap for practitioners and enterprises looking to stay competitive in the market.   The table below illustrates the skills and knowledge that are in demand in the industry but have been disrupted by AI technology.   *(Table 5.5)*

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[6] *Survey: HK ad spend reaches HK$30.1bn in 2023*. (2024, January 23). Marketing-Interactive. https://www.marketing-interactive.com/hk-ad-spend-reaches-hk-30-1bn-in-2023
[7] *Generative AI in Asia Pacific: Young employees lead as employers play catch-up*. (2024, May 13). Deloitte Insights. https://www2.deloitte.com/us/en/insights/topics/emerging-technologies/generative-ai-adoption-asia-pacific-region.html

Table 5.5   Major training requirements related to AI application

Journalism	Digital / New media	Advertising and Public Relations	Media Production
Reporting and editing skills	Video production	Innovative media research and applications	Production management
Media law and ethics	Marketing management	Multimedia knowledge and applications	Media law and ethics
Intellectual property and copyright law	Web analytics	AI application	Content creation
Marketing management	Visual design and aesthetics	Marketing management	AR / VR production
Social media applications		Production management	New technologies in media production

⬛ Denotes skills remained in demand in 2019 and 2023 surveys

Competitive Pressures and Misinformation Concerns

5.13   The journalism sector in Hong Kong faces challenges from competitive forces and the pervasive issue of misinformation and disinformation.   With the dominance of digital channels in the media consumption market, the share contributed by traditional TV and newspapers continues to decline.   As a result, newspapers have transitioned to online editions and ceased the publication of print versions due to the shift in news reading habits from offline to online platforms.   Despite the prevalence of misinformation and disinformation on digital platforms, a recent study[8] has revealed a positive trend in the trust of Hong Kong audiences towards news.   The study indicates a significant increase in trust, rising from 39% in 2023 to 55% in 2024.   It also highlights that audiences tend to place more trust in established conventional news brands compared to digital-only news sources, demonstrating the enduring recognition of the value of professional news production.   These challenges create pressure for journalists to navigate a complex landscape where they must uphold journalistic principles, compete in a rapidly evolving media environment, and actively combat the spread of misinformation and disinformation to maintain public trust.

Opportunities

Government Support and Strategic Initiatives

5.14   The positioning of Hong Kong as an East-meets-West Centre for International

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[8]   *Digital News Report 2024.* (n.d.). Reuters Institute for the Study of Journalism. https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2024

Cultural Exchange is a significant opportunity for the creative industries.   The initiative is expected to boost the advertising, public relations, and film sectors by attracting international events, fostering cultural exchanges, and enhancing global visibility[9].

5.15   According to the 2023 Policy Address, the Culture, Sports and Tourism Bureau (CSTB) will promulgate and implement the Blueprint for Arts and Culture and Creative Industries Development.   The Cultural and Creative Industries Development Agency (formerly Create Hong Kong) is established to proactively promote the development of arts, culture and creative sectors as industries under the industry-oriented principle.

Expansion of Convention and Exhibition Facilities and Mega-Events

5.16   The Government's plan to expand convention and exhibition (C&E) facilities[10] including the AsiaWorld-Expo and construction of new C&E facilities in Wan Chai North, provides a substantial opportunity for the advertising and public relations sectors.   This expansion will create a larger platform for hosting international events, attracting global businesses, and driving demand for events, marketing, advertising and public relations services. The increased C&E space is expected to stimulate economic activity and generate new business opportunities thereby requiring additional manpower and specialised training to support these events.

5.17   The Government also supported sports, culture, and arts mega-events by allocating over HK$300 million to the Mega Arts and Cultural Events and the "M" Mark system in 2023-24.   The Culture, Sports, and Tourism Bureau has planned to use HK$200 million to fund international sports events supported by the "M" Mark next year.   The completed mega events attracted over 1 million participants.   Not only do the events bring together elite athletes, performers and visitors from around the globe, also create a platform for businesses in the events, advertising and public relations sector to showcase their expertise.

5.18   The upcoming completion of the Kai Tak Sports Park, set to become the largest sports infrastructure in Hong Kong, will further bolster the city's reputation as a premier venue for international sports tournaments and performance.   The influx of sports, culture, and arts mega-events events provides a fertile ground for marketing and advertising agencies to collaborate with event organisers, sponsors, and brands seeking to leverage these occasions to enhance their visibility and reach a diverse audience.   Trained manpower with professional knowledge and skills in event planning, event marketing, digital promotion, hybrid event management, digital media production, event videography and photography, customer experience management, etc., will be highly sought-after.

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[9] *The Chief Executive's 2023 policy address.* (n.d. -a).
https://www.policyaddress.gov.hk/2023/en/policy.html
[10] *The Chief Executive's 2023 policy address.* (n.d.-b). https://www.policyaddress.gov.hk/2023/en/p66.html

Emergence of New Media Platforms

5.19   The advertising and public relations sector is experiencing robust growth between 2019 and 2023, contributing over 85% (+1 329) of overall establishment increment in the industry.   Despite employers in the sector holding the most conservative attitude on prospective business situations among all sectors in the survey, the advertising and public relations sector continued to expand with the rise of digital marketing channels and drive growth through the wide deployment of technology to facilitate daily work operation, content creation, customer data analytics, community sentiment monitoring, advertising efficiency, etc. New opportunities are created in the emergence of new digital media platforms, from social media, video streaming, and Web 3.0 to metaverse.   This trend necessitates ongoing training and development to equip the workforce with relevant skills.

Generative AI

5.20   The integration of generative AI in the media and communications industry offers significant potential for innovation and efficiency.   As gen AI is a new technology with its application in the exploration stage, it is expected that companies will further enhance its readiness, usage and investment.   A survey[11] conducted in 2024 on the usage of gen AI for marketing in the Asia Pacific showed that 46% of the agencies using it versus 24% of brand marketers.   To realise AI's potential into value, an overall strategy to evaluate cost, benefits and risks and continuous monitoring is essential in the learning path.   McKinsey[12] has highlighted a range of best practices of gen AI high performers, of which some are highly dependent on talent:
- Non-technical personnel understand the potential value and risks of using gen AI in their day-to-day work;
- Gen AI risk awareness and mitigation are required skills for technical talent;
- Senior leaders understand how gen AI can create value for the business;
- Have an enterprise-wide road map for gen AI, prioritised based on value, feasibility, and risk;
- Have curated learning journeys, tailored by role, to build critical gen AI skills for technical talent;
- Have clearly defined the talent needed to execute the gen AI strategy;
- Have a talent strategy that allows effective recruitment, onboarding, and integration of gen-AI-related talent.

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[11] *How brands can yield better results during their exploration phase of AI*. (2024b, May 23). Marketing-Interactive. https://www.marketing-interactive.com/how-brands-can-yield-better-results-during-their-exploration-phase-of-ai
[12] *The state of AI in early 2024: Gen AI adoption spikes and starts to generate value*. (2024, May 30). McKinsey & Company. https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai

5.21   It is worth noting that enterprises that adopt AI strategically can gain a competitive advantage, although this requires proper training and ethical considerations to maximise the benefits while mitigating risks.

Film and Media Production Opportunities

5.22   The film and media production sector in Hong Kong is poised for growth, supported by Government funding and initiatives aimed at promoting the industry globally.   The Government has announced in the 2023 Policy Address to inject a total of $4.3 billion into the Film Development Fund and the CreateSmart Initiative to provide incentives for attracting private sector capital and expanding new markets.   The Filming Financing Scheme for the Mainland Market will be launched to support Hong Kong and Mainland cultural enterprises to invest in the productions of Hong Kong directors for release in the Mainland market.   The Government will also sponsor film projects co-produced by Hong Kong filmmakers and their Asian and European counterparts through the Hong Kong-Europe-Asian Film Collaboration Funding Scheme to enhance international exchanges and nurture talent.

5.23   Significant investments of $5 billion from Alibaba's media arm as announced in March 2024 are expected to provide strong support to Hong Kong's film and television production. The plan, namely the "Hong Kong Cultural and Art Industry Revitalisation Programme" involves collaborations with prominent film and television entertainment players in Hong Kong. By injecting such a substantial amount of funding, the investment will increase the quantity and quality of local productions, attract and retain talent, and build confidence in the industry's future.

5.24   Hong Kong's film and television production is increasingly turning to AI to save time and money.   Filmmakers are exploring the use of AI in various aspects of the filmmaking process, from blending virtual and real scenes in the studio using virtual production technology to automating tasks like video editing, colour grading, and visual effects compositing.   By utilising AI, filmmakers can reduce costs associated with location shoots, eliminate transportation time and costs of actors and crew, and streamline post-production processes.

5.25   There is also increasing adoption of AI in the media production of video and photography.   Practitioners are exploring AI's capabilities to generate lifelike videos or photos from written text prompts, create virtual characters, and facilitate low-budget production solutions.   Based on the opportunities outlined earlier, there will be a demand for media production professionals specialising in various areas such as film and TV production, digital media production, virtual production, directing, scriptwriting, event videography and photography, scenario shooting, production management, and video editing.

<u>Demand for ESG Marketing</u>

5.26   Public awareness and attention towards organisations' Environmental, Social, and Governance (ESG) strategy has heightened.   Brands look for innovative ideas for effectively promoting their ESG initiatives to stakeholders.   The successful emphasis on the brand's commitment to ESG can create long-term brand value, facilitate stakeholder engagement, build reputation and trust and attract conscious consumers and investors.

Manpower Projection and Annual Additional Manpower Requirement

5.27   By making reference to (i) the historical information from manpower surveys regarding journalism, digital /new media, and media production sectors and (ii) relevant economic indicators that reflect important changes in the local economy, demography and labour market in the advertising and public relations sector, the manpower trend for 2024-2027 is shown in Table 5.6 below.   Further details of the method of "Manpower Projection" are shown in **Appendix 8(a) and 8(b)**.

Table 5.6   Manpower Trend for 2024-2027

Year	Journalism		Digital / New Media		Advertising and Public Relations		Media Production	
2023	7 952		970		30 042		5 314	
2024	7 754	(-2.5%)	993	(+2.4%)	30 600	(+1.9%)	5 551	(+4.5%)
2025	7 590	(-2.1%)	1 013	(+2.0%)	31 132	(+1.7%)	5 611	(+1.1%)
2026	7 457	(-1.8%)	1 030	(+1.7%)	31 619	(+1.6%)	5 664	(+0.9%)
2027	7 349	(-1.4%)	1 044	(+1.4%)	32 066	(+1.4%)	5 710	(+0.8%)

Notes: Percentage in the brackets refers to the percentage change over the preceding year.

5.28   By taking into consideration (i) the projected manpower trend and (ii) the wastage rate of the industry (i.e. the percentage of employees leaving the industry permanently on an annual basis), the estimated additional annual requirement from 2024 to 2027 is shown in Table 5.7 below.

Table 5.7   Estimated Annual Additional Manpower Requirement

Sector	Wastage rate	Additional Annual Manpower Requirement		
		Average manpower growth (a)	Industry leavers (b)	Total (a) + (b)
Journalism	6.9%	-151	527	376
Digital / New media	5.1%	19	51	70
Advertising and Public Relations	3.9%	506	1 220	1 726
Media Production	1.4%	99	79	178

5.29   Based on the employers' preferred education level of employees in **Appendix 10** and the information provided by the major local tertiary and vocational institutes in **Appendix 11**, the estimated manpower requirement and supply by sector for 2024 to 2027 are shown in Table 5.8 below.   The results reflect that degree and sub-degree level training is necessary to meet demand in the industry for the coming years.

Table 5.8   Estimated Annual Additional Manpower Requirement and Supply

| Sector | Award | | | |
| | Degree or Above | | Sub-Degree | |
	Estimated Annual Additional Manpower Requirement	Estimated Annual Manpower Supply *	Estimated Annual Additional Manpower Requirement	Estimated Annual Manpower Supply *
Journalism	164		98	
Digital / New media	25		36	
Advertising and Public Relations	784	525	341	191
Media Production	50		53	
Overall	**1 023**		**528**	

*   Based on (i) planned output of graduates from UGC-funded or Government-funded Media and Communications Programmes for 2024 to 2028, provided by UGC-funded Institutions; and
(ii) Employment Surveys of the Full-time Graduates from Media and Communications Programmes of the UGC-funded Institutions in Academic Year 2021/22, Hong Kong Institute of Vocational Education and Hong Kong Design Institute in Academic Year 2023/24.

5.30   It should be noted that the manpower demand and supply details in Table 5.8 differ from those of past years and cannot be comparable to prior figures.   The manpower supply does not encompass the graduate output from self-financed Media and Communications programmes, which are widely offered by various training institutions.   While these programmes contribute to the talent pool, the figures for graduates from such programmes were unavailable from some training providers at the time of this study.   Therefore, the estimated manpower supply in the table may not fully capture the complete picture of the industry's workforce composition.

6 Recommendations

6.1   Based on the business outlook and manpower situation of the media and communications industry, to address the manpower challenges and ensure a skilled workforce for the industry's future development, the following recommendations are proposed:

6.2   Strengthen Collaboration with Educational Institutions – To address the manpower shortage and skills gap, it is crucial to establish strong partnerships with educational institutions. Collaborate with Universities and vocational training providers to develop sector-specific curriculum and training programmes.   By actively engaging with educational institutions, the media and communications industry can shape the skills and knowledge of future professionals, ensuring they are equipped with the relevant expertise needed in the evolving landscape.

6.3   Develop Specialised Curriculum – Training institutions should create and update curriculums that focus on the latest trends and technologies in film and media production, including AI, virtual production techniques, and digital media skills.   Hands-on workshops and real-world project settings should be offered to better prepare students for the industry. With the expansion of convention and exhibition facilities and the rise of mega-events, there will be a need for additional manpower in the advertising and public relations sectors, particularly event marketing, event management and business promotion.   Training providers have to develop specialised training programmes to equip professionals with the skills required to organise, manage and promote these events effectively.   Schools can collaborate with industry associations and professional bodies to design programmes that recognise the expertise of professionals in event management, marketing, and public relations.

6.4   Cultivate Expertise in Generative AI – As generative AI increasingly disrupts the work practices in the media and communications industry, organisations should focus on developing talent with expertise in this field.   Successful integration of AI and capture of potential value hinge greatly on empowering employees' critical AI skills and developing an AI roadmap that aligns with the organisation's core values.   Enterprises should also establish a governance framework to address employees' concerns about potential risks.   Training institutions should timely and holistically review and update the skills or knowledge offered in the existing curriculum that is or will be disrupted by AI technology (Table 5.5).   Apart from offering training programmes and workshops to upskill existing employees on generative AI in content creation, media production and marketing, training institutions should collaborate with the industry to educate employees about the risks, including misuse of client or customer data, creation of malicious content, legal risks, copyright infringement, etc.   This will help organisations stay at the forefront of innovation and drive efficiency in their operations. While the AI revolution will continue to reshape the industry, AI education should be covered in training to prepare graduates and practitioners with the appropriate and ethical mindset.

6.5   Promote Continuing Education and Professional Development – Media and communications employers can encourage employees to pursue continuing education and professional development opportunities by offering incentives and support for employees to attend industry conferences, workshops, and seminars.   By investing in the continuous learning and upskilling of employees, organisations can enhance talent quality and stay ahead of industry trends.

6.6   Enhance Employer Branding and Employee Value Proposition – To attract top talent in the manpower shortage market, media and communications organisations need to enhance their employer branding and clearly communicate their employee value proposition. Employers should highlight the unique opportunities, career growth prospects, and work-life balance initiatives offered by the organisation.   Enterprises should leverage digital channels and social media platforms to showcase success stories and promote a positive image of the industry, especially in sectors having difficulties in recruitment.

6.7   Foster Collaboration and Cultural Exchange – To strengthen the position of Hong Kong as an East-meets-West centre for international cultural exchange, media and communications students should be given the opportunities to participate in cross-cultural projects and international exchange programmes.   Meeting people of different cultures will enrich students' learning experience, develop a global vision and in the long term promote cultural diversity in the industry and facilitate global collaboration.

6.8   GBA Understanding – As cross-border collaboration between Hong Kong and other GBA cities becomes more common in the various sectors, it is imperative for students to gain more relevant experience through study trips, short-term study, industrial attachment, and cultural exchange.   The experience will prepare them for their future career development in Hong Kong or other GBA cities.   It is also necessary to have experts who are familiar with the business and regulatory practices in the GBA region to share with students the differences in operation.

6.9   Industry Partnerships – Media and communications training institutions establishing partnerships with leading film studios, international media outlets, and advertising and public relations agencies can provide students with internship opportunities, mentorship programmes, cross-cultural projects, exchanges, and exposure to industry best practices.   Such collaborations can also help in updating the curriculum based on current industry needs and development, for example, technological applications on media production, gen AI, GBA practices, etc.   On the other hand, industry and training institutions should join hands to provide professional advice for career guidance and information on the latest industry trends for reaching out to secondary school students, teachers and parents.   Other industry-oriented activities such as workplace visits, competition, and job shadowing can be arranged to offer

young generations early insights into the industry.

6.10   Learn through Mega-events – The Mega Arts and Cultural Events funded by the Government is one of the measures to promote Hong Kong's cultural and creative industries. Not only the events will bring business opportunities to the events sector, but they can also provide significant benefits for nurturing young media and communications students who will take up jobs in advertising, marketing, events management, and media production upon graduation.   Educators and the industry should foster student involvement in the events. Students of relevant programmes can be offered opportunities to participate through internships with event organisers, volunteering opportunities, or student ambassador programmes. Students can assist in various aspects of the events, such as event coordination, social media promotion, videography and photography support.   By involving students, they can gain first-hand experience in event planning, industry operations, and networking, which can greatly contribute to their professional development and expand their industry network.

6.11   Develop Expertise in ESG Marketing - With the increasing emphasis on Environmental, Social, and Governance (ESG) initiatives, organisations should invest to develop expertise in ESG marketing to ensure the initiatives are effective and impactful. Enterprises can collaborate with sustainability-focused organisations, social enterprises and NGOs to create meaningful partnerships and projects to make a positive impact and attract professionals who are passionate about sustainability and responsible business practices. Training providers can include relevant elements such as ESG communication strategies, sustainability reporting, and stakeholder engagement in the curriculum of marketing communications programmes for students.

6.12   Utilisation of Government Funding and Support – The rapid advancement of technology is reshaping the entire media and communications industry.   To adapt to these changes, enterprises and practitioners should take advantage of relevant Government funding schemes aimed at enhancing skills. One such example is the New Industrialisation and Technology Training Programme (NITTP) under the Innovation and Technology Fund.   The programme offers subsidies to local companies on a 2:1 matching basis, allowing them to train their staff in advanced technologies.   Additionally, the Cultural and Creative Industries Development Agency (CCIDA), formerly known as Create Hong Kong (CreateHK), consolidates information on various Government funding schemes and support programs for the cultural and creative industries.   These initiatives cover areas such as digital entertainment, advertising, film, music and TV.   Media and communications enterprises, as well as freelancers, should take advantage of this support to foster their development in the industry.

Membership of the Media and Communications Training Board

(as at 31 March 2024)

Chairlady
Ms WONG Shuk-ming

Members
Dr CAI Jin
Ms Lorraine CHEUNG Wai-yee
Ms CHEUNG Sau-wan
Ms CHEUNG Yee-mei
Mr CHUM Shun-kin
Ms Agnes HUI Chui-fung
Ms LAM Wai-kwan
Mr LAU Kwok-wai
Ms LAU Wai-ping
Ms Jacqueline LIU Yuen-hung
Ms Agnes LUNG Man-wai
Ms Estella NIEM
Mr Gabriel PANG Tsz-kit
Ms Hilda POON Nga-yee
Mr SZETO Kwong-chiu
Mr TSANG Kam-keung
Mr WAI Kai-leung
Mr Jeffery WONG Chun-kiu
Prof Mike WONG Ka-fai
Ms WONG Yee-sheung
Ir Terence YIU Shun-tat
Miss Connie WONG Yee-man
Ms WONG Kam-fung
Ms Natalie CHEW Kay-tong

Secretary
Ms Bertha HO Chui-ying

Terms of Reference of the Media and Communications Training Board

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.

2. To assess and review whether the manpower supply for the industry matches with the manpower demand.

3. To recommend to the Vocational Training Council (the Council) the development of vocational and professional education and training (VPET) facilities to meet the assessed manpower demand.

4. To advise the Council on the strategic development and quality assurance of its programmes in the relevant disciplines.

5. To prescribe job specifications for the principal jobs in the industry defining the skills and knowledge and advise on relevant training programme specifying the time a trainee needs to spend on each skill element.

6. To tender advice in respect of skill assessments, trade tests and certification for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.

7. To advise on the conduct of skill competitions in key trades in the industry for the promotion of VPET as well as participation in international competitions.

8. To liaise with relevant bodies, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments, on matters pertaining to the development and promotion of VPET in the industry.

9. To organise seminars/conferences/symposia on VPET for the industry.

10. To advise on the publicity relating to the activities of the Training Board and relevant VPET programmes of the Council.

11. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.

12. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

Membership of the Working Party of 2023 Manpower Survey

Convenor
Mr SZETO Kwong-chiu

Members
Ms Lorraine CHEUNG Wai-yee
Ms CHEUNG Sau-wan
Ms CHEUNG Yee-mei
Ms Agnes HUI Chui-fung
Ms LAM Wai-kwan
Mr LAU Kwok-wai
Ms Jacqueline LIU Yuen-hung
Ms Estella NIEM
Mr Gabriel PANG Tsz-kit
Ms Hilda POON Nga-yee
Mr TSANG Kam-keung
Mr WAI Kai-leung
Prof Mike WONG Ka-fai
Ms WONG Kam-fung
Miss Connie WONG Yee-man
Ms Natalie CHEW Kay-tong

Secretary
Ms Bertha HO Chui-ying

Definition of Terms

Full-time employees	"Full-time employees" refers to persons who work at least 18 hours per week for four weeks or more and are under the payroll of the sampled establishment / company for the specified job, disregarding whether the employees are deployed to work in other places (including the mainland of China).
Full-time trainees	"Full-time trainees" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.
Freelancers	"Freelancers" refers to persons who pursue a profession without a long-term commitment to any one employer in the sector. Freelancers may be engaged on a daily, hourly or project basis.
Full-time vacancies	"Full-time vacancies" refers to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel at the time of the survey.
Interns	"Interns" refers to student employees who (i) are attending full-time accredited programmes being provided by local education institutions specified in the Minimum Wage Ordinance, or (ii) are residents of Hong Kong and enrolled in full-time education programmes for non-local academic qualification at degree or higher level.
Vacancy rate	"Vacancy rate" refers to full-time vacancies as a percentage of the total number of full-time employees and full-time vacancies.
Turnover rate	"Turnover rate" refers to the number of full-time employees left as a percentage of the total number of full-time employees and full-time vacancies.
Average Monthly Remuneration Package	"Average Monthly Remuneration Package" refers to the average monthly remuneration package during the past 12 months before enumeration, including basic wages, regular overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus etc.. It is an average figure among employees engaging in the same principal job.

Average Daily Wage Rate	"Average Daily Wage Rate" refers to the average daily wage rate of freelancers for each principal job.
Postgraduate degree	"Postgraduate degree" refers to a higher degree(s) (e.g. master degree) offered by local or non-local education institutions, or equivalent.
First Degree	"First degree" refers to the first degree(s) offered by local or non-local education institutions, or equivalent.
Sub-degree	"Sub-degree" refers to the Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate, Endorsement Certificate, Associateship or equivalent programmes offered by local or non-local institutions.
Diploma / Certificate	"Diploma / Certificate" refers to technical and vocational education programmes, including Diploma / Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level or equivalent.
Secondary 4 to 7	"Secondary 4 to 7" refers to the education programmes under the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.
Secondary 3 or below	"Secondary 3 or below" refers to secondary 3 or below, or equivalent.

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Appendix 5 Survey Documents

CONFIDENTIAL WHEN ENTERED WITH DATA	填 入 數 據 後 即 成 **機 密 文 件**

VOCATIONAL TRAINING COUNCIL
職 業 訓 練 局

THE 2023 MANPOWER SURVEY OF THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 2023年 人 力 調 查

The 2023 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2023** by answering the questionnaire. Thank you.

媒體及傳訊業2023年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請 貴機構根據**2023年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information
機構資料

> (For official use)
> Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____
僱 員 總 人 數

Principal Line of Business:
主 要 業 務 性 質

☐ Newspapers, Magazines and News Agencies
報紙、雜誌及新聞通訊社

☐ Public Relations Services
公共關係服務

☐ Radio and Television Stations
電台及電視台

☐ Media Production
媒體製作

☐ Advertising / Media Agency
廣告商／媒介代理商

☐ Others :
其他 :
_____

☐ Digital / New Media
數碼／新媒體

Details of Contact Person*
聯絡人資料*

NAME OF PERSON TO CONTACT: _____
聯 絡 人 姓 名

POSITION: _____
職位

TEL. NO. : _____ - _____
電話

FAX NO. : _____
圖文傳真

E-MAIL : _____
電 郵

---

* *The information provided will be used for the purpose of this and subsequent manpower surveys.*
所提供資料將用作是次及日後人力調查之用。

N

Part I － Manpower Information
第一部份 － 人力情況

Please complete columns 'B' to 'F' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.
請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各'B' 至 'F' 欄。

(A) Principal Jobs 主要職務

Job Code 職位 編號	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time** **Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員**人數 （自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員**之每月 平均薪酬 Code 編號 1　$15,000 or Below 或以下 2　$15,001 - $20,000 3　$20,001 - $30,000 4　$30,001 - $50,000 5　$50,001 - $80,000 6　$80,001 or Above 或以上	(D) No. of **Full Time** Vacancies as at Survey Reference Date 在統計日期的 **全職**空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的 **自由工作者**#人數	(F) Average **Daily** Wage Rate of **Freelancer**# **自由工作者**#之 平均日薪 Code 編號 A　$750 or below或以下 B　$751 - $1,000 C　$1,001 - $1,250 D　$1,251 - $1,500 E　$1,501 or above或以上
	Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。					
		Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。				
e.g: 例子:	**Job Title A (3 employees, 1 freelancer and 2 vacancies)** **職位甲 (3名僱員, 1名自由工作者及2個空缺)**	**3**	**6**	**2**	**1**	**E**
	MANAGERIAL LEVEL　　經理級					
101	Editor-in-Chief; The Editor 總編輯					
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯					
103	Executive Editor 執行編輯					
151	Publisher; Managing Director; President 社長；董事經理；總裁					
152	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事經理；副總裁；營運總監					
153	Advertising Director ; Advertising Sales Director ; Account Director 廣告總監；廣告銷售總監；客戶總監					
154	Circulation Sales Director ; Circulation Marketing Director 發行總監；銷售總監					
155	Marketing Director ; Marketing Services Director ; Program Director 市場總監；市場服務總監；項目總監					
156	Business Development Director 業務發展總監					
157	Research Director 市場調查總監					
158	Public Relations Director 公共關係總監					
143	Art Director 美術總監					
	SUPERVISORY LEVEL　　主任級					
201	Managing Editor 編輯主任					
202	News Editor ; Assignment Editor 總採訪；採訪主任					
203	International News Editor 國際新聞主任					
204	China / National News Editor 中國新聞主任					
205	Assignment Editor (Photography) ; Photo Editor 攝影主任					
206	Editorial / Leader Writer 主筆					
251	Advertising Manager ; Advertising Sales Manager ; Account Manager 廣告經理；廣告銷售經理；客戶經理					

\# A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員** 人數 （自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員** 之每月平均薪酬 Code 編號 1 $15,000 or Below 或以下 2 $15,001 - $20,000 3 $20,001 - $30,000 4 $30,001 - $50,000 5 $50,001 - $80,000 6 $80,001 or Above 或以上	(D) No. of **Full Time** Vacancies as at Survey Reference Date 在統計日期的 **全職** 空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的 **自由工作者#** 人數	(F) Average **Daily** Wage Rate of **Freelancer#** **自由工作者#** 之平均日薪 Code 編號 A $750 or below或以下 B $751 - $1,000 C $1,001 - $1,250 D $1,251 - $1,500 E $1,501 or above或以上
			Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。			
	SUPERVISORY LEVEL (CONTINUED)　主任級（續）					
254	Circulation Sales Manager ; Circulation Marketing Manager 發行經理；銷售經理					
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理；項目經理					
223	Research Manager 市場調查經理					
253	Traffic Manager ; Advertising Administration Manager 聯絡經理；廣告行政經理					
258	Public Relations Manager 公共關係經理					
255	Sales Training Manager ; Support Manager 銷售訓練；支援經理					
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL　編採／製作／執行人員級					
302	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯					
303	Sub-editor; Copy Editor 文稿編輯					
304	Senior Reporter; Reporter 資深（高級）記者；記者					
305	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者					
306	Senior Translator; Translator 資深（高級）翻譯員；翻譯員					
307	Online Editor 網絡編輯					
308	Senior Designer 資深（高級）美術設計員					
309	Graphic Artist 正稿製作員					
301	Senior Producer; Producer 高級監製；監製					
351	Advertising Sales Assistant ; Advertising Sales Executive ; Account Executive 廣告銷售助理；廣告銷售主任；客戶主任					
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任					
323	Research Assistant ; Research Executive 市場調查助理；市場調查主任					
353	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理					
358	Public Relations Assistant ; Public Relations Executive 公共關係助理；公共關係主任					
	SUPPORTING / TECHNICAL LEVEL　輔助／技術人員級					
401	Designer 美術設計員					
402	Typesetter 植字員					
403	Layout Artist 排版員					
404	Proof-Reader 校對員					
405	Darkroom Person 黑房工作人員					
406	Librarian 資料室人員					
407	Researcher 資料蒐集員					

\# A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員**人數 （自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員**之每月 平均薪酬 Code 編號 1 $15,000 or Below 或以下 2 $15,001 - $20,000 3 $20,001 - $30,000 4 $30,001 - $50,000 5 $50,001 - $80,000 6 $80,001 or Above 或以上	(D) No. of **Full Time Vacancies** as at Survey Reference Date 在統計日期的 **全職**空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的 **自由工作者#**人數	(F) Average **Daily** Wage Rate of **Freelancer#** **自由工作者#**之 平均日薪 Code 編號 A $750 or below或以下 B $751 - $1,000 C $1,001 - $1,250 D $1,251 - $1,500 E $1,501 or above或以上
Job Code 職位 編號			Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。			
	SUPPORTING / TECHNICAL LEVEL (CONTINUED) 輔助／技術人員級（續）					
483	Web Page Designer 網頁製作員					
482	Webmaster 網主					
485	Digital Designer 數碼媒體設計員					
412	Promoter 推廣員					
	OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF 其他相關媒體及傳訊人員					

\ freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Part II
第二部份

Interns
實習生

1. Please indicate the number of interns* employed in your establishment **as at Survey Reference Date** and their wages by their principal job description. (You could leave it blank if there is no intern in your establishment.)
請按　貴機構實習生的主要職務填寫<u>**在統計日期**</u>的實習生*的數目及其工資。（如　貴機構沒有實習生，則不需回答此問題）

Principal Job Description 主要職務	**No. of interns*** **實習生*人數**	**Wages** **工資** Code 編號 N No basic salary but provided allowances (e.g. travelling allowances) 　　沒有底薪但有提供津貼（例如：交通津貼） Y Paid basic salary 　　有支付底薪
Example : Assists in marketing activities *例子：協助推廣市場活動*	*2*	*N*

Note:
* Refer to student employees who (i) are attending full-time accredited programmes being provided by local education institutions specified in Minimum Wage Ordinance; or (ii) are resident in Hong Kong and enrolled in full-time education programmes for non-local academic qualification at degree or higher level.
* 指 (i)正修讀《最低工資條例》指明的本地教育機構提供的全日制經評審課程 或 (ii)居於香港，並修讀學位或更高程度的非本地學術資格的全日制教育課程的學生僱員。

New Recruitment
新聘僱員

2. Please state the number of Full Time employees who were **newly recruited** in the past 12 months.
   (If there is no recruitment, please fill "0" in the box)
   請列出　貴機構在<u>過去十二個月內</u>**新招聘**的全職僱員人數。（如沒有招聘，請在方框內填上 "0"）

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial / Production / Executional Level</u> 編採／製作／執行人員級	Supporting / <u>Technical Level</u> 輔助／技術人員級
(a) Total 　　　總人數				
(b) Number of new recruits **with** experience in media and communications industry 　　　新招聘中，**具**媒體及傳訊業經驗的僱員人數				

Employees Leaving the Establishment
已離職僱員

3. Please state the number of Full Time employees who had **left** in the past 12 months.
   (If there is no employees left, please fill "0" in the box)
   請列出　貴機構在<u>過去十二個月內</u>全職僱員的**離職**人數。（如沒有僱員離職，請在方框內填上 "0"）

　　(a) Managerial Level　　　　　　　　　　　　(b) Supervisory Level
　　　　經理級　　　　　　　　　　　　　　　　　　　主任級

　　(c) Editorial / Production / Executional Level　　(d) Supporting /Technical Level
　　　　編採／製作／執行人員級　　　　　　　　　　輔助／技術人員級

Expected Change in Future
未來變化

4. When comparing with the current situation, please indicate your views on the expected change of the following **in the next 12 months**. (Please tick in the box as appropriate)
   相對於現在，請指出　貴機構預計在**未來十二個月**於下列之預期變化。(請在適當的格內填上"✓"號)

   (i) Business volume
   業務額

   ☐ (a) Better
   較佳
   　　　+　　　　%

   ☐ (b) Stable
   穩定

   ☐ (c) Worsen
   較差
   　　　-　　　　%

   ☐ (d) Uncertain
   不肯定

   (ii) Number of Full Time employees
   全職員工數目

   ☐ (a) Increase
   增加
   　　　+　　　　%

   ☐ (b) Same
   不變

   ☐ (c) Decrease
   減少
   　　　-　　　　%

   Please indicate the reasons leading to **"better" or "worse"**
   請說明引起**較佳或較差**的原因

   _____

5. Other than the current job positions of your establishment, please indicate the **new** job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry
   除現有職位以外，請指出　貴機構未來將會引入的**新**職位(如有)，以配合行業的新興趨勢

New Job title 新職位名稱	Job Descriptions 職位描述

Major Difficulties Encountered in Recruitment
主要招聘困難

6. Please indicate the difficulties encountered in recruitment of Full Time employees of your establishment in **past 12 months**.
   請指出　貴機構在**過去十二個月**招聘全職僱員時所遇到的困難。

Difficulties 困難	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) No recruitment was taken place (incl. no recruitment due to no such level of staff) 沒有招聘（包括因沒有相關職級的員工而沒有進行招聘）	☐	☐	☐	☐
(b) Recruitment was taken place and **did not encounter difficulties** 有招聘，並**沒有**遇到招聘困難	☐	☐	☐	☐
(c) Recruitment was taken place and the difficulties encountered were: (You may tick "✓" one or more options.) 有招聘，所遇到的困難是：（可剔"✓"選多於一項。）				
(i) General labour shortage in Hong Kong 香港普遍勞工短缺	☐	☐	☐	☐
(ii) Insufficient graduates in relevant disciplines from institutions 院校有關學系畢業生數目不足	☐	☐	☐	☐
(iii) Applicants lacked the relevant experience and training 求職者缺乏相關經驗及訓練	☐	☐	☐	☐
(iv) Working conditions/remuneration package could not meet applicants' expectations 服務條件／薪酬未能符合求職者要求	☐	☐	☐	☐
(v) Others (please specify) 其他（請說明） _____	☐	☐	☐	☐

Preferred Education Level and Years of Experience of Employees
僱員宜有的教育程度及相關年資

7. Please choose preferred education level and years of experience of **Full Time employees**.
請選擇**全職僱員宜有**的教育程度及相關年資。

Job level 職級	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) Education Level (Please tick "✓" **1 box** for each job level) **教育程度**（每職級請剔"✓"選**一項**）				
(i) Postgraduate Degree 研究生學位	☐	☐	☐	☐
(ii) First Degree 學士學位	☐	☐	☐	☐
(iii) Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	☐	☐	☐	☐
(iv) Diploma/Certificate 文憑／證書	☐	☐	☐	☐
(v) Secondary 4 to 6/7 中四至中六／七	☐	☐	☐	☐
(vi) Secondary 3 or below 中三或以下	☐	☐	☐	☐
(b) Years of Experience (Please tick "✓" **1 box** for each job level) **相關年資**（每職級請剔"✓"選**一項**）				
(i) 15 years or more 十五年或以上	☐	☐	☐	☐
(ii) 10 years to less than 15 years 十年至十五年以下	☐	☐	☐	☐
(iii) 7 years to less than 10 years 七年至十年以下	☐	☐	☐	☐
(iv) 5 years to less than 7 years 五年至七年以下	☐	☐	☐	☐
(v) 2 years to less than 5 years 兩年至五年以下	☐	☐	☐	☐
(vi) Less than 2 years 兩年以下	☐	☐	☐	☐
(vii) No experience 無經驗	☐	☐	☐	☐
No such level of staff *沒有相關職級員工*	☐	☐	☐	☐

8. To meet the emerging trends of the industry (including Hong Kong's transformation into a knowledge-based economy, Greater Bay Area development and 5G development), please indicate the future training areas required for the following Full Time employees.
(You may wish to tick "✓" more than 1 training area for each job level)
為配合行業的新興趨勢（包括香港轉型至知識型經濟、粵港澳大灣區發展及 5G 發展），請指出以下全職僱員在未來所需要的培訓範疇。（每職級可剔"✓"選多個培訓範疇）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting/ Technical Level 輔助／技術人員級
Management Skills **管理技能**				
101 Corporate communications / public relations / public affairs management 企業傳訊／公共關係／公共事務管理	☐	☐	☐	☐
102 Production management 製作管理	☐	☐	☐	☐
103 Marketing management 市場管理	☐	☐	☐	☐
104 Human resources management 人力資源管理	☐	☐	☐	☐
105 Financial management 財務管理	☐	☐	☐	☐
106 Strategic planning management 策略計劃管理	☐	☐	☐	☐
107 Crisis management 危機管理	☐	☐	☐	☐
108 Self-management 自我管理	☐	☐	☐	☐
109 Professional ethics 專業道德操守	☐	☐	☐	☐
110 People-to-people communication 人與人之間溝通	☐	☐	☐	☐
111 ESG knowledge 環境、社會和企業管治知識	☐	☐	☐	☐
China and International Knowledge **中國及國際知識**				
121 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	☐	☐	☐	☐
122 Industry practices in the mainland of China 在中國內地的行業常規	☐	☐	☐	☐
123 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	☐	☐	☐	☐
124 International relations and global vision 國際關係及世界視野	☐	☐	☐	☐
Social Media / Digital Skills **社交／數碼媒體技能**				
141 Apps development 應用程式開發	☐	☐	☐	☐
142 Social media monitoring and surveillance 社交媒體監測及監督	☐	☐	☐	☐
143 Search engine optimisation 搜尋引擎優化	☐	☐	☐	☐
144 Web security 網絡安全	☐	☐	☐	☐
145 Web searching 網上搜尋	☐	☐	☐	☐
146 Web analytics 網站分析	☐	☐	☐	☐
147 Curation *(i.e. collect, organise and present a larger source of data and information in a coherent way)* 策展 *(即工作包括收集、整理及展示大量連貫的數據及資訊)*	☐	☐	☐	☐
148 Content Creation 內容創作	☐	☐	☐	☐
Language Skills **語文技能**				
161 Spoken English 英語會話	☐	☐	☐	☐
162 Putonghua 普通話	☐	☐	☐	☐
163 Written English 英文書寫能力	☐	☐	☐	☐
164 Written Chinese 中文書寫能力	☐	☐	☐	☐
165 Translation 翻譯	☐	☐	☐	☐

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting/ Technical Level 輔助／技術人員級
Innovative Media Technology (Journalism Sector) **創新媒體科技（新聞業）**				
202 Innovative media research and applications (e.g. Blockchain, Metaverse, NFT) 創新媒體的研究及應用 (如區塊鏈、元宇宙、非同質化代幣)	☐	☐	☐	☐
203 New media technology in editorial work (e.g. mobile device application, video storytelling) 編採新媒體科技應用 （如流動通訊應用、影片敘事等）	☐	☐	☐	☐
204 Integration of new technology with the news workflow 新科技與新聞工作流程結合	☐	☐	☐	☐
205 Digital news distribution channels 網上平台運用	☐	☐	☐	☐
206 Online community building 網上社群創建	☐	☐	☐	☐
207 AR / VR Application 擴增實境／虛擬實境應用	☐	☐	☐	☐
208 AI application (e.g. fact-checking, automated news coverage, virtual presenter) 人工智能應用 (如事實核查、自動化新聞報導、虛擬報導員)	☐	☐	☐	☐
209 Video Production 影片製作	☐	☐	☐	☐
210 Digital subscription 數碼訂閱	☐	☐	☐	☐
Industry Specific Skills (Journalism Sector) **業內專業技能（新聞業）**				
301 Reporting and editing skills 編採技巧	☐	☐	☐	☐
302 Print/TV/media production skills 印刷／電視／媒體製作技巧	☐	☐	☐	☐
303 Media law and ethics 傳媒法規與操守	☐	☐	☐	☐
304 Intellectual property and copyright law 知識產權及版權法	☐	☐	☐	☐
305 Strategic news planning 新聞規劃	☐	☐	☐	☐
306 Integration of the Internet with journalism 互聯網與新聞的結合	☐	☐	☐	☐
307 Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	☐	☐	☐	☐
308 Audience research 受眾調查	☐	☐	☐	☐
309 Fact-checking, identification of misinformation and disinformation 事實核查、辨別錯誤及虛假資訊	☐	☐	☐	☐
310 Misinformation and disinformation 事實核查、辨別錯誤及虛假資訊	☐	☐	☐	☐
311 Multi-tasking skills 一身多職的能力	☐	☐	☐	☐
312 Global vision/cultural-setting skill 國際視野／文化交流技巧	☐	☐	☐	☐
313 News curation 新聞策展	☐	☐	☐	☐
314 Data analysis 數據分析	☐	☐	☐	☐
315 Trends and changes of the financial market 金融市場之趨勢及變化	☐	☐	☐	☐
316 Social media applications 社交媒體的應用	☐	☐	☐	☐
317 Mobile Phone Shooting 手機拍攝	☐	☐	☐	☐
318 Infographic Design 資訊圖表設計	☐	☐	☐	☐
Others **其他**				
(i)	☐	☐	☐	☐
(ii)	☐	☐	☐	☐
No such level of staff 沒有相關職級員工	☐	☐	☐	☐

9. How many training places will you plan to provide/sponsor to your existing MC employees in respect of the following skills and knowledge in the next 12 months? (If no training place will be provided / sponsored to employees, please fill "0" in the box)
在未來十二個月內，貴機構將會計劃提供／資助多少名額予現職媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？
（如沒有提供／資助僱員培訓的名額，請在方框內填上 "0"）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting/ Technical Level 輔助／技術人員級
(a) Management Skills 管理技能				
(b) China and International Knowledge 中國及國際的知識				
(c) Language Skills 語文技能				
(d) Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）				
(e) Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）				
(f) Others (Please Specify) 其他（請註明）＿＿＿＿＿＿＿＿＿＿＿				

End of Questionnaire. Thank You for Your Co-operation.
問卷完，多謝合作。

CONFIDENTIAL
WHEN ENTERED WITH DATA

填 入 數 據 後 即 成
機 密 文 件

VOCATIONAL TRAINING COUNCIL
職 業 訓 練 局

THE 2023 MANPOWER SURVEY OF
THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 **2023**年 人 力 調 查

The 2023 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2023** by answering the questionnaire. Thank you.

媒體及傳訊業2023年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2023年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information
機構資料

(For official use)
Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____
僱 員 總 人 數

Principal Line of Business:
主 要 業 務 性 質

☐ Radio and Television Stations
   電台及電視台

☐ Public Relations Services
   公共關係服務

☐ Advertising / Media Agency
   廣告商 ／ 媒介代理商

☐ Media Production
   媒體製作

☐ Newspapers, Magazines and News Agencies
   報紙、雜誌及新聞通訊社

☐ Others :
   其他 :
   _____

☐ Digital / New Media
   數碼／新媒體

Details of Contact Person*
聯絡人資料*

NAME OF PERSON TO CONTACT: _____
聯 絡 人 姓 名

POSITION: _____
職位

TEL. NO. : _____- _____
電話

FAX NO. : _____
圖文傳真

E-MAIL : _____
電 郵

The information provided will be used for the purpose of this and subsequent manpower surveys.
所提供資料將用作是次及日後人力調查之用。

R

Part I － Manpower Information
第一部份 － 人力情況

Please complete columns 'B' to 'F' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.
請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各'B' 至 'F' 欄。

(A)　Principal Jobs 主要職務

Job Code 職位 編號	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員**人數 （自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員**之每月 平均薪酬 Code 編號 1　$15,000 or Below 或以下 2　$15,001 - $20,000 3　$20,001 - $30,000 4　$30,001 - $50,000 5　$50,001 - $80,000 6　$80,001 or Above 或以上	(D) No. of **Full Time** Vacancies as at Survey Reference Date 在統計日期的 **全職**空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的 **自由工作者#**人數	(F) Average **Daily** Wage Rate of **Freelancer#** **自由工作者#**之 平均日薪 Code 編號 A　$750 or below或以下 B　$751 - $1,000 C　$1,001 - $1,250 D　$1,251 - $1,500 E　$1,501 or above或以上
	Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。					
		Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。				
e.g: 例子:	**Job Title A (3 employees, 1 freelancer and 2 vacancies)** 職位甲 (3名僱員, 1名自由工作者及2個空缺)	3	6	2	1	E
	MANAGERIAL LEVEL　　經理級					
131	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事					
132	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理					
151	Publisher; Managing Director; President 社長；董事經理；總裁					
152	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事經理；副總裁；營運總監					
153	Advertising Director ; Advertising Sales Director ; Account Director 廣告總監；廣告銷售總監；客戶總監					
154	Circulation Sales Director ; Circulation Marketing Director 發行總監；銷售總監					
155	Marketing Director ; Marketing Services Director ; Program Director 市場總監；市場服務總監；項目總監					
156	Business Development Director 業務發展總監					
157	Research Director 市場調查總監					
158	Public Relations Director 公共關係總監					
143	Art Director 美術總監					
	SUPERVISORY LEVEL　　主任級					
231	Executive News ; Assignment Editor ; Planning Editor 總採訪；策劃主任					
232	Deputy News ; Assistant News, Assignment Editor ; Planning Editor 副採訪；策劃主任					
201	Managing Editor 編輯主任					
233	Deputy Editor ; Assistant Managing Editor 副編輯主任					
234	Executive Producer 監製；製作主任					
251	Advertising Manager ; Advertising Sales Manager ; Account Manager 廣告經理；廣告銷售經理；客戶經理					
254	Circulation Sales Manager ; Circulation Marketing Manager 發行經理；銷售經理					
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理；項目經理					

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time** **Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員**人數 （自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員**之每月 平均薪酬 Code 編號 1 $15,000 or Below 或以下 2 $15,001 - $20,000 3 $20,001 - $30,000 4 $30,001 - $50,000 5 $50,001 - $80,000 6 $80,001 or Above 或以上	(D) No. of **Full Time** Vacancies as at Survey Reference Date 在統計日期的 **全職**空缺額	(E) No. of **Freelancer** # as at Survey Reference Date 在統計日期的 **自由工作者**#人數	(F) Average **Daily** Wage Rate of **Freelancer**# **自由工作者**#之 平均日薪 Code 編號 A $750 or below或以下 B $751 - $1,000 C $1,001 - $1,250 D $1,251 - $1,500 E $1,501 or above或以上
Job Code 職位編號			Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。			
	SUPERVISORY LEVEL(CONTINUED) 主任級（續）					
223	Research Manager 市場調查經理					
253	Traffic Manager ; Advertising Administration Manager 聯絡經理；廣告行政經理					
258	Public Relations Manager 公共關係經理					
255	Sales Training Manager ; Support Manager 銷售訓練；支援經理					
	EXECUTIONAL LEVEL 執行人員級					
331	Senior Sub-editor; Sub-editor 高級編輯；編輯					
332	News Anchor; Announcer 新聞主播；報告員					
333	News Translator 新聞翻譯員					
334	Senior Reporter ; Senior Researcher ; Reporter ; Researcher 高級記者；高級資料搜集員；記者；資料搜集員					
336	Cameraman 電視攝影師					
335	Executive Producer; Senior Producer; Producer 監製；高級編導；編導					
307	Online Editor 網絡編輯					
337	Content Writer; Script Writer 撰稿員					
351	Advertising Sales Assistant ; Advertising Sales Executive ; Account Executive 廣告銷售助理；廣告銷售主任；客戶主任					
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任					
323	Research Assistant ; Research Executive 市場調查助理；市場調查主任					
353	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理					
358	Public Relations Assistant ; Public Relations Executive 公共關係助理；公共關係主任					
	SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級					
483	Web Page Designer 網頁製作員					
482	Webmaster 網主					
431	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演；製作助理；錄影廠製作經理；影片剪接； 字幕操作員					
433	Duty Director 值日導播員					
486	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D動畫師； 2D動畫師					
436	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員					
437	Set Designer 佈景設計師					
438	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝					
412	Promoter 推廣員					
	OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF 其他相關媒體及傳訊人員					

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Part II
第二部份

Interns
實習生

1. Please indicate the number of interns* employed in your establishment **as at Survey Reference Date** and their wages by their principal job description. (You could leave it blank if there is no intern in your establishment.)
請按　貴機構實習生的主要職務填寫**在統計日期**的實習生*的數目及其工資。（如　貴機構沒有實習生，則不需回答此問題）

Principal Job Description 主要職務	No. of interns* 實習生*人數	Wages 工資 Code 編號 N No basic salary but provided allowances (e.g. travelling allowances) 　　沒有底薪但有提供津貼（例如：交通津貼） Y Paid basic salary 　　有支付底薪
Example : Assists in marketing activities *例子：協助推廣市場活動*	*2*	*N*

Note:
* Refer to student employees who (i) are attending full-time accredited programmes being provided by local education institutions specified in Minimum Wage Ordinance; or (ii) are resident in Hong Kong and enrolled in full-time education programmes for non-local academic qualification at degree or higher level.
* 指(i)正修讀《最低工資條例》指明的本地教育機構提供的全日制經評審課程 或(ii)居於香港，並修讀學位或更高程度的非本地學術資格的全日制教育課程的學生僱員。

New Recruitment
新聘僱員

2. Please state the number of Full Time employees who were **newly recruited** in the past 12 months.
(If there is no recruitment, please fill "0" in the box)
請列出　貴機構在過去十二個月內**新招聘**的全職僱員人數。（如沒有招聘，請在方框內填上 "0"）

	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a)　Total 　　　總人數				
(b)　Number of new recruits **with** experience in media and communications industry 　　　新招聘中，**具**媒體及傳訊業經驗的僱員人數				

Employees Leaving the Establishment
已離職僱員

3. Please state the number of Full Time employees who had **left** in the past 12 months.
(If there is no employees left, please fill "0" in the box)
請列出　貴機構在過去十二個月內全職僱員的**離職**人數。（如沒有僱員離職，請在方框內填上 "0"）

(a)　Managerial Level
　　　經理級

(b)　Supervisory Level
　　　主任級

(c)　Executional Level
　　　執行人員級

(d)　Supporting /Technical Level
　　　輔助／技術人員級

4. When comparing with the current situation, please indicate your views on the expected change of the following **in the next 12 months**. (Please tick in the box as appropriate)
   相對於現在，請指出　貴機構預計在**未來十二個月**於下列之預期變化。(請在適當的格內填上"✓"號)

   (i)　　Business volume
   　　　　業務額

   ☐　(a) Better
   　　　　較佳　　　　| + 　　　% |

   ☐　(b) Stable
   　　　　穩定

   ☐　(c) Worsen
   　　　　較差　　　　| - 　　　% |

   ☐　(d) Uncertain
   　　　　不肯定

   (ii)　　Number of Full Time employees
   　　　　全職員工數目

   ☐　(a) Increase
   　　　　增加　　　　| + 　　　% |

   ☐　(b) Same
   　　　　不變

   ☐　(c) Decrease
   　　　　減少　　　　| - 　　　% |

   Please indicate the reasons leading to **"better" or "worse"**
   請說明引起**較佳或較差**的原因

   _____

5. Other than the current job positions of your establishment, please indicate the **new** job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry
   除現有職位以外，請指出　貴機構未來將會引入的**新**職位(如有)，以配合行業的新興趨勢

New Job title 新職位名稱	Job Descriptions 職位描述

6. Please indicate the difficulties encountered in recruitment of Full Time employees of your establishment in **past 12 months**.
   請指出　貴機構在**過去十二個月**招聘全職僱員時所遇到的困難。

Difficulties 困難	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) No recruitment was taken place (incl. no recruitment due to no such level of staff) 沒有招聘（包括因沒有相關職級的員工而沒有進行招聘）	☐	☐	☐	☐
(b) Recruitment was taken place and **did not encounter difficulties** 有招聘，並**沒有**遇到招聘困難	☐	☐	☐	☐
(c) Recruitment was taken place and the difficulties encountered were: (You may tick "✓" one or more options.) 有招聘，所遇到的困難是：（可剔"✓"選多於一項。）				
(i) General labour shortage in Hong Kong 香港普遍勞工短缺	☐	☐	☐	☐
(ii) Insufficient graduates in relevant disciplines from institutions 院校有關學系畢業生數目不足	☐	☐	☐	☐
(iii) Applicants lacked the relevant experience and training 求職者缺乏相關經驗及訓練	☐	☐	☐	☐
(iv) Working conditions/remuneration package could not meet applicants' expectations 服務條件／薪酬未能符合求職者要求	☐	☐	☐	☐
(v) Others (please specify) 其他（請說明）_____	☐	☐	☐	☐

Preferred Education Level and Years of Experience of Employees
僱員宜有的教育程度及相關年資

7. Please choose preferred education level and years of experience of **Full Time employees**.
   請選擇**全職僱員宜有**的教育程度及相關年資。

Job level 職級	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) Education Level (Please tick "✓" **1 box** for each job level) **教育程度**（每職級請剔"✓"選**一項**）				
(i) Postgraduate Degree 研究生學位	☐	☐	☐	☐
(ii) First Degree 學士學位	☐	☐	☐	☐
(iii) Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑）	☐	☐	☐	☐
(iv) Diploma/Certificate 文憑／證書	☐	☐	☐	☐
(v) Secondary 4 to 6/7 中四至中六／七	☐	☐	☐	☐
(vi) Secondary 3 or below 中三或以下	☐	☐	☐	☐
(b) Years of Experience (Please tick "✓" **1 box** for each job level) **相關年資**（每職級請剔"✓"選**一項**）				
(i) 15 years or more 十五年或以上	☐	☐	☐	☐
(ii) 10 years to less than 15 years 十年至十五年以下	☐	☐	☐	☐
(iii) 7 years to less than 10 years 七年至十年以下	☐	☐	☐	☐
(iv) 5 years to less than 7 years 五年至七年以下	☐	☐	☐	☐
(v) 2 years to less than 5 years 兩年至五年以下	☐	☐	☐	☐
(vi) Less than 2 years 兩年以下	☐	☐	☐	☐
(vii) No experience 無經驗	☐	☐	☐	☐
No such level of staff *沒有相關職級員工*	☐	☐	☐	☐

Training
培訓

8. To meet the emerging trends of the industry (including Hong Kong's transformation into a knowledge-based economy, Greater Bay Area development and 5G development), please indicate the future training areas required for the following Full Time employees.
    (You may wish to tick "✓" more than 1 training area for each job level)
    為配合行業的新興趨勢（包括香港轉型至知識型經濟、粵港澳大灣區發展及 5G 發展），請指出以下全職僱員在未來所需要的培訓範疇。（每職級可剔"✓"選多個培訓範疇）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting/ Technical Level 輔助／技術人員級
Management Skills **管理技能**				
101 Corporate communications / public relations / public affairs management 企業傳訊／公共關係／公共事務管理	☐	☐	☐	☐
102 Production management 製作管理	☐	☐	☐	☐
103 Marketing management 市場管理	☐	☐	☐	☐
104 Human resources management 人力資源管理	☐	☐	☐	☐
105 Financial management 財務管理	☐	☐	☐	☐
106 Strategic planning management 策略計劃管理	☐	☐	☐	☐
107 Crisis management 危機管理	☐	☐	☐	☐
108 Self-management 自我管理	☐	☐	☐	☐
109 Professional ethics 專業道德操守	☐	☐	☐	☐
110 People-to-people communication 人與人之間溝通	☐	☐	☐	☐
111 ESG knowledge 環境、社會和企業管治知識	☐	☐	☐	☐
China and International Knowledge **中國及國際知識**				
121 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	☐	☐	☐	☐
122 Industry practices in the mainland of China 在中國內地的行業常規	☐	☐	☐	☐
123 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	☐	☐	☐	☐
124 International relations and global vision 國際關係及世界視野	☐	☐	☐	☐
Social Media / Digital Skills **社交／數碼媒體技能**				
141 Apps development 應用程式開發	☐	☐	☐	☐
142 Social media monitoring and surveillance 社交媒體監測及監督	☐	☐	☐	☐
143 Search engine optimisation 搜尋引擎優化	☐	☐	☐	☐
144 Web security 網絡安全	☐	☐	☐	☐
145 Web searching 網上搜尋	☐	☐	☐	☐
146 Web analytics 網站分析	☐	☐	☐	☐
147 Curation (*i.e. collect, organise and present a larger source of data and information in a coherent way*) 策展 (*即工作包括收集、整理及展示大量連貫的數據及資訊*)	☐	☐	☐	☐
148 Content Creation 內容創作	☐	☐	☐	☐
Language Skills **語文技能**				
161 Spoken English 英語會話	☐	☐	☐	☐
162 Putonghua 普通話	☐	☐	☐	☐
163 Written English 英文書寫能力	☐	☐	☐	☐
164 Written Chinese 中文書寫能力	☐	☐	☐	☐
165 Translation 翻譯	☐	☐	☐	☐

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting/ Technical Level 輔助／技術 人員級
Innovative Media Technology (Journalism Sector) **創新媒體科技（新聞業）**				
202 Innovative media research and applications (e.g. Blockchain, Metaverse, NFT) 創新媒體的研究及應用 (如區塊鏈、元宇宙、非同質化代幣)	☐	☐	☐	☐
203 New media technology in editorial work (e.g. mobile device application, video storytelling) 編採新媒體科技應用 （如流動通訊應用、影片敘事等）	☐	☐	☐	☐
204 Integration of new technology with the news workflow 新科技與新聞工作流程結合	☐	☐	☐	☐
205 Digital news distribution channels 網上平台運用	☐	☐	☐	☐
206 Online community building 網上社群創建	☐	☐	☐	☐
207 AR / VR Application 擴增實境／虛擬實境應用	☐	☐	☐	☐
208 AI application (e.g. fact-checking, automated news coverage, virtual presenter) 人工智能應用 (如事實核查、自動化新聞報導、虛擬報導員)	☐	☐	☐	☐
209 Video Production 影片製作	☐	☐	☐	☐
210 Digital subscription 數碼訂閱	☐	☐	☐	☐
Industry Specific Skills (Journalism Sector) **業內專業技能（新聞業）**				
301 Reporting and editing skills 編採技巧	☐	☐	☐	☐
302 Print/TV/media production skills 印刷／電視／媒體製作技巧	☐	☐	☐	☐
303 Media law and ethics 傳媒法規與操守	☐	☐	☐	☐
304 Intellectual property and copyright law 知識產權及版權法	☐	☐	☐	☐
305 Strategic news planning 新聞規劃	☐	☐	☐	☐
306 Integration of the Internet with journalism 互聯網與新聞的結合	☐	☐	☐	☐
307 Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	☐	☐	☐	☐
308 Audience research 受眾調查	☐	☐	☐	☐
309 Fact-checking, identification of misinformation and disinformation 事實核查、辨別錯誤及虛假資訊	☐	☐	☐	☐
310 Misinformation and disinformation 事實核查、辨別錯誤及虛假資訊	☐	☐	☐	☐
311 Multi-tasking skills 一身多職的能力	☐	☐	☐	☐
312 Global vision/cultural-setting skill 國際視野／文化交流技巧	☐	☐	☐	☐
313 News curation 新聞策展	☐	☐	☐	☐
314 Data analysis 數據分析	☐	☐	☐	☐
315 Trends and changes of the financial market 金融市場之趨勢及變化	☐	☐	☐	☐
316 Social media applications 社交媒體的應用	☐	☐	☐	☐
317 Mobile Phone Shooting 手機拍攝	☐	☐	☐	☐
318 Infographic Design 資訊圖表設計	☐	☐	☐	☐
Others **其他**				
(i)	☐	☐	☐	☐
(ii)	☐	☐	☐	☐
No such level of staff 沒有相關職級員工	☐	☐	☐	☐

9. How many training places will you plan to provide/sponsor to your existing MC employees in respect of the following skills and knowledge in the next 12 months? (If no training place will be provided / sponsored to employees, please fill "0" in the box)
在未來十二個月內，貴機構將會計劃提供／資助多少名額予現職媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？
（如沒有提供／資助僱員培訓的名額，請在方框內填上 "0"）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting/ Technical Level 輔助／技術 人員級
(a) Management Skills 管理技能				
(b) China and International Knowledge 中國及國際的知識				
(c) Language Skills 語文技能				
(d) Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）				
(e) Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）				
(f) Others (Please Specify) 其他（請註明）_____				

End of Questionnaire. Thank You for Your Co-operation.
問卷完，多謝合作。

CONFIDENTIAL	填 入 數 據 後 即 成
WHEN ENTERED WITH DATA	機 密 文 件

VOCATIONAL TRAINING COUNCIL
職 業 訓 練 局

THE 2023 MANPOWER SURVEY OF THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 2023年 人 力 調 查

The 2023 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2023** by answering the questionnaire. Thank you.

媒體及傳訊業2023年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請 貴機構根據**2023年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information
機構資料

> (For official use)
> Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____
僱 員 總 人 數

Principal Line of Business:
主 要 業 務 性 質

☐ Digital / New Media
數碼／新媒體

☐ Public Relations Services
公共關係服務

☐ Radio and Television Stations
電台及電視台

☐ Media Production
媒體製作

☐ Advertising / Media Agency
廣告商 ／ 媒介代理商

☐ Others :
其他： _____

☐ Newspapers, Magazines and News Agencies
報紙、雜誌及新聞通訊社

Details of Contact Person*
聯絡人資料*

NAME OF PERSON TO CONTACT: _____
聯 絡 人 姓 名

POSITION: _____
職位

TEL. NO. : _____ - _____
電話

FAX NO. : _____
圖文傳真

E-MAIL : _____
電 郵

* The information provided will be used for the purpose of this and subsequent manpower surveys.
所提供資料將用作是次及日後人力調查之用。

D

Part I － Manpower Information
第一部份 － 人力情況

Please complete columns 'B' to 'F' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.
請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各'B'至'F'欄。

(A) Principal Jobs 主要職務

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員**人數 （自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員**之每月 平均薪酬 Code 編號 1 $15,000 or Below 或以下 2 $15,001 - $20,000 3 $20,001 - $30,000 4 $30,001 - $50,000 5 $50,001 - $80,000 6 $80,001 or Above 或以上	(D) No. of **Full Time** Vacancies as at Survey Reference Date 在統計日期的 **全職**空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的 **自由工作者**#人數	(F) Average **Daily** Wage Rate of **Freelancer**# **自由工作者**#之 平均日薪 Code 編號 A $750 or below或以下 B $751 - $1,000 C $1,001 - $1,250 D $1,251 - $1,500 E $1,501 or above或以上
	Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。					
		Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。				
e.g: 例子:	**Job Title A (3 employees, 1 freelancer and 2 vacancies)** 職位甲 (3名僱員, 1名自由工作者及2個空缺)	3	6	2	1	E
	MANAGERIAL LEVEL 經理級					
101	Editor-in-Chief; The Editor 總編輯					
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯					
103	Executive Editor 執行編輯					
181	Research and Development Director 研發總監					
182	Chief Technology Officer; Chief Technical Director 首席技術主任；首席技術總監					
183	Chief (Digital) Content Officer; Director of Digital Media 首席（數碼）內容總監；數碼媒體總監					
159	Executive Producer 製作總監					
160	Creative Director 創意總監					
151	Managing Director; President 董事總經理；總裁					
152	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事經理；副總裁；營運總監					
153	Advertising Director ; Advertising Sales Director ; Marketing and Sales Director 廣告總監；廣告銷售總監；銷售及發行總監					
155	Marketing Director ; Marketing Services Director ; Program Director 市場總監；市場服務總監；項目總監					
156	Business Development Director 業務發展總監					
157	Research Director 市場調查總監					
158	Public Relations Director 公共關係總監					
143	Art Director 美術總監					
	SUPERVISORY LEVEL 主任級					
201	Managing Editor 編輯主任					
202	News Editor ; Assignment Editor 總採訪；採訪主任					
203	International News Editor 國際新聞主任					
204	China / National News Editor 中國新聞主任					
205	Assignment Editor (Photography) ; Photo Editor 攝影主任					

\# A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Job Code 職位 編號	(A) Principal Job 主要職務 (See Appendix B)（參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員** 人數 （自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** 全職僱員 之每月 平均薪酬 Code 編號 1 \$15,000 or Below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$50,000 5 \$50,001 - \$80,000 6 \$80,001 or Above 或以上	(D) No. of **Full Time** Vacancies as at Survey Reference Date 在統計日期的 **全職** 空缺額	(E) No. of **Freelancer** # as at Survey Reference Date 在統計日期的 **自由工作者**#人數	(F) Average **Daily** Wage Rate of **Freelancer** # 自由工作者#之 平均日薪 Code 編號 A \$750 or below或以下 B \$751 - \$1,000 C \$1,001 - \$1,250 D \$1,251 - \$1,500 E \$1,501 or above或以上
			Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。			
	SUPERVISORY LEVEL (Continued) 主任級（續）					
206	Editorial / Leader Writer 主筆					
257	Technical Manager 技術經理					
281	Research and Development Manager 研發經理					
259	Producer 監製					
283	Digital Content Officer 數碼內容主任					
214	Production Manager 製作經理					
251	Account Manager 客戶經理					
254	Sales Manager 銷售經理					
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理；項目經理					
223	Research Manager 市場調查經理					
253	Traffic Manager ; Advertising Administration Manager 聯絡經理；廣告行政經理					
258	Public Relations Manager 公共關係經理					
255	Sales Training Manager ; Support Manager 銷售訓練；支援經理					
256	Business Development Manager 業務發展經理					
	EXECUTIONAL LEVEL 執行人員級					
302	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯					
303	Sub-editor; Copy Editor 文稿編輯					
304	Senior Reporter; Reporter 資深（高級）記者；記者					
305	Senior Press Photographer; Press Photographer; Photographer 資深（高級）攝影記者；攝影記者；攝影師					
306	Senior Translator; Translator 資深（高級）翻譯員；翻譯員					
307	Online Editor 網絡編輯					
308	Senior Designer 資深（高級）美術設計員					
309	Graphic Artist 正稿製作員					
313	Copywriter 撰稿員					
383	Web Designer 網頁程式設計員					
386	Motion Graphic Designer 動畫影像設計員					
387	Game Designer 遊戲設計員					
384	User Experience Designer; User Interface Designer 客戶體驗設計員；介面設計員					
389	Social Media Executive 社交媒體專員					
388	Video Editor 影片剪接師					

\# A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員**人數 （自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員**之每月 平均薪酬 Code 編號 1 $15,000 or Below 或以下 2 $15,001 - $20,000 3 $20,001 - $30,000 4 $30,001 - $50,000 5 $50,001 - $80,000 6 $80,001 or Above 或以上	(D) No. of **Full Time Vacancies** as at Survey Reference Date 在統計日期的 **全職**空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的 **自由工作者**#人數	(F) Average **Daily** Wage Rate of **Freelancer**# **自由工作者**#之 平均日薪 Code 編號 A $750 or below或以下 B $751 - $1,000 C $1,001 - $1,250 D $1,251 - $1,500 E $1,501 or above或以上
			Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。			
	EXECUTIONAL LEVEL (CONTINUED)　執行人員級（續）					
385	Multimedia Designer; Digital Designer 多媒體設計員；數碼媒體設計員					
390	Social Media Influencer; Key Opinion Leader (KOL); Blogger 社交媒體影響者；網絡紅人；博客					
352	Project Executive 項目執行主任					
382	Webmaster; Web specialist 網主；網頁專員					
351	Sales Assistant; Account Executive 銷售助理；客戶主任					
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任					
323	Research Assistant ; Research Executive 市場調查助理；市場調查主任					
353	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理					
358	Public Relations Assistant ; Public Relations Executive 公共關係助理；公共關係主任					
	SUPPORTING / TECHNICAL LEVEL　輔助／技術人員級					
401	Designer 美術設計員					
407	Researcher 資料蒐集員					
481	Data Analyst 數據分析員					
412	Promoter 推廣員					
	OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF　其他相關媒體及傳訊人員					

\# A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Part II
第二部份

Interns
實習生

1. Please indicate the number of interns* employed in your establishment **as at Survey Reference Date** and their wages by their principal job description. (You could leave it blank if there is no intern in your establishment.)
請按　貴機構實習生的主要職務填寫**在統計日期**的實習生*的數目及其工資。（如　貴機構沒有實習生，則不需回答此問題）

Principal Job Description 主要職務	**No. of interns*** **實習生*人數**	**Wages** **工資** Code 編號 N No basic salary but provided allowances (e.g. travelling allowances) 沒有底薪但有提供津貼（例如：交通津貼） Y Paid basic salary 有支付底薪
Example : Assists in marketing activities *例子：協助推廣市場活動*	*2*	*N*

Note:
* Refer to student employees who (i) are attending full-time accredited programmes being provided by local education institutions specified in Minimum Wage Ordinance; or (ii) are resident in Hong Kong and enrolled in full-time education programmes for non-local academic qualification at degree or higher level.
* 指(i)正修讀《最低工資條例》指明的本地教育機構提供的全日制經評審課程 或(ii)居於香港，並修讀學位或更高程度的非本地學術資格的全日制教育課程的學生僱員。

New Recruitment
新聘僱員

2. Please state the number of Full Time employees who were **newly recruited** in the past 12 months.
(If there is no recruitment, please fill "0" in the box)
請列出　貴機構在過去十二個月內**新招聘**的全職僱員人數。（如沒有招聘，請在方框內填上 "0"）

	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／ 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) Total 總人數				
(b) Number of new recruits **with** experience in media and communications industry 新招聘中，**具**媒體及傳訊業經驗的僱員人數				

Employees Leaving the Establishment
已離職僱員

3. Please state the number of Full Time employees who had **left** in the past 12 months.
(If there is no employees left, please fill "0" in the box)
請列出　貴機構在過去十二個月內全職僱員的**離職**人數。（如沒有僱員離職，請在方框內填上 "0"）

(a) Managerial Level
　　經理級　　　　　　　　　　☐

(b) Supervisory Level
　　主任級　　　　　　　　　　☐

(c) Editorial / Production / Executional Level
　　編採／製作／執行人員級　　☐

(d) Supporting /Technical Level
　　輔助／技術人員級　　　　　☐

Expected Change in Future
未來變化

4. When comparing with the current situation, please indicate your views on the expected change of the following **in the next 12 months**.
   (Please tick in the box as appropriate)
   相對於現在，請指出　貴機構預計在**未來十二個月**於下列之預期變化。(請在適當的格內填上"✓"號)

   (i)　Business volume
   　　業務額

   ☐ (a) Better
   　　　較佳　　　　　| + 　　　% |

   ☐ (b) Stable
   　　　穩定

   ☐ (c) Worsen
   　　　較差　　　　　| - 　　　% |

   ☐ (d) Uncertain
   　　　不肯定

   (ii)　Number of Full Time employees
   　　　全職員工數目

   ☐ (a) Increase
   　　　增加　　　　　| + 　　　% |

   ☐ (b) Same
   　　　不變

   ☐ (c) Decrease
   　　　減少　　　　　| - 　　　% |

   Please indicate the reasons leading to **"better" or "worse"**
   請說明引起**較佳或較差**的原因

   _____

5. Other than the current job positions of your establishment, please indicate the **new** job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry
   除現有職位以外，請指出　貴機構未來將會引入的**新**職位(如有)，以配合行業的新興趨勢

New Job title 新職位名稱	Job Descriptions 職位描述

Major Difficulties Encountered in Recruitment
主要招聘困難

6. Please indicate the difficulties encountered in recruitment of Full Time employees of your establishment in **past 12 months**.
   請指出　貴機構在**過去十二個月**招聘全職僱員時所遇到的困難。

Difficulties 困難	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) No recruitment was taken place (incl. no recruitment due to no such level of staff) 沒有招聘 （包括因沒有相關職級的員工而沒有進行招聘）	☐	☐	☐	☐
(b) Recruitment was taken place and **did not encounter difficulties** 有招聘，並**沒有**遇到招聘困難	☐	☐	☐	☐
(c) Recruitment was taken place and the difficulties encountered were: (You may tick "✓" one or more options.) 有招聘，所遇到的困難是：（可剔"✓"選多於一項。）				
(i) General labour shortage in Hong Kong 香港普遍勞工短缺	☐	☐	☐	☐
(ii) Insufficient graduates in relevant disciplines from institutions 院校有關學系畢業生數目不足	☐	☐	☐	☐
(iii) Applicants lacked the relevant experience and training 求職者缺乏相關經驗及訓練	☐	☐	☐	☐
(iv) Working conditions/remuneration package could not meet applicants' expectations 服務條件／薪酬未能符合求職者要求	☐	☐	☐	☐
(v) Others (please specify) 其他（請說明） _____	☐	☐	☐	☐

Preferred Education Level and Years of Experience of Employees
僱員宜有的教育程度及相關年資

7. Please choose preferred education level and years of experience of **Full Time employees**.
請選擇**全職僱員宜有**的教育程度及相關年資。

Job level 職級	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) Education Level (Please tick "✓" **1 box** for each job level) **教育程度**（每職級請剔"✓"選**一項**）				
(i) Postgraduate Degree 研究生學位	☐	☐	☐	☐
(ii) First Degree 學士學位	☐	☐	☐	☐
(iii) Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	☐	☐	☐	☐
(iv) Diploma/Certificate 文憑／證書	☐	☐	☐	☐
(v) Secondary 4 to 6/7 中四至中六／七	☐	☐	☐	☐
(vi) Secondary 3 or below 中三或以下	☐	☐	☐	☐
(b) Years of Experience (Please tick "✓" **1 box** for each job level) **相關年資**（每職級請剔"✓"選**一項**）				
(i) 15 years or more 十五年或以上	☐	☐	☐	☐
(ii) 10 years to less than 15 years 十年至十五年以下	☐	☐	☐	☐
(iii) 7 years to less than 10 years 七年至十年以下	☐	☐	☐	☐
(iv) 5 years to less than 7 years 五年至七年以下	☐	☐	☐	☐
(v) 2 years to less than 5 years 兩年至五年以下	☐	☐	☐	☐
(vi) Less than 2 years 兩年以下	☐	☐	☐	☐
(vii) No experience 無經驗	☐	☐	☐	☐
No such level of staff *沒有相關職級員工*	☐	☐	☐	☐

8. To meet the emerging trends of the industry (including Hong Kong's transformation into a knowledge-based economy, Greater Bay Area development and 5G development), please indicate the future training areas required for the following Full Time employees.
(You may wish to tick "✓" more than 1 training area for each job level)
為配合行業的新興趨勢（包括香港轉型至知識型經濟、粵港澳大灣區發展及 5G 發展），請指出以下全職僱員在未來所需要的培訓範疇。（每職級可剔 "✓"選多個培訓範疇）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting/ Technical Level 輔助／技術人員級
Management Skills **管理技能**				
101 Corporate communications / public relations / public affairs management 企業傳訊／公共關係／公共事務管理	☐	☐	☐	☐
102 Production management 製作管理	☐	☐	☐	☐
103 Marketing management 市場管理	☐	☐	☐	☐
104 Human resources management 人力資源管理	☐	☐	☐	☐
105 Financial management 財務管理	☐	☐	☐	☐
106 Strategic planning management 策略計劃管理	☐	☐	☐	☐
107 Crisis management 危機管理	☐	☐	☐	☐
108 Self-management 自我管理	☐	☐	☐	☐
109 Professional ethics 專業道德操守	☐	☐	☐	☐
110 People-to-people communication 人與人之間溝通	☐	☐	☐	☐
111 ESG knowledge 環境、社會和企業管治知識	☐	☐	☐	☐
China and International Knowledge **中國及國際知識**				
121 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	☐	☐	☐	☐
122 Industry practices in the mainland of China 在中國內地的行業常規	☐	☐	☐	☐
123 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	☐	☐	☐	☐
124 International relations and global vision 國際關係及世界視野	☐	☐	☐	☐
Social Media / Digital Skills **社交／數碼媒體技能**				
141 Apps development 應用程式開發	☐	☐	☐	☐
142 Social media monitoring and surveillance 社交媒體監測及監督	☐	☐	☐	☐
143 Search engine optimisation 搜尋引擎優化	☐	☐	☐	☐
144 Web security 網絡安全	☐	☐	☐	☐
145 Web searching 網上搜尋	☐	☐	☐	☐
146 Web analytics 網站分析	☐	☐	☐	☐
147 Curation (i.e. collect, organise and present a larger source of data and information in a coherent way) 策展 (即工作包括收集、整理及展示大量連貫的數據及資訊)	☐	☐	☐	☐
148 Content Creation 內容創作	☐	☐	☐	☐
Language Skills **語文技能**				
161 Spoken English 英語會話	☐	☐	☐	☐
162 Putonghua 普通話	☐	☐	☐	☐
163 Written English 英文書寫能力	☐	☐	☐	☐
164 Written Chinese 中文書寫能力	☐	☐	☐	☐
165 Translation 翻譯	☐	☐	☐	☐

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting/ Technical Level 輔助／技術人員級
Innovative Media Technology (Digital / New Media Sector) **創新媒體科技（數碼／新媒體業）**				
201 Website and apps design 網站及應用程式設計	☐	☐	☐	☐
202 Innovative media research and applications (e.g. Blockchain, Metaverse, NFT) 創新媒體的研究及應用 (如區塊鏈、元宇宙、非同質化代幣)	☐	☐	☐	☐
205 Digital news distribution channels 網上平台運用	☐	☐	☐	☐
206 Online community building 網上社群創建	☐	☐	☐	☐
207 AR / VR Application 擴增實境／虛擬實境應用	☐	☐	☐	☐
208 AI application (e.g. fact-checking, automated news coverage, virtual presenter) 人工智能應用 (如事實核查、自動化新聞報導、虛擬報導員)	☐	☐	☐	☐
209 Video Production 影片製作	☐	☐	☐	☐
210 Digital subscription 數碼訂閱	☐	☐	☐	☐
Industry Specific Skills (Digital / New Media Sector) **業內專業技能（數碼／新媒體業）**				
401 (Content) Research skills 資料內容蒐集技巧	☐	☐	☐	☐
402 Creativity and cultural insights 對創意和文化的瞭解	☐	☐	☐	☐
403 Technology development insights 對科技發展的瞭解	☐	☐	☐	☐
404 Visual design and aesthetics 視覺設計及美學	☐	☐	☐	☐
405 User experience design 使用者經驗設計	☐	☐	☐	☐
406 User interface design 使用者介面設計	☐	☐	☐	☐
407 Infographic design 資訊圖表設計	☐	☐	☐	☐
408 Multi-tasking skills 一身多職的能力	☐	☐	☐	☐
Others **其他**				
(i)	☐	☐	☐	☐
(ii)	☐	☐	☐	☐
No such level of staff *沒有相關職級員工*	☐	☐	☐	☐

9. How many training places will you plan to provide/sponsor to your existing MC employees in respect of the following skills and knowledge in the next 12 months? (If no training place will be provided / sponsored to employees, please fill "0" in the box)
在未來十二個月內，貴機構將會計劃提供／資助多少名額予現職媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？
（如沒有提供／資助僱員培訓的名額，請在方框內填上　"0"）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting/ Technical Level 輔助／技術 人員級
(a) Management Skills 管理技能				
(b) China and International Knowledge 中國及國際的知識				
(c) Language Skills 語文技能				
(d) Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）				
(e) Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）				
(f) Others (Please Specify) 其他（請註明）_____				

End of Questionnaire. Thank You for Your Co-operation.
問卷完，多謝合作。

Serial No.

| CONFIDENTIAL | 填 入 數 據 後 即 成 |
| WHEN ENTERED WITH DATA | 機 密 文 件 |

VTC

VOCATIONAL TRAINING COUNCIL
職 業 訓 練 局

THE 2023 MANPOWER SURVEY OF
THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 **2023**年 人 力 調 查

The 2023 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2023** by answering the questionnaire. Thank you.

媒體及傳訊業2023年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請 貴機構根據**2023年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information
機構資料

> (For official use)
> Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____
僱 員 總 人 數

Principal Line of Business:
主 要 業 務 性 質

☐ Public Relations Services
　　公共關係服務

☐ Advertising / Media Agency
　　廣告商 ／ 媒介代理商

☐ Radio and Television Stations
　　電台及電視台

☐ Media Production
　　媒體製作

☐ Digital / New Media
　　數碼／新媒體

☐ Others :
　　其他 :
　　_____

☐ Newspapers, Magazines and News Agencies
　　報紙、雜誌及新聞通訊社

Details of Contact Person*
聯絡人資料*

NAME OF PERSON TO CONTACT:_____
聯 絡 人 姓 名

POSITION: _____
職 位

TEL. NO. : _____-_____
電 話

FAX NO. : _____
圖 文 傳 真

E-MAIL : _____
電 郵

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* The information provided will be used for the purpose of this and subsequent manpower surveys.
　所提供資料將用作是次及日後人力調查之用。

P

Part I － Manpower Information
第一部份 － 人力情況

Please complete columns 'B' to 'F' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各'B' 至 'F' 欄。

(A) Principal Jobs 主要職務

Job Code 職位 編號	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員** 人數 （自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員**之每月 平均薪酬 Code 編號 1 $15,000 or Below 或以下 2 $15,001 - $20,000 3 $20,001 - $30,000 4 $30,001 - $50,000 5 $50,001 - $80,000 6 $80,001 or Above 或以上	(D) No. of **Full Time** Vacancies as at Survey Reference Date 在統計日期的 **全職**空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的 **自由工作者#**人數	(F) Average **Daily** Wage Rate of **Freelancer#** **自由工作者#**之 平均日薪 Code 編號 A $750 or below或以下 B $751 - $1,000 C $1,001 - $1,250 D $1,251 - $1,500 E $1,501 or above或以上
	Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。					
			Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。		
e.g: 例子:	**Job Title A (3 employees, 1 freelancer and 2 vacancies)** 職位甲 (3名僱員, 1名自由工作者及2個空缺)	3	6	2	1	E
	MANAGERIAL LEVEL 經理級					
111	Managing Director; General Manager 董事總經理；總經理					
147	Director of Client Services; Account Director 客戶服務總監					
	SUPERVISORY LEVEL 主任級					
246	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理；高級公關顧問；公關顧問					
245	Chief Editor; Editor 總編輯；編輯					
211	Art Director 美術總監					
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理；項目經理					
	EXECUTIONAL LEVEL 執行人員級					
347	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任；公共關係主任；新聞主任					
391	Digital Media Strategist ; Marketing Strategist 數碼媒體策略師；市務策略師					
348	Account Co-ordinator 客戶聯絡助理					
349	Translator 翻譯員					
350	Visualiser 美術製稿員					
312	Graphic Artist 正稿製作員					
313	Copywriter 撰稿員					
323	Research Assistant 市場調查助理					
392	Social Media Strategist 社交媒體策略師					
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任					
324	Strategic Planner 品牌策劃員					
	SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級					
412	Promoter 推廣員					
481	Data Analyst 數據分析員					
	OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF 其他相關媒體及傳訊人員					

\#   A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Part II
第二部份

Interns
實習生

1. Please indicate the number of interns* employed in your establishment **as at Survey Reference Date** and their wages by their principal job description. (You could leave it blank if there is no intern in your establishment.)
    請按 貴機構實習生的主要職務填寫**在統計日期**的實習生*的數目及其工資。（如 貴機構沒有實習生，則不需回答此問題）

Principal Job Description 主要職務	No. of interns* 實習生*人數	Wages 工資 Code 編號 N No basic salary but provided allowances (e.g. travelling allowances) 沒有底薪但有提供津貼（例如：交通津貼） Y Paid basic salary 有支付底薪
Example : Assists in marketing activities *例子：協助推廣市場活動*	*2*	*N*

Note:
* Refer to student employees who (i) are attending full-time accredited programmes being provided by local education institutions specified in Minimum Wage Ordinance; or (ii) are resident in Hong Kong and enrolled in full-time education programmes for non-local academic qualification at degree or higher level.
* 指(i)正修讀《最低工資條例》指明的本地教育機構提供的全日制經評審課程 或(ii)居於香港，並修讀學位或更高程度的非本地學術資格的全日制教育課程的學生僱員。

New Recruitment
新聘僱員

2. Please state the number of Full Time employees who were **newly recruited** in the past 12 months.
    (If there is no recruitment, please fill "0" in the box)
    請列出 貴機構在過去十二個月內**新招聘**的全職僱員人數。（如沒有招聘，請在方框內填上 "0"）

	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) Total 總人數				
(b) Number of new recruits **with** experience in media and communications industry 新招聘中，**具**媒體及傳訊業經驗的僱員人數				

Employees Leaving the Establishment
已離職僱員

3. Please state the number of Full Time employees who had **left** in the past 12 months.
    (If there is no employees left, please fill "0" in the box)
    請列出 貴機構在過去十二個月內全職僱員的**離職**人數。（如沒有僱員離職，請在方框內填上 "0"）

    (a) Managerial Level
       經理級   (b) Supervisory Level
                                           主任級

    (c) Executional Level
       執行人員級   (d) Supporting /Technical Level
                                             輔助／技術人員級

Expected Change in Future
未來變化

4. When comparing with the current situation, please indicate your views on the expected change of the following **in the next 12 months**.
(Please tick in the box as appropriate)
相對於現在，請指出　貴機構預計在**未來十二個月**於下列之預期變化。(請在適當的格內填上"✓"號)

(i) Business volume
業務額

☐ (a) Better
較佳
| + | % |

☐ (b) Stable
穩定

☐ (c) Worsen
較差
| - | % |

☐ (d) Uncertain
不肯定

(ii) Number of Full Time employees
全職員工數目

☐ (a) Increase
增加
| + | % |

☐ (b) Same
不變

☐ (c) Decrease
減少
| - | % |

Please indicate the reasons leading to **"better" or "worse"**
請說明引起**較佳或較差**的原因

_____

5. Other than the current job positions of your establishment, please indicate the **new** job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry
除現有職位以外，請指出　貴機構未來將會引入的**新**職位(如有)，以配合行業的新興趨勢

New Job title 新職位名稱	Job Descriptions 職位描述

Major Difficulties Encountered in Recruitment
主要招聘困難

6. Please indicate the difficulties encountered in recruitment of Full Time employees of your establishment in **past 12 months**.
請指出　貴機構在**過去十二個月**招聘全職僱員時所遇到的困難。

Difficulties 困難	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) No recruitment was taken place (incl. no recruitment due to no such level of staff) 沒有招聘 （包括因沒有相關職級的員工而沒有進行招聘）	☐	☐	☐	☐
(b) Recruitment was taken place and **did not encounter difficulties** 有招聘，並**沒有**遇到招聘困難	☐	☐	☐	☐
(c) Recruitment was taken place and the difficulties encountered were: (You may tick "✓" one or more options.) 有招聘，所遇到的困難是：（可剔"✓"選多於一項。）				
(i) General labour shortage in Hong Kong 香港普遍勞工短缺	☐	☐	☐	☐
(ii) Insufficient graduates in relevant disciplines from institutions 院校有關學系畢業生數目不足	☐	☐	☐	☐
(iii) Applicants lacked the relevant experience and training 求職者缺乏相關經驗及訓練	☐	☐	☐	☐
(iv) Working conditions/remuneration package could not meet applicants' expectations 服務條件／薪酬未能符合求職者要求	☐	☐	☐	☐
(v) Others (please specify) 其他（請說明）_____	☐	☐	☐	☐

Preferred Education Level and Years of Experience of Employees
僱員宜有的教育程度及相關年資

7. Please choose preferred education level and years of experience of **Full Time employees**.
    請選擇**全職僱員宜有**的教育程度及相關年資。

Job level 職級	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) Education Level (Please tick "✓" **1 box** for each job level) **教育程度**（每職級請剔"✓"選**一項**）				
(i) Postgraduate Degree 研究生學位	☐	☐	☐	☐
(ii) First Degree 學士學位	☐	☐	☐	☐
(iii) Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	☐	☐	☐	☐
(iv) Diploma/Certificate 文憑／證書	☐	☐	☐	☐
(v) Secondary 4 to 6/7 中四至中六／七	☐	☐	☐	☐
(vi) Secondary 3 or below 中三或以下	☐	☐	☐	☐
(b) Years of Experience (Please tick "✓" **1 box** for each job level) **相關年資**（每職級請剔"✓"選**一項**）				
(i) 15 years or more 十五年或以上	☐	☐	☐	☐
(ii) 10 years to less than 15 years 十年至十五年以下	☐	☐	☐	☐
(iii) 7 years to less than 10 years 七年至十年以下	☐	☐	☐	☐
(iv) 5 years to less than 7 years 五年至七年以下	☐	☐	☐	☐
(v) 2 years to less than 5 years 兩年至五年以下	☐	☐	☐	☐
(vi) Less than 2 years 兩年以下	☐	☐	☐	☐
(vii) No experience 無經驗	☐	☐	☐	☐
No such level of staff *沒有相關職級員工*	☐	☐	☐	☐

Training
培訓

8. To meet the emerging trends of the industry (including Hong Kong's transformation into a knowledge-based economy, Greater Bay Area development and 5G development), please indicate the future training areas required for the following Full Time employees.
(You may wish to tick "✓" more than 1 training area for each job level)
為配合行業的新興趨勢（包括香港轉型至知識型經濟、粵港澳大灣區發展及 5G 發展），請指出以下全職僱員在未來所需要的培訓範疇。（每職級可剔"✓"選多個培訓範疇）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting/ Technical Level 輔助／技術人員級
Management Skills **管理技能**				
101 Corporate communications / public relations / public affairs management 企業傳訊／公共關係／公共事務管理	☐	☐	☐	☐
102 Production management 製作管理	☐	☐	☐	☐
103 Marketing management 市場管理	☐	☐	☐	☐
104 Human resources management 人力資源管理	☐	☐	☐	☐
105 Financial management 財務管理	☐	☐	☐	☐
106 Strategic planning management 策略計劃管理	☐	☐	☐	☐
107 Crisis management 危機管理	☐	☐	☐	☐
108 Self-management 自我管理	☐	☐	☐	☐
109 Professional ethics 專業道德操守	☐	☐	☐	☐
110 People-to-people communication 人與人之間溝通	☐	☐	☐	☐
111 ESG knowledge 環境、社會和企業管治知識	☐	☐	☐	☐
China and International Knowledge **中國及國際知識**				
121 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	☐	☐	☐	☐
122 Industry practices in the mainland of China 在中國內地的行業常規	☐	☐	☐	☐
123 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	☐	☐	☐	☐
124 International relations and global vision 國際關係及世界視野	☐	☐	☐	☐
Social Media / Digital Skills **社交／數碼媒體技能**				
141 Apps development 應用程式開發	☐	☐	☐	☐
142 Social media monitoring and surveillance 社交媒體監測及監督	☐	☐	☐	☐
143 Search engine optimisation 搜尋引擎優化	☐	☐	☐	☐
144 Web security 網絡安全	☐	☐	☐	☐
145 Web searching 網上搜尋	☐	☐	☐	☐
146 Web analytics 網站分析	☐	☐	☐	☐
147 Curation (i.e. collect, organise and present a larger source of data and information in a coherent way) 策展 (即工作包括收集、整理及展示大量連貫的數據及資訊)	☐	☐	☐	☐
148 Content Creation 內容創作	☐	☐	☐	☐
Language Skills **語文技能**				
161 Spoken English 英語會話	☐	☐	☐	☐
162 Putonghua 普通話	☐	☐	☐	☐
163 Written English 英文書寫能力	☐	☐	☐	☐
164 Written Chinese 中文書寫能力	☐	☐	☐	☐
165 Translation 翻譯	☐	☐	☐	☐

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting/ Technical Level 輔助／技術 人員級
Innovative Media Technology (Advertising and Public Relations Sector) **創新媒體科技（廣告與公共關係業）**				
201 Website and apps design 網站及應用程式設計	☐	☐	☐	☐
202 Innovative media research and applications (e.g. Blockchain, Metaverse, NFT) 創新媒體的研究及應用 (如區塊鏈、元宇宙、非同質化代幣)	☐	☐	☐	☐
211 Multimedia knowledge and applications 多媒體的知識及應用	☐	☐	☐	☐
208 AI application (e.g. Chat GPT, AI Art, etc.) 人工智能應用 (例如: Chat GPT, AI 等)	☐	☐	☐	☐
212 Big Data analytics 大數據分析	☐	☐	☐	☐
213 Marketing automation (intelligent assistant, chatbots) 自動化行銷 (智能助理、聊天機械人)	☐	☐	☐	☐
214 China social media apps 中國社交媒體應用	☐	☐	☐	☐
215 E-commerce knowledge 電子商貿知識	☐	☐	☐	☐
216 Programmatic advertising 程序化廣告	☐	☐	☐	☐
207 AR / VR Application 擴增實境／虛擬實境應用	☐	☐	☐	☐
209 Video Production 影片製作	☐	☐	☐	☐
Industry Specific Skills (Advertising and Public Relations Sector) **業內專業技能（廣告與公共關係業）**				
501 Account strategic planning 客戶策略規劃	☐	☐	☐	☐
502 Sales/marketing strategic planning 銷售／市場推廣策略規劃	☐	☐	☐	☐
503 Media planning 媒體規劃	☐	☐	☐	☐
504 Market research 市場調查	☐	☐	☐	☐
505 Consumer database management 客戶資料庫管理	☐	☐	☐	☐
506 Social media marketing 社交媒體營銷	☐	☐	☐	☐
507 Influencer marketing (KOL) 影響者行銷 (網絡紅人)	☐	☐	☐	☐
508 Creativity and cultural insights 對創意及文化的瞭解	☐	☐	☐	☐
509 PR consultation/presentation skills 公關的諮詢／表達技巧	☐	☐	☐	☐
510 Project management 項目管理	☐	☐	☐	☐
511 Brand safety measures 品牌安全措施	☐	☐	☐	☐
512 Copyright awareness 版權意識	☐	☐	☐	☐
513 Attention to privacy policy and ethical use of personal data 注重私隱政策及使用個人資料的道德操守	☐	☐	☐	☐
Others **其他**				
(i)	☐	☐	☐	☐
(ii)	☐	☐	☐	☐
No such level of staff *沒有相關職級員工*	☐	☐	☐	☐

9.	How many training places will you plan to provide/sponsor to your existing MC employees in respect of the following skills and knowledge in the next 12 months? (If no training place will be provided / sponsored to employees, please fill "0" in the box)
在未來十二個月內，貴機構將會計劃提供／資助多少名額予現職媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？
（如沒有提供／資助僱員培訓的名額，請在方框內填上 "0"）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting/ Technical Level 輔助／技術 人員級
(a) Management Skills 管理技能				
(b) China and International Knowledge 中國及國際的知識				
(c) Language Skills 語文技能				
(d) Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）				
(e) Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）				
(f) Others (Please Specify) 其他（請註明）_____				

End of Questionnaire. Thank You for Your Co-operation.
問卷完，多謝合作。

Serial No.

VTC

VOCATIONAL TRAINING COUNCIL
職 業 訓 練 局

THE 2023 MANPOWER SURVEY OF
THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 2023年 人 力 調 查

The 2023 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2023** by answering the questionnaire. Thank you.

媒體及傳訊業2023年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請 貴機構根據**2023年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information
機構資料

(For official use)
Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____
僱 員 總 人 數

Principal Line of Business:
主 要 業 務 性 質

☐ Advertising / Media Agency
廣告商／媒介代理商

☐ Public Relations Services
公共關係服務

☐ Radio and Television Stations
電台及電視台

☐ Media Production
媒體製作

☐ Digital / New Media
數碼／新媒體

☐ Others :
其他 :
_____

☐ Newspapers, Magazines and News Agencies
報紙、雜誌及新聞通訊社

Details of Contact Person*
聯絡人資料*

NAME OF PERSON TO CONTACT: _____
聯 絡 人 姓 名

POSITION: _____
職位

TEL. NO. : _____-_____
電話

FAX NO. : _____
圖文傳真

E-MAIL : _____
電 郵

* *The information provided will be used for the purpose of this and subsequent manpower surveys.*
　所提供資料將用作是次及日後人力調查之用。

A

Part I － Manpower Information
第一部份 － 人力情況

Please complete columns 'B' to 'F' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.
請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各'B' 至 'F' 欄。

(A) Principal Jobs 主要職務

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員**人數 （自由工作者#除外） Code 編號 1 \$15,000 or Below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$50,000 5 \$50,001 - \$80,000 6 \$80,001 or Above 或以上	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員**之每月 平均薪酬	(D) No. of **Full Time** Vacancies as at Survey Reference Date 在統計日期的 **全職**空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的 **自由工作者**#人數	(F) Average **Daily** Wage Rate of **Freelancer#** **自由工作者#**之 平均日薪 Code 編號 A \$750 or below或以下 B \$751 - \$1,000 C \$1,001 - \$1,250 D \$1,251 - \$1,500 E \$1,501 or above或以上
		Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
		Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。				
e.g: 例子:	**Job Title A (3 employees, 1 freelancer and 2 vacancies)** 職位甲 (3名僱員, 1名自由工作者及2個空缺)	3	6	2	1	E
	MANAGERIAL LEVEL 經理級					
111	Managing Director; General Manager 董事總經理；總經理					
112	Director of Client Services / Account Servicing 客戶服務總監					
113	Business Director; Group Account Director; Account Director 客戶總監					
114	Director of Strategic Planning 品牌策劃總監					
115	Executive Creative Director 執行創作總監					
116	Creative Group Head; Creative Director 創作總監					
117	Head of TV Production 電視廣告製作主任					
118	Media Planning Director 媒介策劃總監					
119	Media Buying Director 媒介採購總監					
120	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監					
121	Head of Insight and Analytics 洞察及數據分析主管					
122	Head of Programmatic Service 程序化廣告服務主管					
123	Head of Data Strategy and Performance 數據策略及績效主管					
	SUPERVISORY LEVEL 主任級					
220	Associate Account Director; Account Manager 副客戶總監；客戶經理					
211	Art Director 美術總監					
212	Studio Manager 正稿製作經理					
214	Production Manager 製作經理					
215	Traffic Manager 流程統籌經理					
217	TV Producer 廣告製片					
218	Media Planning Manager 媒介策劃經理					
219	Media Buying Manager 媒介採購經理					
223	Research Manager; Research Planner 市場調查經理；策略策劃員					
221	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問					

\# A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B)（參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員**人數（自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** 全職僱員之每月 平均薪酬 Code 編號 1 \$15,000 or Below 或以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$50,000 5 \$50,001 - \$80,000 6 \$80,001 or Above 或以上	(D) No. of **Full Time** Vacancies as at Survey Reference Date 在統計日期的 **全職**空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的 **自由工作者#**人數	(F) Average **Daily** Wage Rate of **Freelancer#** 自由工作者#之 平均日薪 Code 編號 A \$750 or below或以下 B \$751 - \$1,000 C \$1,001 - \$1,250 D \$1,251 - \$1,500 E \$1,501 or above或以上
			Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。			
	SUPERVISORY LEVEL (CONTINUED) 主任級（續）					
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理；項目經理					
224	Brand Design Director ; Head of Brand Design 品牌設計總監					
	EXECUTIONAL LEVEL 執行人員級					
320	Account Executive 客戶主任					
311	Visualiser 草稿繪製員					
312	Graphic Artist 正稿製作員					
313	Copywriter 撰稿員					
318	Media Planner; Media Executive 媒介策劃員；媒介主任					
319	Media Buyer 媒介採購員					
315	Traffic Co-ordinator 流程統籌					
314	Production Assistant 製作助理					
323	Research Assistant 市場調查助理					
317	Photographer 廣告攝影師					
307	Online Editor 網絡編輯					
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任					
324	Strategic Planner 品牌策劃員					
325	Community Manager 社群經理					
326	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師					
327	Package Designer 包裝設計師					
391	Digital Media Strategist ; Marketing Strategist 數碼媒體策略師；市務策略師					
392	Social Media Strategist 社交媒體策略師					
	SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級					
401	Designer 美術設計員					
485	Digital Designer 數碼媒體設計員					
482	Webmaster 網主					
411	Technician 技術員					
412	Promoter 推廣員					
481	Data Analyst 數據分析員					
	OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF 其他相關媒體及傳訊人員					

\# A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Part II
第二部份

Interns
實習生

1. Please indicate the number of interns* employed in your establishment **as at Survey Reference Date** and their wages by their principal job description. (You could leave it blank if there is no intern in your establishment.)
   請按　貴機構實習生的主要職務填寫**在統計日期**的實習生*的數目及其工資。（如　貴機構沒有實習生，則不需回答此問題）

Principal Job Description 主要職務	**No. of interns*** **實習生*人數**	**Wages** **工資** Code 編號 N No basic salary but provided allowances (e.g. travelling allowances) 沒有底薪但有提供津貼（例如：交通津貼） Y Paid basic salary 有支付底薪
Example : Assists in marketing activities *例子：協助推廣市場活動*	*2*	*N*

Note:
* Refer to student employees who (i) are attending full-time accredited programmes being provided by local education institutions specified in Minimum Wage Ordinance; or (ii) are resident in Hong Kong and enrolled in full-time education programmes for non-local academic qualification at degree or higher level.
* 指(i)正修讀《最低工資條例》指明的本地教育機構提供的全日制經評審課程 或(ii)居於香港，並修讀學位或更高程度的非本地學術資格的全日制教育課程的學生僱員。

New Recruitment
新聘僱員

2. Please state the number of Full Time employees who were **newly recruited** in the past 12 months.
   (If there is no recruitment, please fill "0" in the box)
   請列出　貴機構在過去十二個月內**新招聘**的全職僱員人數。（如沒有招聘，請在方框內填上 "0"）

	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) Total 　　總人數				
(b) Number of new recruits **with** experience in media and communications industry 　　新招聘中，**具**媒體及傳訊業經驗的僱員人數				

Employees Leaving the Establishment
已離職僱員

3. Please state the number of Full Time employees who had **left** in the past 12 months.
   (If there is no employees left, please fill "0" in the box)
   請列出　貴機構在過去十二個月內全職僱員的**離職**人數。（如沒有僱員離職，請在方框內填上 "0"）

(a) Managerial Level
　　經理級 [　　　]

(b) Supervisory Level
　　主任級 [　　　]

(c) Executional Level
　　執行人員級 [　　　]

(d) Supporting /Technical Level
　　輔助／技術人員級 [　　　]

Expected Change in Future
未來變化

4. When comparing with the current situation, please indicate your views on the expected change of the following **in the next 12 months**. (Please tick in the box as appropriate)
    相對於現在，請指出　貴機構預計在**未來十二個月**於下列之預期變化。(請在適當的格內填上"✓"號)

    (i) Business volume
         業務額

    ☐ (a) Better
         較佳   ⊞ +　　　%

    ☐ (b) Stable
         穩定

    ☐ (c) Worsen
         較差   ⊞ -　　　%

    ☐ (d) Uncertain
         不肯定

    (ii) Number of Full Time employees
         全職員工數目

    ☐ (a) Increase
         增加   ⊞ +　　　%

    ☐ (b) Same
         不變

    ☐ (c) Decrease
         減少   ⊞ -　　　%

    Please indicate the reasons leading to **"better" or "worse"**
    請說明引起**較佳或較差**的原因

    _____

5. Other than the current job positions of your establishment, please indicate the **new** job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry
    除現有職位以外，請指出　貴機構未來將會引入的**新**職位(如有)，以配合行業的新興趨勢

New Job title 新職位名稱	Job Descriptions 職位描述

Major Difficulties Encountered in Recruitment
主要招聘困難

6. Please indicate the difficulties encountered in recruitment of Full Time employees of your establishment in **past 12 months**.
    請指出　貴機構在**過去十二個月**招聘全職僱員時所遇到的困難。

Difficulties 困難	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) No recruitment was taken place (incl. no recruitment due to no such level of staff) 沒有招聘（包括因沒有相關職級的員工而沒有進行招聘）	☐	☐	☐	☐
(b) Recruitment was taken place and **did not encounter difficulties** 有招聘，並**沒有**遇到招聘困難	☐	☐	☐	☐
(c) Recruitment was taken place and the difficulties encountered were: (You may tick "✓" one or more options.) 有招聘，所遇到的困難是：（可剔"✓"選多於一項。）				
(i) General labour shortage in Hong Kong 香港普遍勞工短缺	☐	☐	☐	☐
(ii) Insufficient graduates in relevant disciplines from institutions 院校有關學系畢業生數目不足	☐	☐	☐	☐
(iii) Applicants lacked the relevant experience and training 求職者缺乏相關經驗及訓練	☐	☐	☐	☐
(iv) Working conditions/remuneration package could not meet applicants' expectations 服務條件／薪酬未能符合求職者要求	☐	☐	☐	☐
(v) Others (please specify) 其他（請說明）_____	☐	☐	☐	☐

Preferred Education Level and Years of Experience of Employees
僱員宜有的教育程度及相關年資

7. Please choose preferred education level and years of experience of **Full Time employees**.
    請選擇**全職僱員宜有**的教育程度及相關年資。

Job level 職級	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) Education Level (Please tick "✓" **1 box** for each job level) **教育程度**（每職級請剔"✓" 選**一項**）				
(i) Postgraduate Degree 研究生學位	☐	☐	☐	☐
(ii) First Degree 學士學位	☐	☐	☐	☐
(iii) Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	☐	☐	☐	☐
(iv) Diploma/Certificate 文憑／證書	☐	☐	☐	☐
(v) Secondary 4 to 6/7 中四至中六／七	☐	☐	☐	☐
(vi) Secondary 3 or below 中三或以下	☐	☐	☐	☐
(b) Years of Experience (Please tick "✓" **1 box** for each job level) **相關年資**（每職級請剔"✓" 選**一項**）				
(i) 15 years or more 十五年或以上	☐	☐	☐	☐
(ii) 10 years to less than 15 years 十年至十五年以下	☐	☐	☐	☐
(iii) 7 years to less than 10 years 七年至十年以下	☐	☐	☐	☐
(iv) 5 years to less than 7 years 五年至七年以下	☐	☐	☐	☐
(v) 2 years to less than 5 years 兩年至五年以下	☐	☐	☐	☐
(vi) Less than 2 years 兩年以下	☐	☐	☐	☐
(vii) No experience 無經驗	☐	☐	☐	☐
No such level of staff *沒有相關職級員工*	☐	☐	☐	☐

Training
培訓

8. To meet the emerging trends of the industry (including Hong Kong's transformation into a knowledge-based economy, Greater Bay Area development and 5G development), please indicate the future training areas required for the following Full Time employees.
(You may wish to tick "✓" more than 1 training area for each job level)
為配合行業的新興趨勢（包括香港轉型至知識型經濟、粵港澳大灣區發展及 5G 發展），請指出以下全職僱員在未來所需要的培訓範疇。（每職級可剔"✓"選多個培訓範疇）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting/ Technical Level 輔助／技術人員級
Management Skills **管理技能**				
101 Corporate communications / public relations / public affairs management 企業傳訊／公共關係／公共事務管理	☐	☐	☐	☐
102 Production management 製作管理	☐	☐	☐	☐
103 Marketing management 市場管理	☐	☐	☐	☐
104 Human resources management 人力資源管理	☐	☐	☐	☐
105 Financial management 財務管理	☐	☐	☐	☐
106 Strategic planning management 策略計劃管理	☐	☐	☐	☐
107 Crisis management 危機管理	☐	☐	☐	☐
108 Self-management 自我管理	☐	☐	☐	☐
109 Professional ethics 專業道德操守	☐	☐	☐	☐
110 People-to-people communication 人與人之間溝通	☐	☐	☐	☐
111 ESG knowledge 環境、社會和企業管治知識	☐	☐	☐	☐
China and International Knowledge **中國及國際知識**				
121 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	☐	☐	☐	☐
122 Industry practices in the mainland of China 在中國內地的行業常規	☐	☐	☐	☐
123 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	☐	☐	☐	☐
124 International relations and global vision 國際關係及世界視野	☐	☐	☐	☐
Social Media / Digital Skills **社交／數碼媒體技能**				
141 Apps development 應用程式開發	☐	☐	☐	☐
142 Social media monitoring and surveillance 社交媒體監測及監督	☐	☐	☐	☐
143 Search engine optimisation 搜尋引擎優化	☐	☐	☐	☐
144 Web security 網絡安全	☐	☐	☐	☐
145 Web searching 網上搜尋	☐	☐	☐	☐
146 Web analytics 網站分析	☐	☐	☐	☐
147 Curation *(i.e. collect, organise and present a larger source of data and information in a coherent way)* 策展 *(即工作包括收集、整理及展示大量連貫的數據及資訊)*	☐	☐	☐	☐
148 Content Creation 內容創作	☐	☐	☐	☐
Language Skills **語文技能**				
161 Spoken English 英語會話	☐	☐	☐	☐
162 Putonghua 普通話	☐	☐	☐	☐
163 Written English 英文書寫能力	☐	☐	☐	☐
164 Written Chinese 中文書寫能力	☐	☐	☐	☐
165 Translation 翻譯	☐	☐	☐	☐

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting/ Technical Level 輔助／技術 人員級
Innovative Media Technology (Advertising and Public Relations Sector) **創新媒體科技（廣告與公共關係業）**				
201 Website and apps design 網站及應用程式設計	☐	☐	☐	☐
202 Innovative media research and applications (e.g. Blockchain, Metaverse, NFT) 創新媒體的研究及應用 (如區塊鏈、元宇宙、非同質化代幣)	☐	☐	☐	☐
211 Multimedia knowledge and applications 多媒體的知識及應用	☐	☐	☐	☐
208 AI application (e.g. Chat GPT, AI Art, etc.) 人工智能應用 (例如: Chat GPT, AI 等)	☐	☐	☐	☐
212 Big Data analytics 大數據分析	☐	☐	☐	☐
213 Marketing automation (intelligent assistant, chatbots) 自動化行銷 (智能助理、聊天機械人)	☐	☐	☐	☐
214 China social media apps 中國社交媒體應用	☐	☐	☐	☐
215 E-commerce knowledge 電子商貿知識	☐	☐	☐	☐
216 Programmatic advertising 程序化廣告	☐	☐	☐	☐
207 AR / VR Application 擴增實境／虛擬實境應用	☐	☐	☐	☐
209 Video Production 影片製作	☐	☐	☐	☐
Industry Specific Skills (Advertising and Public Relations Sector) **業內專業技能（廣告與公共關係業）**				
501 Account strategic planning 客戶策略規劃	☐	☐	☐	☐
502 Sales/marketing strategic planning 銷售／市場推廣策略規劃	☐	☐	☐	☐
503 Media planning 媒體規劃	☐	☐	☐	☐
504 Market research 市場調查	☐	☐	☐	☐
505 Consumer database management 客戶資料庫管理	☐	☐	☐	☐
506 Social media marketing 社交媒體營銷	☐	☐	☐	☐
507 Influencer marketing (KOL) 影響者行銷 (網絡紅人)	☐	☐	☐	☐
508 Creativity and cultural insights 對創意及文化的瞭解	☐	☐	☐	☐
509 PR consultation/presentation skills 公關的諮詢／表達技巧	☐	☐	☐	☐
510 Project management 項目管理	☐	☐	☐	☐
511 Brand safety measures 品牌安全措施	☐	☐	☐	☐
512 Copyright awareness 版權意識	☐	☐	☐	☐
513 Attention to privacy policy and ethical use of personal data 注重私隱政策及使用個人資料的道德操守	☐	☐	☐	☐
Others **其他**				
(i)	☐	☐	☐	☐
(ii)	☐	☐	☐	☐
No such level of staff *沒有相關職級員工*	☐	☐	☐	☐

9. How many training places will you plan to provide/sponsor to your existing MC employees in respect of the following skills and knowledge in the next 12 months? (If no training place will be provided / sponsored to employees, please fill "0" in the box)
在未來十二個月內，貴機構將會計劃提供／資助多少名額予現職媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？
（如沒有提供／資助僱員培訓的名額，請在方框內填上 "0"）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting/ Technical Level 輔助／技術 人員級
(a) Management Skills 管理技能				
(b) China and International Knowledge 中國及國際的知識				
(c) Language Skills 語文技能				
(d) Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）				
(e) Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）				
(f) Others (Please Specify) 其他（請註明）_____				

End of Questionnaire. Thank You for Your Co-operation.
問卷完，多謝合作。

| CONFIDENTIAL | 填 入 數 據 後 即 成 |
| WHEN ENTERED WITH DATA | 機 密 文 件 |

VOCATIONAL TRAINING COUNCIL
職 業 訓 練 局

**THE 2023 MANPOWER SURVEY OF
THE MEDIA AND COMMUNICATIONS INDUSTRY**
媒體及傳訊業 **2023**年 人 力 調 查

The 2023 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2023** by answering the questionnaire. Thank you.

媒體及傳訊業2023年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請 貴機構根據**2023年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information
機構資料

(For official use)
Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____
僱 員 總 人 數

Principal Line of Business: _____
主 要 業 務 性 質

DEPARTMENT ESTABLISHED :
設立部門包括

☐ Corporate Communications
企業傳訊

☐ Marketing
市場

☐ Public Relations
公共關係

☐ None of Above
全無上述部門

☐ Advertising
廣告

Details of Contact Person*
聯絡人資料*

NAME OF PERSON TO CONTACT: _____
聯 絡 人 姓 名

POSITION: _____
職位

TEL. NO. : _____ - _____
電話

FAX NO. : _____
圖文傳真

E-MAIL : _____
電 郵

* *The information provided will be used for the purpose of this and subsequent manpower surveys.*
所提供資料將用作是次及日後人力調查之用。

C

Part I － Manpower Information
第一部份 － 人力情況

Please complete columns 'B' to 'F' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.
請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各'B' 至 'F' 欄。

(A) Principal Jobs 主要職務

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的**全職僱員**人數 （自由工作者# 除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員**之每月平均薪酬 Code 編號 1 $15,000 or Below 或以下 2 $15,001 - $20,000 3 $20,001 - $30,000 4 $30,001 - $50,000 5 $50,001 - $80,000 6 $80,001 or Above 或以上	(D) No. of **Full Time** Vacancies as at Survey Reference Date 在統計日期的**全職**空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的**自由工作者#**人數	(F) Average **Daily** Wage Rate of **Freelancer#** **自由工作者#**之 平均日薪 Code 編號 A $750 or below或以下 B $751 - $1,000 C $1,001 - $1,250 D $1,251 - $1,500 E $1,501 or above或以上
	Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。					
		Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入'0'。				
e.g: 例子:	Job Title A (3 employees, 1 freelancer and 2 vacancies) 職位甲 (3名僱員, 1名自由工作者及2個空缺)	3	6	2	1	E
	MANAGERIAL LEVEL 經理級					
161	General Manager / Director / Head of Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務總經理／總監／主管					
162	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理 ／總監／主管					
163	General Manager / Director / Head of Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣總經理／總監／主管					
164	Corporate Communications Manager ; Public Relations Manager ; Public Affairs Manager 企業傳訊經理；公共關係經理；公共事務經理					
165	Advertising Manager ; Marketing Communications Manager 廣告經理；市場傳訊經理					
166	Marketing Manager ; Product Manager ; Brand Manager 市場經理；產品經理；品牌經理					
167	Community Relations Manager 社區關係經理					
168	Market Research Manager 市場調查經理					
169	Publication Manager 出版經理					
170	Internal Communications Manager 內部傳訊經理					
	SUPERVISORY LEVEL 主任級					
261	Assistant Manager / Executive for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務助理經理／主任					
262	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任					
263	Assistant Manager / Executive for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣助理經理／主任					
269	Assistant Manager for Publication 助理出版經理					
242	Chief Editor; Editor 總編輯；編輯					
217	TV Producer 廣告製片					
264	Brand Design Director; Head of Brand Design 品牌設計總監					

\#   A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員**人數 （自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員**之每月平均薪酬 Code 編號 1 $15,000 or Below 或以下 2 $15,001 - $20,000 3 $20,001 - $30,000 4 $30,001 - $50,000 5 $50,001 - $80,000 6 $80,001 or Above 或以上	(D) No. of **Full Time Vacancies** as at Survey Reference Date 在統計日期的 **全職**空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的 **自由工作者**#人數	(F) Average **Daily** Wage Rate of **Freelancer**# **自由工作者**#之平均日薪 Code 編號 A $750 or below或以下 B $751 - $1,000 C $1,001 - $1,250 D $1,251 - $1,500 E $1,501 or above或以上
			Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。			
	EXECUTIONAL LEVEL 執行人員級					
361	Officer / Assistant for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務主任／助理					
362	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理					
363	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣主任／助理					
367	Officer / Assistant for Community Relations 社區關係主任／助理					
368	Officer / Assistant for Market Research 市場調查主任／助理					
366	Writer ; Translator 撰稿；翻譯員					
369	Officer / Assistant for Publication 出版主任／助理					
365	Graphic Designer 廣告設計員					
317	Photographer 攝影師					
307	Online Editor 網絡編輯					
326	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師					
327	Package Designer 包裝設計師					
391	Digital Media Strategist ; Marketing Strategist 數碼媒體策略師；市務策略師					
392	Social Media Strategist 社交媒體策略師					
	SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級					
461	Researcher 資料蒐集員					
483	Web Page Designer 網頁製作員					
481	Data Analyst 數據分析員					
	OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF 其他相關媒體及傳訊人員					

\# A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Part II
第二部份

Interns
實習生

1. Please indicate the number of interns* employed in your establishment **as at Survey Reference Date** and their wages by their principal job description. (You could leave it blank if there is no intern in your establishment.)
請按　貴機構實習生的主要職務填寫**在統計日期**的實習生*的數目及其工資。（如　貴機構沒有實習生，則不需回答此問題）

Principal Job Description 主要職務	**No. of interns*** **實習生*人數**	**Wages** **工資** Code 編號 N No basic salary but provided allowances (e.g. travelling allowances) 　沒有底薪但有提供津貼（例如：交通津貼） Y Paid basic salary 　有支付底薪
Example : Assists in marketing activities *例子：協助推廣市場活動*	*2*	*N*

Note:
* Refer to student employees who (i) are attending full-time accredited programmes being provided by local education institutions specified in Minimum Wage Ordinance; or (ii) are resident in Hong Kong and enrolled in full-time education programmes for non-local academic qualification at degree or higher level.
* 指(i)正修讀《最低工資條例》指明的本地教育機構提供的全日制經評審課程 或(ii)居於香港，並修讀學位或更高程度的非本地學術資格的全日制教育課程的學生僱員。

New Recruitment
新聘僱員

2. Please state the number of Full Time employees who were **newly recruited** in the past 12 months.
(If there is no recruitment, please fill "0" in the box)
請列出　貴機構在過去十二個月內**新招聘**的全職僱員人數。（如沒有招聘，請在方框內填上 "0"）

	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) Total 　總人數				
(b) Number of new recruits **with** experience in media and communications industry 　新招聘中，**具**媒體及傳訊業經驗的僱員人數				

Employees Leaving the Establishment
已離職僱員

3. Please state the number of Full Time employees who had **left** in the past 12 months.
(If there is no employees left, please fill "0" in the box)
請列出　貴機構在過去十二個月內全職僱員的**離職**人數。（如沒有僱員離職，請在方框內填上 "0"）

(a) Managerial Level
　經理級

(b) Supervisory Level
　主任級

(c) Executional Level
　執行人員級

(d) Supporting /Technical Level
　輔助／技術人員級

4. When comparing with the current situation, please indicate your views on the expected change of the following **in the next 12 months**.
    (Please tick in the box as appropriate)
    相對於現在，請指出　貴機構預計在**未來十二個月**於下列之預期變化。(請在適當的格內填上"✓"號)

	(i)	Business volume 業務額			(ii)	Number of Full Time employees 全職員工數目	
☐	(a)	Better 較佳	+ ___ %	☐	(a)	Increase 增加	+ ___ %
☐	(b)	Stable 穩定		☐	(b)	Same 不變	
☐	(c)	Worsen 較差	- ___ %	☐	(c)	Decrease 減少	- ___ %
☐	(d)	Uncertain 不肯定					

Please indicate the reasons leading to **"better" or "worse"**
請說明引起**較佳或較差**的原因

_____

5. Other than the current job positions of your establishment, please indicate the **new** job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry
    除現有職位以外，請指出　貴機構未來將會引入的**新**職位(如有)，以配合行業的新興趨勢

New Job title 新職位名稱	Job Descriptions 職位描述

6. Please indicate the difficulties encountered in recruitment of Full Time employees of your establishment in **past 12 months**.
    請指出　貴機構在**過去十二個月**招聘全職僱員時所遇到的困難。

Difficulties 困難	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) No recruitment was taken place (incl. no recruitment due to no such level of staff) 沒有招聘（包括因沒有相關職級的員工而沒有進行招聘）	☐	☐	☐	☐
(b) Recruitment was taken place and **did not encounter difficulties** 有招聘，並**沒有**遇到招聘困難	☐	☐	☐	☐
(c) Recruitment was taken place and the difficulties encountered were: (You may tick "✓" one or more options.) 有招聘，所遇到的困難是：（可剔"✓"選多於一項。）				
(i) General labour shortage in Hong Kong 香港普遍勞工短缺	☐	☐	☐	☐
(ii) Insufficient graduates in relevant disciplines from institutions 院校有關學系畢業生數目不足	☐	☐	☐	☐
(iii) Applicants lacked the relevant experience and training 求職者缺乏相關經驗及訓練	☐	☐	☐	☐
(iv) Working conditions/remuneration package could not meet applicants' expectations 服務條件／薪酬未能符合求職者要求	☐	☐	☐	☐
(v) Others (please specify) 其他（請說明）_____	☐	☐	☐	☐

Preferred Education Level and Years of Experience of Employees
僱員宜有的教育程度及相關年資

7. Please choose preferred education level and years of experience of **Full Time employees**.
請選擇**全職僱員宜有**的教育程度及相關年資。

Job level 職級	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) Education Level (Please tick "✓" **1 box** for each job level) **教育程度**（每職級請剔"✓" 選**一項**）				
(i) Postgraduate Degree 研究生學位	☐	☐	☐	☐
(ii) First Degree 學士學位	☐	☐	☐	☐
(iii) Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	☐	☐	☐	☐
(iv) Diploma/Certificate 文憑／證書	☐	☐	☐	☐
(v) Secondary 4 to 6/7 中四至中六／七	☐	☐	☐	☐
(vi) Secondary 3 or below 中三或以下	☐	☐	☐	☐
(b) Years of Experience (Please tick "✓" **1 box** for each job level) **相關年資**（每職級請剔"✓" 選**一項**）				
(i) 15 years or more 十五年或以上	☐	☐	☐	☐
(ii) 10 years to less than 15 years 十年至十五年以下	☐	☐	☐	☐
(iii) 7 years to less than 10 years 七年至十年以下	☐	☐	☐	☐
(iv) 5 years to less than 7 years 五年至七年以下	☐	☐	☐	☐
(v) 2 years to less than 5 years 兩年至五年以下	☐	☐	☐	☐
(vi) Less than 2 years 兩年以下	☐	☐	☐	☐
(vii) No experience 無經驗	☐	☐	☐	☐
No such level of staff *沒有相關職級員工*	☐	☐	☐	☐

Training
培訓

8. To meet the emerging trends of the industry (including Hong Kong's transformation into a knowledge-based economy, Greater Bay Area development and 5G development), please indicate the future training areas required for the following Full Time employees.
    (You may wish to tick "✓" more than 1 training area for each job level)
    為配合行業的新興趨勢（包括香港轉型至知識型經濟、粵港澳大灣區發展及 5G 發展），請指出以下全職僱員在未來所需要的培訓範疇。（每職級可剔"✓"選多個培訓範疇）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting/ Technical Level 輔助／技術人員級
Management Skills **管理技能**				
101 Corporate communications / public relations / public affairs management 企業傳訊／公共關係／公共事務管理	☐	☐	☐	☐
102 Production management 製作管理	☐	☐	☐	☐
103 Marketing management 市場管理	☐	☐	☐	☐
104 Human resources management 人力資源管理	☐	☐	☐	☐
105 Financial management 財務管理	☐	☐	☐	☐
106 Strategic planning management 策略計劃管理	☐	☐	☐	☐
107 Crisis management 危機管理	☐	☐	☐	☐
108 Self-management 自我管理	☐	☐	☐	☐
109 Professional ethics 專業道德操守	☐	☐	☐	☐
110 People-to-people communication 人與人之間溝通	☐	☐	☐	☐
111 ESG knowledge 環境、社會和企業管治知識	☐	☐	☐	☐
China and International Knowledge **中國及國際知識**				
121 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	☐	☐	☐	☐
122 Industry practices in the mainland of China 在中國內地的行業常規	☐	☐	☐	☐
123 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	☐	☐	☐	☐
124 International relations and global vision 國際關係及世界視野	☐	☐	☐	☐
Social Media / Digital Skills **社交／數碼媒體技能**				
141 Apps development 應用程式開發	☐	☐	☐	☐
142 Social media monitoring and surveillance 社交媒體監測及監督	☐	☐	☐	☐
143 Search engine optimisation 搜尋引擎優化	☐	☐	☐	☐
144 Web security 網絡安全	☐	☐	☐	☐
145 Web searching 網上搜尋	☐	☐	☐	☐
146 Web analytics 網站分析	☐	☐	☐	☐
147 Curation (i.e. collect, organise and present a larger source of data and information in a coherent way) 策展 (即工作包括收集、整理及展示大量連貫的數據及資訊)	☐	☐	☐	☐
148 Content Creation 內容創作	☐	☐	☐	☐
Language Skills **語文技能**				
161 Spoken English 英語會話	☐	☐	☐	☐
162 Putonghua 普通話	☐	☐	☐	☐
163 Written English 英文書寫能力	☐	☐	☐	☐
164 Written Chinese 中文書寫能力	☐	☐	☐	☐
165 Translation 翻譯	☐	☐	☐	☐

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting/ Technical Level 輔助／技術 人員級
Innovative Media Technology (Advertising and Public Relations Sector) **創新媒體科技（廣告與公共關係業）**				
201 Website and apps design 網站及應用程式設計	☐	☐	☐	☐
202 Innovative media research and applications (e.g. Blockchain, Metaverse, NFT) 創新媒體的研究及應用 (如區塊鏈、元宇宙、非同質化代幣)	☐	☐	☐	☐
211 Multimedia knowledge and applications 多媒體的知識及應用	☐	☐	☐	☐
208 AI application (e.g. Chat GPT, AI Art, etc.) 人工智能應用 (例如: Chat GPT, AI 等)	☐	☐	☐	☐
212 Big Data analytics 大數據分析	☐	☐	☐	☐
213 Marketing automation (intelligent assistant, chatbots) 自動化行銷 (智能助理、聊天機械人)	☐	☐	☐	☐
214 China social media apps 中國社交媒體應用	☐	☐	☐	☐
215 E-commerce knowledge 電子商貿知識	☐	☐	☐	☐
216 Programmatic advertising 程序化廣告	☐	☐	☐	☐
207 AR / VR Application 擴增實境／虛擬實境應用	☐	☐	☐	☐
209 Video Production 影片製作	☐	☐	☐	☐
Industry Specific Skills (Advertising and Public Relations Sector) **業內專業技能（廣告與公共關係業）**				
501 Account strategic planning 客戶策略規劃	☐	☐	☐	☐
502 Sales/marketing strategic planning 銷售／市場推廣策略規劃	☐	☐	☐	☐
503 Media planning 媒體規劃	☐	☐	☐	☐
504 Market research 市場調查	☐	☐	☐	☐
505 Consumer database management 客戶資料庫管理	☐	☐	☐	☐
506 Social media marketing 社交媒體營銷	☐	☐	☐	☐
507 Influencer marketing (KOL) 影響者行銷 (網絡紅人)	☐	☐	☐	☐
508 Creativity and cultural insights 對創意及文化的瞭解	☐	☐	☐	☐
509 PR consultation/presentation skills 公關的諮詢／表達技巧	☐	☐	☐	☐
510 Project management 項目管理	☐	☐	☐	☐
511 Brand safety measures 品牌安全措施	☐	☐	☐	☐
512 Copyright awareness 版權意識	☐	☐	☐	☐
513 Attention to privacy policy and ethical use of personal data 注重私隱政策及使用個人資料的道德操守	☐	☐	☐	☐
Others **其他**				
(i)	☐	☐	☐	☐
(ii)	☐	☐	☐	☐
No such level of staff 沒有相關職級員工	☐	☐	☐	☐

9. How many training places will you plan to provide/sponsor to your existing MC employees in respect of the following skills and knowledge in the next 12 months? (If no training place will be provided / sponsored to employees, please fill "0" in the box)
在未來十二個月內，貴機構將會計劃提供／資助多少名額予現職媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？
（如沒有提供／資助僱員培訓的名額，請在方框內填上 "0"）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Executional Level 執行人員級	Supporting/ Technical Level 輔助／技術 人員級
(a) Management Skills 　　管理技能				
(b) China and International Knowledge 　　中國及國際的知識				
(c) Language Skills 　　語文技能				
(d) Innovative Media Technology (Advertising and Public Relations Sector) 　　創新媒體科技（廣告與公共關係業）				
(e) Industry Specific Skills (Advertising and Public Relations Sector) 　　業內專業技能（廣告與公共關係業）				
(f) Others (Please Specify) 　　其他（請註明）＿＿＿＿＿＿＿＿＿＿＿				

End of Questionnaire. Thank You for Your Co-operation.
問卷完，多謝合作。

CONFIDENTIAL	填 入 數 據 後 即 成
WHEN ENTERED WITH DATA	**機 密 文 件**

VTC

VOCATIONAL TRAINING COUNCIL
職 業 訓 練 局

THE 2023 MANPOWER SURVEY OF
THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 2023年 人 力 調 查

The 2023 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2023** by answering the questionnaire. Thank you.

媒體及傳訊業2023年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2023年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information
機構資料

(For official use)
Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____
僱 員 總 人 數

Principal Line of Business:
主 要 業 務 性 質

☐ Media Production
　　媒體製作

☐ Public Relations Services
　　公共關係服務

☐ Radio and Television Stations
　　電台及電視台

☐ Advertising / Media Agency
　　廣告商 ／ 媒介代理商

☐ Digital / New Media
　　數碼／新媒體

☐ Others :
　　其他：
　　_____

☐ Newspapers, Magazines and News Agencies
　　報紙、雜誌及新聞通訊社

Details of Contact Person*
聯絡人資料*

NAME OF PERSON TO CONTACT:_____
聯 絡 人 姓 名

POSITION: _____
職位

TEL. NO. : _____-_____
電話

FAX NO. : _____
圖文傳真

E-MAIL　 : _____
電 郵

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* *The information provided will be used for the purpose of this and subsequent manpower surveys.*
　所提供資料將用作是次及日後人力調查之用。

M

Part I － Manpower Information
第一部份 － 人力情況

Please complete columns 'B' to 'F' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各'B' 至 'F' 欄。

(A) Principal Jobs 主要職務

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的**全職僱員**人數 （自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員**之每月平均薪酬 Code 編號 1 $15,000 or Below 或以下 2 $15,001 - $20,000 3 $20,001 - $30,000 4 $30,001 - $50,000 5 $50,001 - $80,000 6 $80,001 or Above 或以上	(D) No. of **Full Time** Vacancies as at Survey Reference Date 在統計日期的**全職**空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的**自由工作者**#人數	(F) Average **Daily** Wage Rate of **Freelancer#** **自由工作者**#之平均日薪 Code 編號 A $750 or below或以下 B $751 - $1,000 C $1,001 - $1,250 D $1,251 - $1,500 E $1,501 or above或以上
	Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。					
		Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。				
e.g: 例子:	Job Title A (3 employees, 1 freelancer and 2 vacancies) 職位甲 (3名僱員, 1名自由工作者及2個空缺)	3	6	2	1	E
	MANAGERIAL LEVEL 經理級					
131	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事					
141	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監；助理總監；創作總監；製作總監					
142	Program Director; Promotion Director 項目總監；宣傳總監					
143	Art Director 美術總監					
144	Chief Arts Tech Director 藝術科技總監					
145	Chief Artificial Intelligence (AI) Director 首席人工智能 (AI) 總監					
146	Music Director & Producer 音樂總監及製作人					
	SUPERVISORY LEVEL 主任級					
241	Head of Production; Head of Creation 製作主任；創作主任					
242	Art Tech Show Designer 藝術科技展設計師					
243	Interactive VFX Director 互動視覺特效總監					
244	Orchestra & Band Leader 管弦樂團及樂隊指揮					
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級					
341	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導；編導；助理編導					
342	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集員；資料撰稿員					
313	Content Writer ; Script Writer 撰稿員；編劇					
343	Virtual Idol Designer 虛擬偶像設計師					
344	Disguise software Technical Director Disguise軟件技術總監					
345	Song & Music Composer 歌曲及音樂作曲家					
346	Musician 音樂人					

\# A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Job Code 職位 編號	(A) Principal Job 主要職務 (See Appendix B) （參閱附錄 B）	(B) No. of **Full Time Employees** as at Survey Reference Date (Excl. Freelancer #) 在統計日期的 **全職僱員**人數 （自由工作者#除外）	(C) Average Monthly Remuneration Package of **Full Time Employees** **全職僱員**之每月 平均薪酬 Code 編號 1 $15,000 or Below 或以下 2 $15,001 - $20,000 3 $20,001 - $30,000 4 $30,001 - $50,000 5 $50,001 - $80,000 6 $80,001 or Above 或以上	(D) No. of **Full Time** Vacancies as at Survey Reference Date 在統計日期的 **全職**空缺額	(E) No. of **Freelancer #** as at Survey Reference Date 在統計日期的 **自由工作者#**人數	(F) Average **Daily** Wage Rate of **Freelancer#** **自由工作者#**之 平均日薪 Code 編號 A $750 or below或以下 B $751 - $1,000 C $1,001 - $1,250 D $1,251 - $1,500 E $1,501 or above或以上
		Please enter a zero '0' in the box if no employee /vacancy. 如沒有僱員／空缺，請在方格內 填入 '0'。				
	SUPPORTING / TECHNICAL LEVEL　輔助／技術人員級					
432	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理；影片剪接；字幕操作員					
433	Duty Director 值日導播員					
434	Senior Cameraman; Cameraman 高級電視攝影師；電視攝影師					
486	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D動畫師；2D動畫師					
487	Arts Tech Animator 藝術科技動畫師					
439	Audio Engineer, Mixing Engineer, Mastering Engineer 音頻工程師；混音工程師；母帶工程師					
440	Music Studio Engineer 音樂工作室工程師					
435	Visual Producer 視覺編導					
436	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員					
437	Set Designer 佈景設計師					
438	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝					
	OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF　其他相關媒體及傳訊人員					

\# A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Part II
第二部份

Interns
實習生

1. Please indicate the number of interns* employed in your establishment **as at Survey Reference Date** and their wages by their principal job description. (You could leave it blank if there is no intern in your establishment.)
請按　貴機構實習生的主要職務填寫**在統計日期**的實習生*的數目及其工資。（如　貴機構沒有實習生，則不需回答此問題）

Principal Job Description 主要職務	No. of interns* 實習生*人數	Wages 工資 Code 編號 N　No basic salary but provided allowances (e.g. travelling allowances) 沒有底薪但有提供津貼（例如：交通津貼） Y　Paid basic salary 有支付底薪
Example : Assists in marketing activities *例子：協助推廣市場活動*	*2*	*N*

Note:
* Refer to student employees who (i) are attending full-time accredited programmes being provided by local education institutions specified in Minimum Wage Ordinance; or (ii) are resident in Hong Kong and enrolled in full-time education programmes for non-local academic qualification at degree or higher level.
* 指(i)正修讀《最低工資條例》指明的本地教育機構提供的全日制經評審課程 或(ii)居於香港，並修讀學位或更高程度的非本地學術資格的全日制教育課程的學生僱員。

New Recruitment
新聘僱員

2. Please state the number of Full Time employees who were **newly recruited** in the past 12 months.
(If there is no recruitment, please fill "0" in the box)
請列出　貴機構在過去十二個月內**新招聘**的全職僱員人數。（如沒有招聘，請在方框內填上 "0"）

	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting / Technical Level 輔助／技術人員級
(a)　Total 　　總人數				
(b)　Number of new recruits **with** experience in media and communications industry 　　新招聘中，**具**媒體及傳訊業經驗的僱員人數				

Employees Leaving the Establishment
已離職僱員

3. Please state the number of Full Time employees who had **left** in the past 12 months.
(If there is no employees left, please fill "0" in the box)
請列出　貴機構在過去十二個月內全職僱員的**離職**人數。（如沒有僱員離職，請在方框內填上 "0"）

(a)　Managerial Level　　　　　　[　　]　　(b)　Supervisory Level　　　　　　[　　]
　　　經理級　　　　　　　　　　　　　　　　　　主任級

(c)　Editorial / Production / Executional Level　[　　]　　(d)　Supporting /Technical Level　[　　]
　　　編採／製作／執行人員級　　　　　　　　　　　　輔助／技術人員級

Expected Change in Future
未來變化

4. When comparing with the current situation, please indicate your views on the expected change of the following **in the next 12 months**. (Please tick in the box as appropriate)
   相對於現在，請指出 貴機構預計在**未來十二個月**於下列之預期變化。(請在適當的格內填上"✓"號)

	(i) Business volume 業務額		(ii) Number of Full Time employees 全職員工數目	
☐	(a) Better 較佳	+ ___ %	☐ (a) Increase 增加	+ ___ %
☐	(b) Stable 穩定		☐ (b) Same 不變	
☐	(c) Worsen 較差	- ___ %	☐ (c) Decrease 減少	- ___ %
☐	(d) Uncertain 不肯定			

Please indicate the reasons leading to **"better" or "worse"**
請說明引起**較佳或較差**的原因

_____

5. Other than the current job positions of your establishment, please indicate the **new** job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry
   除現有職位以外，請指出 貴機構未來將會引入的**新**職位(如有)，以配合行業的新興趨勢

New Job title 新職位名稱	Job Descriptions 職位描述

Major Difficulties Encountered in Recruitment
主要招聘困難

6. Please indicate the difficulties encountered in recruitment of Full Time employees of your establishment in **past 12 months**.
   請指出 貴機構在**過去十二個月**招聘全職僱員時所遇到的困難。

Difficulties 困難	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) No recruitment was taken place (incl. no recruitment due to no such level of staff) 沒有招聘 （包括因沒有相關職級的員工而沒有進行招聘）	☐	☐	☐	☐
(b) Recruitment was taken place and **did not encounter difficulties** 有招聘，並**沒有**遇到招聘困難	☐	☐	☐	☐
(c) Recruitment was taken place and the difficulties encountered were: (You may tick "✓" one or more options.) 有招聘，所遇到的困難是：（可剔"✓"選多於一項。）				
(i) General labour shortage in Hong Kong 香港普遍勞工短缺	☐	☐	☐	☐
(ii) Insufficient graduates in relevant disciplines from institutions 院校有關學系畢業生數目不足	☐	☐	☐	☐
(iii) Applicants lacked the relevant experience and training 求職者缺乏相關經驗及訓練	☐	☐	☐	☐
(iv) Working conditions/remuneration package could not meet applicants' expectations 服務條件／薪酬未能符合求職者要求	☐	☐	☐	☐
(v) Others (please specify) 其他（請說明） _____	☐	☐	☐	☐

Preferred Education Level and Years of Experience of Employees
僱員宜有的教育程度及相關年資

7. Please choose preferred education level and years of experience of **Full Time employees**.
    請選擇**全職僱員宜有**的教育程度及相關年資。

Job level 職級	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting / Technical Level 輔助／技術人員級
(a) Education Level (Please tick "✓" **1 box** for each job level) **教育程度**（每職級請剔"✓" 選**一項**）				
(i) Postgraduate Degree 研究生學位	☐	☐	☐	☐
(ii) First Degree 學士學位	☐	☐	☐	☐
(iii) Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	☐	☐	☐	☐
(iv) Diploma/Certificate 文憑／證書	☐	☐	☐	☐
(v) Secondary 4 to 6/7 中四至中六／七	☐	☐	☐	☐
(vi) Secondary 3 or below 中三或以下	☐	☐	☐	☐
(b) Years of Experience (Please tick "✓" **1 box** for each job level) **相關年資**（每職級請剔"✓" 選**一項**）				
(i) 15 years or more 十五年或以上	☐	☐	☐	☐
(ii) 10 years to less than 15 years 十年至十五年以下	☐	☐	☐	☐
(iii) 7 years to less than 10 years 七年至十年以下	☐	☐	☐	☐
(iv) 5 years to less than 7 years 五年至七年以下	☐	☐	☐	☐
(v) 2 years to less than 5 years 兩年至五年以下	☐	☐	☐	☐
(vi) Less than 2 years 兩年以下	☐	☐	☐	☐
(vii) No experience 無經驗	☐	☐	☐	☐
No such level of staff *沒有相關職級員工*	☐	☐	☐	☐

8. To meet the emerging trends of the industry (including Hong Kong's transformation into a knowledge-based economy, Greater Bay Area development and 5G development), please indicate the future training areas required for the following Full Time employees.
(You may wish to tick "✓" more than 1 training area for each job level)
為配合行業的新興趨勢（包括香港轉型至知識型經濟、粵港澳大灣區發展及 5G 發展），請指出以下全職僱員在未來所需要的培訓範疇。（每職級可剔"✓"選多個培訓範疇）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／ 執行人員級	Supporting/ Technical Level 輔助／技術 人員級
Management Skills 管理技能				
101 Corporate communications / public relations / public affairs management 企業傳訊／公共關係／公共事務管理	☐	☐	☐	☐
102 Production management 製作管理	☐	☐	☐	☐
103 Marketing management 市場管理	☐	☐	☐	☐
104 Human resources management 人力資源管理	☐	☐	☐	☐
105 Financial management 財務管理	☐	☐	☐	☐
106 Strategic planning management 策略計劃管理	☐	☐	☐	☐
107 Crisis management 危機管理	☐	☐	☐	☐
108 Self-management 自我管理	☐	☐	☐	☐
109 Professional ethics 專業道德操守	☐	☐	☐	☐
110 People-to-people communication 人與人之間溝通	☐	☐	☐	☐
111 ESG knowledge 環境、社會和企業管治知識	☐	☐	☐	☐
China and International Knowledge 中國及國際知識				
121 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	☐	☐	☐	☐
122 Industry practices in the mainland of China 在中國內地的行業常規	☐	☐	☐	☐
123 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	☐	☐	☐	☐
124 International relations and global vision 國際關係及世界視野	☐	☐	☐	☐
Social Media / Digital Skills 社交／數碼媒體技能				
141 Apps development 應用程式開發	☐	☐	☐	☐
142 Social media monitoring and surveillance 社交媒體監測及監督	☐	☐	☐	☐
143 Search engine optimisation 搜尋引擎優化	☐	☐	☐	☐
144 Web security 網絡安全	☐	☐	☐	☐
145 Web searching 網上搜尋	☐	☐	☐	☐
146 Web analytics 網站分析	☐	☐	☐	☐
147 Curation *(i.e. collect, organise and present a larger source of data and information in a coherent way)* 策展 *(即工作包括收集、整理及展示大量連貫的數據及資訊)*	☐	☐	☐	☐
148 Content Creation 內容創作	☐	☐	☐	☐
Language Skills 語文技能				
161 Spoken English 英語會話	☐	☐	☐	☐
162 Putonghua 普通話	☐	☐	☐	☐
163 Written English 英文書寫能力	☐	☐	☐	☐
164 Written Chinese 中文書寫能力	☐	☐	☐	☐
165 Translation 翻譯	☐	☐	☐	☐

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting/ Technical Level 輔助／技術人員級
Innovative Media Technology (Media Production Sector) **創新媒體科技（媒體製作業）**				
217 New technologies in media production (e.g. Aerial Videography, 4K / 8K Production Stereoscopy Production, HDSLR Workflow, Panoramic Videography, etc.) 新科技在製作流程上的應用（如航空拍攝、4K / 8K製作、3D製作、單反錄像工作流程、全景錄像拍攝等）	☐	☐	☐	☐
218 Computer literacy skills (e.g. Cloud System, Digital Post-Production etc.) 電腦應用技巧（如雲端系統、數碼後期處理等）	☐	☐	☐	☐
207 AR / VR Production 擴增實鏡／虛擬實境製作	☐	☐	☐	☐
208 AI application (e.g. fact-checking, automated news coverage, virtual presenter) 人工智能應用 (如事實核查、自動化新聞報導、虛擬報導員)	☐	☐	☐	☐
Industry Specific Skills (Media Production Sector) **業內專業技能（媒體製作業）**				
601 TV/media production skills 電視／媒體製作技巧	☐	☐	☐	☐
602 Media law and ethics 傳媒法規與操守	☐	☐	☐	☐
603 Intellectual property and copyright law 知識產權及版權法	☐	☐	☐	☐
604 Critical thinking skills and cross-media knowledge 批判性思考技巧及跨媒體知識	☐	☐	☐	☐
605 Research skills 資料蒐集技巧	☐	☐	☐	☐
606 Multi-tasking skills 一身多職的能力	☐	☐	☐	☐
607 Visual design and aesthetics 視覺設計及美學	☐	☐	☐	☐
Others **其他**				
(i)	☐	☐	☐	☐
(ii)	☐	☐	☐	☐
No such level of staff *沒有相關職級員工*	☐	☐	☐	☐

9. How many training places will you plan to provide/sponsor to your existing MC employees in respect of the following skills and knowledge in the next 12 months? (If no training place will be provided / sponsored to employees, please fill "0" in the box)
在未來十二個月內，貴機構將會計劃提供／資助多少名額予現職媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？
（如沒有提供／資助僱員培訓的名額，請在方框內填上 "0"）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial / Production / Executional Level 編採／製作／執行人員級	Supporting/ Technical Level 輔助／技術人員級
(a) Management Skills 管理技能				
(b) China and International Knowledge 中國及國際的知識				
(c) Language Skills 語文技能				
(d) Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）				
(e) Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）				
(f) Others (Please Specify) 其他（請註明）_____				

End of Questionnaire. Thank You for Your Co-operation.
問卷完，多謝合作。

The 2023 Manpower Survey of the
Media and Communications Industries
媒體及傳訊業 2023 年人力調查

Explanatory Note
附　註

Part I
第一部份

1. Principal Jobs - Column 'A'
   主要職務 —— 'A'欄

   (a) Please go through column 'A' and mark those principal jobs applicable to your company. For detailed job descriptions for principal jobs, please refer to Appendix B.
   請瀏覽 A' 欄，選取適用於　貴公司的主要職務。有關詳細的工作說明，請參閱附錄 B。

   (b) Please note that some of the job titles may not be the same as those used in your establishment. Please classify an employee according to his/her major duty and supply the required information if the jobs have similar or related functions.
   調查表內部分職稱可能有別於　貴機構所採用者。請根據僱員的主要職責分類。若員工職責與表內某職務的職責相近，可視作相同職務，請提供所需資料。

   (c) In the event where an employee's duties in your company are split between two or more job titles, please use the job title that best describes his/her principal responsibility.
   如　機構有員工身兼多項職責，請選用最能反映其主要職責的職稱。

   (d) Please add in column 'A' titles of any principal jobs not mentioned in job descriptions (Appendix B); briefly describe them in respect of the appropriate job categories.
   如　貴機構另有媒體及傳訊業的主要職務未載於工作說明（附錄B），請一併填入'A'欄內，並簡述其所屬的職務類別及等級。

2. Number of Full Time Employees as at Survey Reference Date (Excl. Freelancer) - Column 'B'
   在統計日期的全職僱員人數（自由工作者除外） —— 'B'欄

   For each principal job, please fill in the total number of full-time employees (excluding freelancer) as at survey reference date. 'Full-time Employees' refer to those who have worked for the same employer for 4 weeks or more and for not less than 18 hours in each week. The number should include all employees under Hong Kong company's payroll, disregarding whether those are deployed to work in other places (including the mainland of China).
   請填寫　貴機構於統計日期僱用的每個主要職務的全職僱員總數（自由工作者除外）。「全職僱員」是指在　貴公司全職工作達 4 星期或以上，同時每星期工作不少於 18 小時的員工。此數目應包括　貴公司在香港人事編制內的所有僱員，不論是否有派駐往其他地方工作（包括中國內地）。

3. Average Monthly Remuneration Package – Column 'C'
   每月平均薪酬 —— 'C'欄

   Please enter the code of average monthly remuneration package during the past 12 months for each principal job of full-time employee(s). This should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average range.
   請在'E'欄填入每個主要職務的全職僱員過去 12 個月每月平均薪酬的編號。這包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。若從事同類工作的僱員多於一名，則請取其平均收入。

4. <u>Number of Full Time Vacancies as at Survey Reference Date – Column 'D'</u>
在統計日期的全職空缺額 —— 'D'欄

Please fill in the total number of existing vacancies as at survey reference date for each type of job. "Existing Vacancies" refer to those unfilled, immediately available job openings for which the company is actively trying to recruit personnel as at survey reference date.
請填上　貴公司每一主要職務在統計日期的空缺額。「統計日期的空缺額」是指該職位於統計日期仍懸空，須立刻填補，而現正積極招聘人員填補。

5. <u>Number of Freelancers as at Survey Reference Date – Column 'E'</u>
在統計日期的自由工作者人數 —— 'E'欄

For each principal job, please fill in the total number of freelancers as at survey reference date. A freelancer is a person who pursues a profession without a long-term commitment to any one employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.
請填寫　貴機構於統計日期每個主要職務僱用的自由工作者總數。「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

6. <u>Average Daily Wage Rate of Freelancer – Column 'F'</u>
自由工作者之平均日薪 —— 'F'欄

Please enter the code of average daily wage rate of freelancer for each principal job of freelancer(s). If you have more than one freelancer doing the same job, please enter the average range.
請在'E'欄填入每個主要職務的自由工作者之平均日薪的編號。如 貴機構有多於一名自由工作者擔任同一主要職務，則請取平均收入。

Part II
第二部份

7. <u>Question 1 - Interns</u>
問題1 — 實習生

Please indicate the number of interns* employed in your establishment as at Survey Reference Date and their wages by their principal job description
請按　貴機構實習生的主要職務填寫在統計日期的實習生*的數目及其工資。

Refer to student employees who (i) are attending full-time accredited programmes being provided by local education institutions specified in Minimum Wage Ordinance; or (ii) are resident in Hong Kong and enrolled in full-time education programmes for non-local academic qualification at degree or higher level.
指(i)正修讀《最低工資條例》指明的本地教育機構提供的全日制經評審課程 或(ii)居於香港，並修讀學位或更高程度的非本地學術資格的全日制教育課程的學生僱員。

8. <u>Question 2 - New Recruitment</u>
問題2 — 新聘僱員

◆ Please fill in the total number of full-time employees who were newly recruited in the past 12 months.
請填入　貴機構在過去十二個月內新招聘的全職僱員總人數。

◆ Please fill in the number of new recruits with the experience in media and communications industry.
請填入　貴機構的新招聘中，具媒體及傳訊業經驗的僱員人數。

9. <u>Question 3 – Employees who had left the Establishment</u>
問題3 — 已離職僱員

Please fill in the number of full-time employees who had left in the past 12 months.
請填上　貴機構過去十二個月內，全職僱員的離職人數。

10. Question 4 - Expected Change
    問題4 — 未來變化

    When comparing with the current situation, please indicate your views on the expected change in the next 12 months.
    相對於現在，請指出　貴機構預計在未來十二個月之預期變化。

    (i) Business volume and provide the reasons leading to the better or worse.
        業務額及指出引起較佳或較差的原因。

    (ii) Number of Full Time employees
        全職員工數目

11. Question 5 – New Job Position
    問題5 — 新職位

    Please indicate the new job position(s) that will be introduced in the future in order to meet the emerging trends of the industry.
    請指出　貴機構未來將會引入的新職位，以配合行業的新興趨勢。

12. Question 6 – Recruitment Difficulties
    問題6 —— 招聘困難

    Please indicate the difficulties encountered in recruitment of full-time employees of your establishment in the past 12 months.
    請標示　貴機構在過去十二個月在招聘全職僱員時遇到的困難。

13. Question 7 – Preferred Education Level and Years of Experience of Full-Time Employees
    問題7 —— 全職僱員宜有的教育程度及相關年資

    Please indicate the preferred education level and years of experience of full-time employees.
    請選擇全職僱員宜有的教育程度及相關年資。

    Definition of Preferred Level of Education:
    宜有教育程度的定義：

    ◆ "Postgraduate Degree" refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.
    「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。

    ◆ "First Degree" refers to first degrees offered by local or non-local education institutions, or equivalent.
    「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。

    ◆ "Sub-degree" refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.
    「副學位」　是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。

    ◆ "Diploma/Certificate" refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.
    「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。

    ◆ "Secondary 4 to 7" refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.
    「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。

    ◆ "Secondary 3 or below" refers to Secondary 3 or below, or equivalent.
    「中三或以下」是指中三或以下，或同等教育程度。

14. <u>Question 8 – Training areas</u>
問題8 —— 培訓範疇

To meet the emerging trends of the industry, please indicate the future training areas required for the full-time employees.
為配合行業的新興趨勢，請填寫全職僱員在未來所需要的培訓範疇。

15. <u>Question 9 – Training Places</u>
問題 9 — 訓練名額

Please indicate how many training places will your establishment plan to provide/sponsor to your existing MC employees in respect of the skills and knowledge in the next 12 months.
請指出　貴機構於未來十二個月內，將會計劃提供／資助多少名額予現職媒體及傳訊業僱員修讀各技能及知識的培訓課程。

The 2023 Manpower Survey of the Media and Communications Industry
媒體及傳訊業 2023 年人力調查

Job Descriptions of Principal Jobs in Newspapers, Magazines and News Agencies
報紙、雜誌及新聞通訊社主要職務工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
101	Editor-in-Chief; The Editor 總編輯	Decides editorial policy and attitude of the publication/organisation on various issues. Ensures that articles conform to the policy of the publication/ organisation. Undertakes strategic planning for news event coverage and development of the news organisation. Deploys manpower to meet the needs of news organisations in the digital era. 決定編輯方針及刊物／機構對各項問題的立場；確保所發表的文章符合刊物／機構的宗旨；負責新聞編採的策略方向及機構的策略性發展；安排人手調配以符合機構在數碼年代的需要。
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	Assists the Editor on the implementation of overall strategy for news event coverage and ensures materials are conformed with established policy and standard. 協助總編輯執行新聞編採策略，並確保文稿符合一貫方針及標準。
103	Executive Editor 執行編輯	Manages the day-to-day operation and running of the Editorial Department. Assists the Editor with content development, leadership in editing various layouts; handling budget controls and staff matters. 負責編輯部的日常工作與管理；協助總編輯落實內容、領導不同版面的編輯工作，控制預算及人事問題。
151	Publisher; Managing Director; President 社長；董事經理；總裁	Undertakes the overall management of all business including human resource management, cost control and strategic directions. 負責所有業務的管理，包括人事管理、成本控制及方針策略等。
152	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長； 副董事經理；副總裁； 營運總監	Assumes overall responsibility for the management of the advertising sales, marketing/promotional functions, and/or circulation sales functions; or assists the President to undertake the management and marketing functions. 負責廣告銷售，市場推廣，和／或拓展銷量的管理工作；或協助總裁執行管理及營銷工作。
153	Advertising Director ; Advertising Sales Director ; Account Director 廣告總監；廣告銷售總監； 客戶總監	Assumes overall responsibility for the management of the advertising sales and marketing functions, or manages a significant client portfolio. 負責管理廣告銷售及市場推廣；或管理一批大客戶。
154	Circulation Sales Director ; Circulation Marketing Director 發行總監；銷售總監	Assumes overall responsibility for the management of the distribution liaison, circulation sales and promotion functions. 負責發行聯絡，提高銷量與推廣活動的管理工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級（續）		
155	Marketing Director ; Marketing Services Director ; Program Director 市場總監；市場服務總監； 項目總監	Assumes overall responsibility for the management of the marketing programs, advertising/promotional plans, researches and PR functions as to support advertising or circulation sales. 負責管理市場工作、廣告／推廣計劃、調查與公關活動，以支援廣告與銷量。
156	Business Development Director 業務發展總監	Assumes overall responsibility for the management of the new business development, or manages marketing and advertising sales projects. 負責管理新業務發展，或管理市場與廣告銷售計劃。
157	Research Director 市場調查總監	Assumes overall responsibility for the management of the market researches, readership survey and data analyses for sales presentation and planning. 負責管理市場調查、讀者調查及數據分析，以制定推銷簡報和計劃。
158	Public Relations Director 公共關係總監	Assumes overall responsibility for the management of the PR programs. Acts as spokesperson of the organisation, and co-ordinates with other media organisations. 負責管理公關計劃；擔任機構發言人，及協調其他媒體。
143	Art Director 美術總監	Provides artistic direction and guidelines for all related business in the organisation. Leads the art and design team and work with other production team when required. Controls quality of all deliverables. 提供美術指導予業務計劃，領導美術及設計團隊，在需要時與其他製作團隊合作，並控制作品質素。
SUPERVISORY LEVEL 主任級		
201	Managing Editor 編輯主任	Undertakes the leadership of various sections of a newspaper, magazine or website (such as news, finance, sports, entertainment, cable, etc.) and the responsibility for the layouts (including the selection, checking, revising and arranging of the material for publication). 負責領導報紙、雜誌或網站個別版面的編輯工作，例如新聞、財經、體育、娛樂、電訊等，對版面編排「把關」，包括選擇、覆核、修改及整理發表的稿件、圖片等。
202	News Editor ; Assignment Editor 總採訪；採訪主任	Directs the gathering of local news. Assigns reporters to cover various news events. Makes forward planning and keeps assignment diary. Personally covers major events. Liaises with other department heads, managing editor and the editorial/production desk. 指導下屬採訪本地新聞；分派記者採訪各類新聞；策劃工作，編寫採訪日誌。親自採訪重要新聞；與其他部門主管、總編輯／副總編輯及編輯部／製作部聯絡。
203	International News Editor 國際新聞主任	Selects non-local news items which need to be rewritten or translated if necessary. Assigns work to translators or world news researchers/writers. Checks and revises world news stories. Liaises with heads of other departments. 選擇需要重寫或翻譯的非本地新聞項目；分派工作予翻譯員或世界新聞資料蒐集員／撰稿員；審核及修改世界新聞稿件；與有關部門主管聯絡。
204	China / National News Editor 中國新聞主任	Selects China/national news items which need to be rewritten if necessary. Assigns work to China/national news researchers/writers. Checks and revises China/national news stories. Liaises with heads of other departments. 選擇需要重寫的中國／全國新聞項目；分派工作予中國／全國新聞資料蒐集員／撰稿員；審核及修改中國／全國新聞稿件；與有關部門主管聯絡。
205	Assignment Editor (Photography); Photo Editor 攝影主任	Assigns work to news photographers. 負責分派新聞攝影工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
	SUPERVISORY LEVEL (CONT'D) 主任級（續）	
206	Editorial / Leader Writer 主筆	Writes, in consultation with the editor, comments on topics of currents interests to keep the public informed and to stimulate or mould public opinion in accordance with policies of the publication. 與編輯商議，依照刊物／機構的方針，撰寫時事評論，以引起或影響輿論。
251	Advertising Manager ; Advertising Sales Manager ; Account Manager 廣告經理；廣告銷售經理； 客戶經理	Undertakes advertising sales in one commodity, or manages a group of client portfolio. 負責單一種類的廣告銷售；管理一批客戶。
254	Circulation Sales Manager ; Circulation Marketing Manager 發行經理；銷售經理	Undertakes circulation sales / distribution liaison in one country, newsstands sales or subscription sales, or both. 負責單一地區的銷量銷售／發行聯絡，報攤銷量或／和訂閱推廣。
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理； 項目經理	Undertakes marketing activities and advertising/ promotional plans, and manages events, data analyses to support advertising or circulation sales. 負責市場活動與廣告／推廣計劃，及管理項目、分析數據，以支援廣告或銷售。
223	Research Manager 市場調查經理	Undertakes market researches & readership survey, and manages data analyses for sales presentation. 負責市場調查與讀者調查，為銷售簡介做數據分析。
253	Traffic Manager ; Advertising Administration Manager 聯絡經理；廣告行政經理	Undertakes advertising booking, material traffic and invoicing. Assists and supports Advertising Sales team for after sales services. 負責廣告排期，稿件交收與開發票；協助與支援廣告銷售部的售後服務。
258	Public Relations Manager 公共關係經理	Undertakes PR programs, press releases and co-ordinates with other media organisations. 負責公關計劃、新聞稿與協調其他媒體。
255	Sales Training Manager ; Support Manager 銷售訓練；支援經理	Undertakes sales training and sales material, and develops training and incentives programs for sales team. 負責銷售隊伍的訓練與銷售資料；為推銷員制定訓練與激勵計劃。
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級	
302	Senior Layout Editor; Layout Editor 資深（高級）版面編輯； 版面編輯	Writes and edits news stories for publication. Undertakes the layout and design of each page. Edits reporters' scripts. 編寫新聞稿件；負責每頁的排版及設計；審核記者稿件。
303	Sub-editor; Copy Editor 文稿編輯	Writes headings, and marks types. Selects, checks, revises and arranges material for publication; and/or involves in the layout and design of each page. 撰寫標題，選擇字體；選擇、覆核、修改及整理發表的稿件、圖片等；及／或需負責每頁的排版及設計。
304	Senior Reporter; Reporter 資深（高級）記者；記者	Collects, validates and analyses facts about news-worthy events by interview, investigation, or observation, and writes in conformity with prescribed editorial style and format. 以訪問、調查或觀察等方法蒐集、證實及分析具有新聞價值的資料，並依照既定的編輯風格及體裁撰寫文章。
305	Senior Press Photographer; Press Photographer 資深（高級）攝影記者； 攝影記者	Takes pictures/video of people, places or events. Writes captions. 拍攝有關人、地、事件的照片／短片，並撰寫圖片／影片說明。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (CONT'D) 編採／製作／執行人員級（續）
306	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	Translates selected news items. 翻譯經選擇的新聞項目。
307	Online Editor 網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of Web Page. 撰寫標題，選擇字體；選擇、覆核、修改及整理在網上發表的稿件、圖片等；及／或需負責網頁的排版及設計。
308	Senior Designer 資深（高級）美術設計員	Assigns work to designers. 負責分派美術繪圖及設計工作。
309	Graphic Artist 正稿製作員	Produces artwork according to design. Compiles artwork from layout. 按照設計製作美術稿；將版樣整理為美術稿。
301	Senior Producer; Producer 高級監製；監製	Plans and develops live or taped productions, and determines how the show will look and sound. Selects the script, news reader, set, props, lighting, and other production elements. Also co-ordinates the activities of on-air personalities, production staff, and other personnel. 策劃及開發直播或錄影製作，以確保如何有一個可觀性及完美的節目；選擇稿件、新聞報告員、位置、道具、燈光及其他製作元素；並且協調廣播、製作及其他人員的活動。
351	Advertising Sales Assistant ; Advertising Sales Executive ; Account Executive 廣告銷售助理；廣告銷售主任；客戶主任	Assists Advertising Sales Manager/Director for advertising sales mostly from smaller revenue clients, or provides after sales services, advertising material traffic and clerical support functions. 協助廣告銷售總監推銷，主要負責小客戶，提供售後服務，廣告稿交收與文書支援工作。
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任	Assists Marketing Manager/Director for marketing activities/events, data collection and clerical support functions. 協助市場總監／經理推行市場活動／項目、數據收集與文書支援工作。
323	Research Assistant ; Research Executive 市場調查助理；市場調查主任	Assists Research Manager/Director for market researches, readership survey, data collection and clerical support functions. 協助市場調查總監／經理進行市場調查、讀者調查、數據收集與文書支援工作。
353	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	Assists Traffic Manager/Advertising Administration Manager for advertising booking, material traffic, invoicing, and clerical supports functions. 協助聯絡／廣告行政經理處理廣告排期、稿件交收、開發票與文書支援工作。
358	Public Relations Assistant ; Public Relations Executive 公共關係助理；公共關係主任	Assists PR Manager/Director for PR programs, and co-ordinates with other media organisations and clerical supports functions. 協助公關經理／總監處理公關工作，協調其他媒體與文書支援工作。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級
401	Designer 美術設計員	Prepares/designs artworks for publication. 預備／設計美術繪圖以便付印。
402	Typesetter 植字員	Typesets scripts for publication. 依稿件植字，以備印製。
403	Layout Artist 排版員	Plans the placing of stories and displays in consultation with the editor. Prepares layouts and illustrations for publication, and ensures that the requirements of the layouts are carried out smoothly. 與編輯商議，擬定稿件及圖片的編排位置；整理版面編排及插圖以便付印；確保各項工作能依照排版要求順利進行。
404	Proof-Reader 校對員	Proof-reads assembled articles and corrects errors. 校對排版文章，並改正錯誤。

Code No. 編號	Job Title 職稱	Job Description 工作說明
		SUPPORTING / TECHNICAL LEVEL (CONT'D) 輔助／技術人員級（續）
405	Darkroom Person 黑房工作人員	Processes exposed films to make negative and positive films and prints. 處理曝光軟片，製作底片及正片，沖晒照片。
406	Librarian 資料室人員	Organises, develops and maintains systematic collection of clippings, photographs, books, periodicals and other recorded material and makes them available to library users. 編排、添增及管理蒐集所得的報紙或雜誌剪輯、照片、書籍、期刊及其他記錄資料，供使用者隨時借閱。
407	Researcher 資料蒐集員	Conducts research according to editor's or reporter's requirements or project requirements. 依照編輯或記者的要求／項目要求，進行資料蒐集。
483	Web Page Designer 網頁製作員	Produces and updates the Web Page in consultation with the Webmaster or Online Editor; Creates the look, content, layout and features of a website. Helps with maintenance and additions to the website. 與網主或網絡編輯商議，製作和更新網頁；創建一個網站的外觀、內容、佈局和功能；協助網站維護和補充內容。
482	Webmaster 網主	Acts as the co-ordinator between various function units and external parties to ensure smooth operation on Internet/Intranet website. Creates and updates Web Page, and maintains the overall structure and design of the website. 擔任機構各部門與外界之間的協調，確保互聯網／內聯網網站運作暢順；負責網頁的製作及更新，維持網址的整體結構及設計。
485	Digital Designer 數碼媒體設計員	Provides digital design, production and updating for web, mobile and social media. 為數碼媒體(包括網頁、手機及社交網絡)提供設計、製作及更新。
412	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitioner. 負責於展覽會、超級市場或百貨公司中推廣產品及派發廣告傳單，並協助介紹參展商。

The 2023 Manpower Survey of the Media and Communications Industry
媒體及傳訊業 2023 年人力調查

Job Descriptions of Principal Jobs in News & Information / Advertising Sales / PR Department in Radio and Television Stations
電台及電視台的新聞及資訊／廣告銷售／公關部主要職務工作說明

Code No. 編號	Job Title 職稱	Description 工作說明
MANAGERIAL LEVEL 經理級		
131	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	Helps management in formulating station's editorial policies and oversees the implementation of the policies. Decides on programmes and programme formats. Negotiates the purchase and sale of news and public affairs programmes. Undertakes the overall administration and output of station's news room. Liaises with other sections. Drafts and controls budgets. Deals with personnel matters including employing and dismissing staff. 協助管方制定編輯方針，及負責執行該等方針；決定節目內容及節目形式；洽談購買或出售新聞及公共事務節目；負責新聞部的整體行政及製作；聯絡其他部門；草擬及控制預算；處理人事問題包括聘請及解僱員工。
132	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	Manages the day-to-day output and running of the news room. Helps the Vice President/Executive Director with budget controls and staff matters. Examines materials for conformity with established policy and standards, and revises it as necessary. 負責新聞部的日常製作與管理；協助副總裁／執行董事控制預算及處理人事問題；審核播出資料，確保符合一貫方針及標準，必要時加以修改。
151	Publisher; Managing Director; President 社長；董事經理；總裁	Undertakes the overall management of all business including human resource management, cost control and strategic directions. 負責所有業務的管理，包括人事管理、成本控制及方針策略等。
152	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事經理；副總裁；營運總監	Assumes overall responsibility for the management of the advertising sales, marketing/promotional functions, and/or circulation sales functions; or assists the President to undertake the management and marketing functions. 負責廣告銷售，市場推廣，和／或拓展銷量的管理工作；或協助總裁執行管理及營銷工作。
153	Advertising Director ; Advertising Sales Director ; Account Director 廣告總監；廣告銷售總監；客戶總監	Assumes overall responsibility for the management of the advertising sales and marketing functions, or manages a significant client portfolio. 負責管理廣告銷售及市場推廣；或管理一批大客戶。
154	Circulation Sales Director ; Circulation Marketing Director 發行總監；銷售總監	Assumes overall responsibility for the management of the distribution liaison, circulation sales and promotion functions. 負責發行聯絡，提高銷量與推廣活動的管理工作。
155	Marketing Director ; Marketing Services Director ; Program Director 市場總監；市場服務總監；項目總監	Assumes overall responsibility for the management of the marketing programs, advertising/promotional plans, researches and PR functions as to support advertising or circulation sales. 負責管理市場工作、廣告／推廣計劃、調查與公關活動，以支援廣告與銷量。

Code No. 編號	Job Title 職稱	Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級（續）		
156	Business Development Director 業務發展總監	Assumes overall responsibility for the management of the new business development, or manages marketing and advertising sales projects. 負責管理新業務發展，或管理市場與廣告銷售計劃。
157	Research Director 市場調查總監	Assumes overall responsibility for the management of the market researches, readership survey and data analyses for sales presentation and planning. 負責管理市場調查、讀者調查及數據分析，以制定推銷簡報和計劃。
158	Public Relations Director 公共關係總監	Assumes overall responsibility for the management of the PR programs. Acts as spokesperson of the organisation, and co-ordinates with other media organisations. 負責管理公關計劃；擔任機構發言人，及協調其他媒體。
143	Art Director 美術總監	Provides artistic direction and guidelines for all related business in the organisation. Leads the art and design team and work with other production team when required. Controls quality of all deliverables. 提供美術指導予業務計劃，領導美術及設計團隊，在需要時與其他製作團隊合作，並控制作品質素。
SUPERVISORY LEVEL 主任級		
231	Executive News ; Assignment Editor ; Planning Editor 總採訪；策劃主任	Directs the gathering of local news. Assigns reporters to cover various news events. Makes forward planning and keeps assignment diary. Plans, organises and co-ordinates production of news, finance, sports and public affairs programmes. Personally covers major events. Liaises with other department heads and the editorial/production desk. 指導下屬採訪本地新聞；分派記者採訪各類新聞；策劃工作，編寫採訪日誌；策劃、編排及統籌新聞、財經、體育及公共事務節目的製作。親自採訪重要新聞；與其他部門主管及編輯部／製作部聯絡。
232	Deputy News ; Assistant News, Assignment Editor ; Planning Editor 副採訪；策劃主任	Assists the Executive News Editor in daily operation. 協助總採訪／策劃主任工作。
201	Managing Editor 編輯主任	Compiles and edits news magazines and bulletins for broadcasts. Writes or edits copy for broadcasting by condensing or elaborating material received from news sources or submitted by reporters. Checks copy for factual, spelling, punctuation or grammatical mistakes. Also checks contents of news audio or video tapes and prepares make-up/running order of newscasts/bulletins. Inserts background. 編排新聞專輯（報導）之內容及次序；將新聞資料或採訪資料濃縮或發揮，整理成廣播稿；審核稿件的真確性、用字、標點符號或文法；覆核新聞錄影或錄音帶的內容及定出新聞簡報的編排方式／播放次序；加插背景資料。
233	Deputy Editor ; Assistant Managing Editor 副編輯主任	Assists the Managing Editor's work. Assists in compiling and editing news magazines and bulleting. Corrects sub-editors' copies and edits reporters' scripts. 協助編輯主任工作；協助編排新聞專輯(報導)之內容及次序；處理及修改稿件，審核記者來稿。
234	Executive Producer 監製；製作主任	Undertakes the overall production design and development (including its scale, cost and contents). Directs the producers to create the news programmes. 負責整個製作的設計及開發(包括其規模、成本及內容)；指導編輯製作新聞節目。
251	Advertising Manager ; Advertising Sales Manager ; Account Manager 廣告經理；廣告銷售經理；客戶經理	Undertakes advertising sales in one country, or manages a group of client portfolio. 負責單一地區的廣告銷售；管理一批客戶。
254	Circulation Sales Manager ; Circulation Marketing Manager 發行經理；銷售經理	Undertakes circulation sales / distribution liaison in one country, newsstands sales or subscription sales, or both. 負責單一地區的銷量銷售／發行聯絡，報攤銷量或／和訂閱推廣。

Code No. 編號	Job Title 職稱	Description 工作說明
		SUPERVISORY LEVEL (CONT'D) 主任級（續）
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理；項目經理	Undertakes marketing activities and advertising/ promotional plans, and manages events, data analyses to support advertising or circulation sales. 負責市場活動與廣告／推廣計劃，及管理項目、分析數據，以支援廣告或銷售。
223	Research Manager 市場調查經理	Undertakes market researches & readership survey, and manages data analyses for sales presentation. 負責市場調查與讀者調查，為銷售簡介做數據分析。
253	Traffic Manager ; Advertising Administration Manager 聯絡／廣告行政經理	Undertakes advertising booking, material traffic and invoicing. Assists and supports Advertising Sales team for after sales services. 負責廣告排期，稿件交收與開發票；協助與支援廣告銷售部的售後服務。
258	Public Relations Manager 公共關係經理	Undertakes PR programs, press releases and co-ordinates with other media organisations. 負責公關計劃、新聞稿與協調其他媒體。
255	Sales Training / Support Manager 銷售訓練／支援經理	Undertakes sales training and sales material, and develops training and incentives programs for sales team. 負責銷售隊伍的訓練與銷售資料；為推銷員制定訓練與激勵計劃。
		EXECUTIONAL LEVEL 執行人員級
331	Senior Sub-editor; Sub-editor 高級編輯；編輯	Writes and edits news stories (local and international) for broadcast. Compiles news bulletins. Edits reporters' scripts. 編寫新聞廣播稿件（本地及國際新聞）；編排新聞報導內容及播出次序；審核記者稿件。
332	News Anchor; Announcer 新聞主播；報告員	Presents news, conducts interviews and acts as compere of information & current affairs or relevant news programmes. 報告新聞、進行訪問，以及主持資訊及公共事務或新聞相關節目。
333	News Translator 新聞翻譯員	Translates selected news items. 翻譯經選擇的新聞項目。
334	Senior Reporter ; Senior Researcher ; Reporter ; Researcher 高級記者；高級資料搜集員；記者；資料搜集員	Research and reports information of interests to the public. Analyses news releases. Interviews people. Attends public functions, visits scenes of accidents and obtains information from all relevant sources. Submits information in written or audio form. Conducts live or taped reports, or interviews. 搜集資料及採訪報導大眾關注的消息；分析新聞稿；進行個人訪問；參加公眾聚會，採訪意外現場及從各有關方面獲取資料；進行筆錄或錄音；進行現場或錄音報導或訪問。
336	Cameraman 電視攝影師	Uses motion picture, television, or different kinds of video instruments to film a wide range of subjects, including commercial motion pictures, documentaries, music videos and news events. 使用電影、電視或各類錄像器材攝製廣泛的主題，包括商業電影、紀錄影片、音樂錄像及新聞事件。
335	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	Plans and develops live or taped productions, and determines how the show will look and sound. Selects the script, news anchor, set, props, lighting, and other production elements. Also co-ordinates the activities of on-air personalities, production staff, and other personnel. 策劃及開發直播或錄影製作，以確保如何有一個可觀性及完美的節目；選擇稿件、新聞報告員、位置、道具、燈光及其他製作元素；並且協調廣播、製作及其他人員的活動。

Code No. 編號	Job Title 職稱	Description 工作說明
EXECUTIONAL LEVEL(CONT'D) 執行人員級（續）	
307	Online Editor 網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of information, current affairs and news related Web Page. 負責撰寫標題及選擇字體；並為網上發表的稿件及圖片，進行選取、覆核、修改及整理的工作；及／或需負責資訊及公共事務或新聞相關網頁的排版及設計。
337	Content Writer; Script Writer 撰稿員	Develops concepts and writes contents or scripts for information, current affairs and news related programmes; revises scripts under the direction of producers and directors. 構思項目或節目意念，撰寫資訊及公共事務或新聞相關節目內容或稿件，按編導及總監的指示修訂稿件。
351	Advertising Sales Assistant ; Advertising Sales Executive ; Account Executive 廣告銷售助理；廣告銷售主任；客戶主任	Assists Advertising Sales Manager/Director for advertising sales mostly from smaller revenue clients, or provides after sales services, advertising material traffic and clerical support functions. 協助廣告銷售總監推銷，主要負責小客戶，提供售後服務，廣告稿交收與文書支援工作。
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任	Assists Marketing Manager/Director for marketing activities/events, data collection and clerical support functions. 協助市場總監／經理推行市場活動／項目、數據收集與文書支援工作。
323	Research Assistant ; Research Executive 市場調查助理；市場調查主任	Assists Research Manager/Director for market researches, readership survey, data collection and clerical support functions. 協助市場調查總監／經理進行市場調查、讀者調查、數據收集與文書支援工作。
353	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	Assists Traffic Manager/Advertising Administration Manager for advertising booking, material traffic, invoicing, and clerical supports functions. 協助聯絡／廣告行政經理處理廣告排期、稿件交收、開發票與文書支援工作。
358	Public Relations Assistant ; Public Relations Executive 公共關係助理；公共關係主任	Assists PR Manager/Director for PR programs, and co-ordinates with other media organisations and clerical supports functions. 協助公關經理／總監處理公關工作，協調其他媒體與文書支援工作。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級	
483	Web Page Designer 網頁製作員	Produces and updates information, current affairs and news related Web Page in consultation with the Webmaster or Online Editor; Creates the look, content, layout and features of the website. Helps with maintenance and additions to the website. 與網主或網絡編輯商議，製作和更新資訊及公共事務或新聞相關網頁；創建網站的外觀、內容、佈局和功能；協助網站維護和補充內容。
482	Webmaster 網主	Acts as the co-ordinator between various function units and external parties to ensure smooth operation on Internet/Intranet website. Creates and updates information, current affairs or news related Web Page, and maintains the overall structure and design of the website. 擔任機構各部門與外界之間的協調，確保互聯網或內聯網網站運作暢順；負責資訊及公共事務或新聞相關網頁的製作及更新，維持網站的整體結構及設計。
431	Director ; Production Assistant ; Floor Manager ; Video Editor; Engineer & Technician ; Subtitling Operator 導演；製作助理；錄影廠製作經理； 影片剪接；字幕操作員	Assists the producer in all aspects in the production of information, current affairs or news related programme, including news reporting and post-production. 在各方面協助編導製作資訊及公共事務或新聞節目，包括新聞採訪後期製作。

Code No. 編號	Job Title 職稱	Description 工作說明
SUPPORTING / TECHNICAL LEVEL (CONT'D)　輔助／技術人員級（續）		
433	Duty Director 值日導播員	Monitor the on-air programme broadcasts and carry out panel operation in the Presentation Booths to ensure the smoothness of on-air presentation 負責監察節目播放日常運作及節目播出質素，更新節目播出列表。
486	Motion Graphic Designer ; Visual Effects Designer ; 3D Animator ; 2D Animator 動態圖像設計師； 視覺特效設計師； 3D 動畫師；2D 動畫師	Responsible for motion graphic / visual effects / animation design work for information, current affairs or news related programme production. 負責設計資訊及公共事務或新聞節目及其他活動中的動態圖像／ 視覺特效 ／動畫。
436	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄； 收音員	Responsible for audio recording, dubbing and mixing for information, current affairs or news related programme. 負責資訊及公共事務或新聞節目之錄音、配音及混音。
437	Set Designer 佈景設計師	Design sets for information, current affairs or news related programme. 負責設計資訊及公共事務或新聞節目所需的佈景。
438	Hair Stylist ; Make up Artist; Dresser 髮型師；化妝師；服裝	Prepare news'anchor / announcer / presenter with hair-do, make up and styling. 替新聞主播／報導員／主持人預備合適的髮型、化妝及服裝。
412	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitioner. 負責於展覽會、超級市場或百貨公司中推廣產品及派發廣告傳單，並協助介紹參展商。

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Job Descriptions of Principal Jobs in Digital / New Media
數碼／新媒體主要職務工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
101	Editor-in-Chief; The Editor 總編輯	Decides editorial policy and attitude of the publication/organisation on various issues. Ensures that articles conform to the policy of the publication/ organisation. Undertakes strategic planning for news event coverage and development of the news organisation. Deploys manpower to meet the needs of news organisations in the digital era. 決定編輯方針及刊物／機構對各項問題的立場；確保所發表的文章符合刊物／機構的宗旨；負責新聞編採的策略方向及機構的策略性發展；安排人手調配以符合機構在數碼年代的需要。
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	Assists the Editor on the implementation of overall strategy for news event coverage and ensures materials are conformed with established policy and standard. 協助總編輯執行新聞編採策略，並確保文稿符合一貫方針及標準。
103	Executive Editor 執行編輯	Manages the day-to-day operation and running of the Editorial Department. Assists the Editor with content development, leadership in editing various layouts; handling budget controls and staff matters. 負責編輯部的日常工作與管理；協助總編輯落實內容、領導不同版面的編輯工作，控制預算及人事問題。
181	Research and Development Director 研發總監	Leads and oversees the prospect and research function, supervise the research staff and work closely with development officers as a partner in helping them to achieve business goals. 主理研發專題以配合公司發展前景及策略，監察研發團隊的工作，並需要與業務發展團隊緊密合作以達到公司業務發展目標。
182	Chief Technology Officer; Chief Technical Director 首席技術主任； 首席技術總監	Oversees the current technology and create relevant policy, possesses the business knowledge to alian technology-related decisions with the organisation's goals. 主理現時技術及科技支援，及制定相對策略/政策，並必須具有相對的業務知識以配合與技術及科技有關的公司發展。
183	Chief (Digital) Content Officer; Director of Digital Media 首席（數碼）內容總監；數碼媒體總監	Oversees the full range of digital strategies and drive change across the organisation; provides content leads based on the development of current digital technologies, and manage the initiatives. 管理及監察多元的數碼策略，以改善及輔助公司發展方向，領導配合數媒平台的內容，緊貼數碼媒體發展以制定配合的內容發展策略。
159	Executive Producer 製作總監	Oversees the work of production team, manages production timeline and schedule with the support of the team. Also as a keyman in holding the resources between creative team, technical team and business team. 全面監控製作過程及管理製作團隊，監察項目製作進度、內容以及預算，並平衡不同團隊之間的合作，尤其是創意、技術及業務三方面。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級（續）	
160	Creative Director 創意總監	Provides visions and guidelines to the creative team (includes copywriters, graphic and digital designers, photographers and videographers etc.) for creative content and campaign production. Also to oversee the team in developing creative projects and work on quality control of all the outputs and deliverables. 領導創意團隊，提供多元創作視野及引導，以製作出具創意及挑戰的設計及內容。管理創作團隊，以及控制及檢察作品品質。
151	Managing Director; President 董事總經理；總裁	Undertakes the overall management of all business including human resource management, cost control and strategic directions. 負責所有業務的管理，包括人事管理、成本控制及方針策略等。
152	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事經理；副總裁；營運總監	Assumes overall responsibility for the management of the advertising sales, marketing/promotional functions, and/or circulation sales functions; or assists the President to undertake the management and marketing functions. 負責廣告銷售，市場推廣，和／或拓展銷量的管理工作；或協助總裁執行管理及營銷工作。
153	Advertising Director ; Advertising Sales Director ; Marketing and Sales Director 廣告總監；廣告銷售總監；銷售及發行總監	Assumes overall responsibility for the management of the advertising sales and marketing functions, or manages a significant client portfolio. 負責管理廣告銷售及市場推廣；或管理一批大客戶。
155	Marketing Director ; Marketing Services Director ; Program Director 市場總監；市場服務總監；項目總監	Assumes overall responsibility for the management of the marketing programs, advertising/promotional plans, researches and PR functions as to support advertising or circulation sales. 負責管理市場工作、廣告／推廣計劃、調查與公關活動，以支援廣告與銷量。
156	Business Development Director 業務發展總監	Assumes overall responsibility for the management of the new business development, or manages marketing and advertising sales projects. 負責管理新業務發展，或管理市場與廣告銷售計劃。
157	Research Director 市場調查總監	Assumes overall responsibility for the management of the market researches, readership survey and data analyses for sales presentation and planning. 負責管理市場調查、讀者調查及數據分析，以制定推銷簡報和計劃。
158	Public Relations Director 公共關係總監	Assumes overall responsibility for the management of the PR programs. Acts as spokesperson of the organisation, and co-ordinates with other media organisations. 負責管理公關計劃；擔任機構發言人，及協調其他媒體。
143	Art Director 美術總監	Provides artistic direction and guidelines for all related business in the organisation. Leads the art and design team and work with other production team when required. Controls quality of all deliverables. 提供美術指導予業務計劃，領導美術及設計團隊，在需要時與其他製作團隊合作，並控制作品質素。
SUPERVISORY LEVEL 主任級	
201	Managing Editor 編輯主任	Undertakes the leadership of various sections of a newspaper, magazine or website (such as news, finance, sports, entertainment, cable, etc.) and the responsibility for the layouts (including the selection, checking, revising and arranging of the material for publication). 負責領導報紙、雜誌或網站個別版面的編輯工作，例如新聞、財經、體育、娛樂、電訊等，對版面編排「把關」，包括選擇、覆核、修改及整理發表的稿件、圖片等。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D)　主任級（續）
202	News Editor ; Assignment Editor 總採訪；採訪主任	Directs the gathering of local news. Assigns reporters to cover various news events. Makes forward planning and keeps assignment diary. Personally covers major events. Liaises with other department heads, managing editor and the editorial/production desk. 指導下屬採訪本地新聞；分派記者採訪各類新聞；策劃工作，編寫採訪日誌。親自採訪重要新聞；與其他部門主管、總編輯／副總編輯及編輯部／製作部聯絡。
203	International News Editor 國際新聞主任	Selects non-local news items which need to be rewritten or translated if necessary. Assigns work to translators or world news researchers/writers. Checks and revises world news stories. Liaises with heads of other departments. 選擇需要重寫或翻譯的非本地新聞項目；分派工作予翻譯員或世界新聞資料蒐集員／撰稿員；審核及修改世界新聞稿件；與有關部門主管聯絡。
204	China / National News Editor 中國新聞主任	Selects China/national news items which need to be rewritten if necessary. Assigns work to China/national news researchers/writers. Checks and revises China/national news stories. Liaises with heads of other departments. 選擇需要重寫的中國／全國新聞項目；分派工作予中國／全國新聞資料蒐集員／撰稿員；審核及修改中國／全國新聞稿件；與有關部門主管聯絡。
205	Assignment Editor (Photography) ; Photo Editor 攝影主任	Assigns work to news photographers. 負責分派新聞攝影工作。
206	Editorial / Leader Writer 主筆	Writes, in consultation with the editor, comments on topics of currents interests to keep the public informed and to stimulate or mould public opinion in accordance with policies of the website/organisation. 與編輯商議，依照網站／機構的方針，撰寫時事評論，以引起或影響輿論。
257	Technical Manager 技術經理	Provides professional insights in balancing the management and technical process with the aim of process success. In support of project planning and execution or product development in technical aspects. 在管理項目及產品製作過程下提供專業技術協助。
281	Research and Development Manager 研發經理	Oversees ways for development of implementation of assigned projects and current products. Monitors new product development from beginning to the end, and prepare financial records, test findings and provide management with progress report. 管理項目及產品的發展及執行方法及進度，監控新產品的發，以至預備發展及數據報告至管理層。
259	Producer 監製	Manages and oversees specific projects assigned from director, from conception to completion. To articulate various resources from different teams to ensure the production is right on the working timeline and budget with agreed standard. 專責項目管理，由概念至完成，需與多個不同團隊合作，連結不同資源以在制定的時間表及預算製作相對水準的作品。
283	Digital Content Officer 數碼內容主任	Coordinates and plans for the digital media creation and multi-channel publication of the requested content, which based on the leads provided from the senior management. 統籌及策劃數碼內容創作，管理製作流程及細節。
214	Production Manager 製作經理	Oversees production process of products, ensure the working time and production quality are matched based on the guidelines from senior management, sales team and also art & design team. 主責監控製作過程，配合高級管理層、銷售及創作團隊所提供的指引，在預定的期表與預算下完成達標品質的產品。
251	Account Manager 客戶經理	Undertakes advertising sales in one commodity, or manages a group of client portfolio. 負責單一種類的廣告銷售；管理一批客戶。

Code No. 編號	Job Title 職稱	Job Description 工作說明
	SUPERVISORY LEVEL (CONT'D) 主任級（續）	
254	Sales Manager 銷售經理	Undertakes circulation sales/ distribution liaison in one country and/ or subscription sales. 負責單一地區銷量銷售／發行聯絡，及／或訂閱推廣。
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理 項目經理	Undertakes marketing activities and advertising/ promotional plans, and manages events, data analyses to support advertising or circulation sales. 負責市場活動與廣告／推廣計劃，及管理項目、分析數據，以支援廣告或銷售。
223	Research Manager 市場調查經理	Undertakes market researches & readership survey, and manages data analyses for sales presentation. 負責市場調查與讀者調查，為銷售簡介做數據分析。
253	Traffic Manager ; Advertising Administration Manager 聯絡經理；廣告行政經理	Undertakes advertising booking, material traffic and invoicing. Assists and supports Advertising Sales team for after sales services. 負責廣告排期，稿件交收與開發票；協助與支援廣告銷售部的售後服務。
258	Public Relations Manager 公共關係經理	Undertakes PR programs, press releases and co-ordinates with other media organisations. 負責公關計劃、新聞稿與協調其他媒體。
255	Sales Training Manager ; Support Manager 銷售訓練；支援經理	Undertakes sales training and sales material, and develops training and incentives programs for sales team. 負責銷售隊伍的訓練與銷售資料；為推銷員制定訓練與激勵計劃。
256	Business Development Manager 業務發展經理	Based on the provided guidelines and vision, gives supervision to the team and manage each headcounts rides on the business goals. Identifies sales leads and pitch goods and services to potential clients with the support of the team, and to maintain good relationship and updates to the existing client sectors. 根據公司指引及目標，監察及協助團隊執行拓展業務工作，關注市場及把產品及服務拓展至新客戶群，以及與固有客戶保持良好關係。
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級	
302	Senior Layout Editor; Layout Editor 資深（高級）版面編輯； 版面編輯	Writes and edits news stories for publication. Undertakes the layout and design of each page. Edits reporters' scripts. 編寫新聞稿件；負責每頁的排版及設計；審核記者稿件。
303	Sub-editor; Copy Editor 文稿編輯	Writes headings, and marks types. Selects, checks, revises and arranges material for publication; and/or involves in the layout and design of each page. 撰寫標題，選擇字體；選擇、覆核、修改及整理發表的稿件、圖片等；及／或需負責每頁的排版及設計。
304	Senior Reporter; Reporter 資深（高級）記者； 記者	Collects, validates and analyses facts about news-worthy events by interview, investigation, or observation, and writes in conformity with prescribed editorial style and format. 以訪問、調查或觀察等方法蒐集、證實及分析具有新聞價值的資料，並依照既定的編輯風格及體裁撰寫文章。
305	Senior Press Photographer; Press Photographer; Photographer 資深（高級）攝影記者； 攝影記者；攝影師	Takes pictures/video of people, places or events. Writes captions. 拍攝有關人、地、事件的照片／短片，並撰寫圖片／影片說明。
306	Senior Translator; Translator 資深（高級）翻譯員； 翻譯員	Translates selected news items. 翻譯經選擇的新聞項目。

Code No. 編號	Job Title 職稱	Job Description 工作說明
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (CONT'D) 編採／製作／執行人員級（續）	
307	Online Editor 網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of Web Page. 撰寫標題，選擇字體；選擇、覆核、修改及整理在網上發表的稿件、圖片等；及／或需負責網頁的排版及設計。
308	Senior Designer 資深（高級）美術設計員	Assigns work to designers. 負責分派美術繪圖及設計工作。
309	Graphic Artist 正稿製作員	Produces artwork according to design. Compiles artwork from layout. 按照設計製作美術稿；將版樣整理為美術稿。
313	Copywriter 撰稿員	Develops concepts and writes project contents (copy). 構思概念及項目內容(稿件)。
383	Web Designer 網頁程式設計員	Produces and updates the Web Page in consultation with the Producer; Creates the look, content, layout and features of a website. Helps with maintenance and additions to the website. 與監製商議，製作和更新網頁；創建一個網站的外觀、內容、佈局和功能；協助網站維護和補充內容。
386	Motion Graphic Designer 動畫影像設計員	Prepares design plan, concept and layout for motion graphic project. 預備設計流程及概念執行，以至製作範本及執行動畫影像項目。
387	Game Designer 遊戲設計員	Creates games for different formats or media. Develops, designs and initial concept designs for games including game play. 由初型、構思以至設計程式細節，製作在不同介面及媒體平台上的遊戲。
384	User Experience Designer; User Interface Designer 客戶體驗設計員；介面設計員	Participates in software development life cycle. Analyses, studies and understands the application, the user objectives, and the desirable user experience. Presents early-stage designs for testing, and offer implementation suggestions from a user-centred perspective; Writes computer codes that result in a data entry interface that is easy to use and minimizes errors on the end-user side. 參與軟件發展，透過理解程式的細節以及用者的背景及行為進行設計。由早期設計範本與執行測試，以至結合其他技術支援; 進行編程及介面設計，透過進行不同的測試以發展最低風險的用者介面。
389	Social Media Executive 社交媒體專員	Generates, edits, publishes and shares content on social media (original text, images, video or HTML) that build meaningful connections with community. 製作、編輯、刊登及分享社交媒體上的內容。
388	Video Editor 影片剪接師	Performs video editing & post-production for video. 為影片進行剪接及後期製作。
385	Multimedia Designer; Digital Designer 多媒體設計員；數碼媒體設計員	Provides digital design, production and updating for web, mobile, social media and digital video. 提供數碼設計、製作以及網頁、手機、社交媒體及數位錄像的更新。
390	Social Media Influencer; Key Opinion Leader (KOL); Blogger 社交媒體影響者；網絡紅人；博客	Provides new product recommendations in niches through publishing videos, live broadcasting, photos and articles on social media platforms targeting online audience to build brand reputation. 在社交媒體平台，就著專門的範疇，發佈視頻、直播、照片或文章，針對目標觀眾群推薦新產品，及提昇品牌形象。
352	Project Executive 項目執行主任	Execute the project with assigned workflow. 根據指示執行項目流程。
382	Webmaster; Web specialist 網主；網頁專員	Acts as the co-ordinator between various function units and external parties to ensure smooth operation on Internet/Intranet website. Creates and updates Web Page, and maintains the overall structure and design of the website. 擔任機構各部門與外界之間的協調，確保互聯網／內聯網網站運作暢順；負責網頁的製作及更新，維持網址的整體結構及設計。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (CONT'D) 編採／製作／執行人員級（續）		
351	Sales Assistant; Account Executive 銷售助理；客戶主任	Assists Advertising Sales Manager/Director for advertising sales mostly from smaller revenue clients, or provides after sales services, advertising material traffic and clerical support functions. 協助廣告銷售總監推銷，主要負責小客戶，提供售後服務，廣告稿交收與文書支援工作。
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任	Assists Marketing Manager/Director for marketing activities/events, data collection and clerical support functions. 協助市場總監／經理推行市場活動／項目、數據收集與文書支援工作。
323	Research Assistant ; Research Executive 市場調查助理；市場調查主任	Assists Research Manager/Director for market researches, readership survey, data collection and clerical support functions. 協助市場調查總監／經理進行市場調查、讀者調查、數據收集與文書支援工作。
353	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	Assists Traffic Manager/Advertising Administration Manager for advertising booking, material traffic, invoicing, and clerical supports functions. 協助聯絡／廣告行政經理處理廣告排期、稿件交收、開發票與文書支援工作。
358	Public Relations Assistant ; Public Relations Executive 公共關係助理；公共關係主任	Assists PR Manager/Director for PR programs, and co-ordinates with other media organisations and clerical supports functions. 協助公關經理／總監處理公關工作，協調其他媒體與文書支援工作。
SUPPORTING/ TECHNICAL LEVEL 輔 助／技術人員級		
401	Designer 美術設計員	Prepares/designs artworks. 預備／設計美術繪圖。
407	Researcher 資料蒐集員	Conducts research according to editor's or reporter's requirements or project requirements. 依照編輯或記者的要求／項目要求，進行資料蒐集。
481	Data Analyst 數據分析員	Interprets data, analyzes results using statistical techniques and provides ongoing reports. Develops and implements data collection systems and other strategies that optimize statistical efficiency and data quality. 進行數據收集流程，使用不同軟件及策略去分析數據，並提供數據報告。
412	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitioner. 負責於展覽會、超級市場或百貨公司中推廣產品及派發廣告傳單，並協助介紹參展商。

The 2023 Manpower Survey of the Media and Communications Industry
媒體及傳訊業 2023 年人力調查

Job Descriptions of Principal Jobs in Public Relations Services Suppliers
公 共 關 係 服 務 供 應 商主要職務工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
111	Managing Director; General Manager 董事總經理；總經理	Focuses on the management and development of the PR services supplier. Formulates strategies and implements plans and policies. 負責公關服務供應商的管理及發展工作；構思策略、推行計劃及政策。
147	Director of Client Services; Account Director 客戶服務總監	Mobilises account servicing team to prospect for new clients. Maintains liaison with key accounts and organises PR activities for them. Manages staff of own team, which may include Account Manager, Account Executive and Account Co-ordinator. 動員客戶服務隊伍為公司尋求新客戶；聯繫重要客戶並為他們安排公關活動；管理客戶服務隊伍，包括客戶經理，主任及總務。
SUPERVISORY LEVEL 主任級		
246	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理； 高級公關顧問； 公關顧問	Assists Account Director to plan, design and implement PR activities. Develops and maintains good relationship with mass media. Maintains close liaison with clients and communicates their feedback to in-house departments. Writes and issues press releases for clients. Handles media enquiries on behalf of clients. Provides crisis support. Helps clients to establish corporate image. 協助客戶服務總監策劃、設計及推行公關活動；與傳媒建立及維持良好關係；與客戶保持密切聯繫， 聽取並傳達客戶意見予內部各部門；草擬及發放新聞稿；代客戶應付及處理傳媒查詢；支援危機處理；為客戶建立企業形象。
245	Chief Editor; Editor 總編輯；編輯	Prepares, screens and approves all press releases, speeches, texts of promotional materials and documents. Ensures that all published materials meet the corporate identity guidelines. 撰寫及審閱所有新聞稿、講詞、宣傳品上的文字及文件；確保所有出版物均符合企業識別指引。
211	Art Director 美術總監	Develops graphics and visual concepts. Involves in art direction of corporate video production, press advertorials and other art productions. Ensures the quality of all productions in graphic executions. 構思平面設計和構圖概念，督導企業宣傳片、印刷媒體供稿及其他美術製作；確保所有作品的美術設計水平。
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理； 項目經理	Undertakes marketing activities and advertising/ promotional plans, and manages events, data analyses to support advertising or circulation sales. 負責市場活動、廣告及推廣計劃，並需管理活動項目、分析數據，以支援廣告或銷量銷售。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL 執行人員級		
347	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任；公共關係主任；新聞主任	Co-ordinates with clients and in-house departments to implement PR projects. Provides account servicing and news monitoring. Prepares press releases. 聯絡客戶及內部部門籌備公關活動；與客戶保持聯繫，及替客戶監察及備存有關新聞消息；準備新聞稿。
391	Digital Media Strategist ; Marketing Strategist 數碼媒體策略師；市務策略師	Undertakes the responsibility of collecting consumer data on digital platforms and developing integrated digital strategies to ensure effective execution, flow and end-result for creative campaigns. 負責收集數碼平台用戶數據及制定整合數碼營銷策略，確保創作企劃得到有效益的執行、流程及成果。
348	Account Co-ordinator 客戶聯絡助理	Performs clerical and administrative duties. Monitors the news for the team. 執行文書及行政工作；為有關客戶服務組別備存新聞消息。
349	Translator 翻譯員	Translates press releases, speeches and documents. 翻譯新聞稿、講詞及文件。
350	Visualiser 美術製稿員	Visualises and prepares storyboard for corporate video productions. Produces layouts for press advertorials and all publicity productions. 繪畫及製作影像故事板、印刷媒體供稿及其他宣傳品製作的版樣或草圖。
312	Graphic Artist 正稿製作員	Produces artwork according to design. Compiles artwork from layout. 按照設計製作美術稿；將版樣整理為美術稿。
313	Copywriter 撰稿員	Writes statements, features, advertorials/public relations contents (copy). 草擬聲明、特稿、宣傳稿／公共關係內容 (稿件)。
323	Research Assistant 市場調查助理	Assists in planning and conducting researches. Collects information and data. 協助策劃及進行調查工作；蒐集資料及數據。
392	Social Media Strategist 社交媒體策略師	Works closely with digital team to develop social media strategies for clients. Involves in measuring and analysing social data, developing content strategies and keeping abreast of social media trends. 與數碼營銷團隊緊密合作，為客戶制定社交媒體策略，包括計算及分析社交數據，制定社交內容策略及了解社交媒體趨勢。
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任	Assists Marketing Manager for marketing activities/ events, data collection and clerical support functions. 協助市場經理推行市場活動或項目，以及蒐集數據和文書支援工作。
324	Strategic Planner 品牌策劃員	Assists the Director of Strategic Planning in developing brand/communication strategies and inspiring creative direction by conducting market research and uncovering consumer insights. 透過進行市場調查及洞察消費行為，協助品牌策劃總監制定品牌傳播策略及啟發創作意念。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
412	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitioner. 負責於展覽會、超級市場或百貨公司中推廣產品及派發廣告傳單，並協助介紹參展商。
481	Data Analyst 數據分析員	Interprets data, analyzes results using statistical techniques and provides ongoing reports. Develops and implements data collection systems and other strategies that optimize statistical efficiency and data quality. 進行數據收集流程，使用不同軟件及策略去分析數據，並提供數據報告。

The 2023 Manpower Survey of the Media and Communications Industry
媒體及傳訊業 2023 年人力調查

Job Descriptions of Principal Jobs in Advertising Companies, Agencies and Other Advertising Services
廣告業機構主要職務工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
111	Managing Director; General Manager 董事總經理；總經理	Undertakes the overall management and development of the advertising agency. Shapes the vision and direction for the agency. 負責廣告公司整體的管理及業務發展，並為公司設定長遠目標及發展方向。
112	Director of Client Services / Account Servicing 客戶服務總監	Responsible for the overall management of the account service function at the agency, including client satisfaction, resources deployment, account profitability, hiring and development of account service personnel. 負責管理整個客戶服務部在公司有效運作，包括滿足客戶期望、資源調配、客戶帶來的收支、挑選及培育屬員。
113	Business Director; Group Account Director; Account Director 客戶總監	Leads an account team and oversees the overall account management, client/agency relationship and profitability of the assigned account portfolio. A brand steward in partnership with the client to formulate the brand/marketing strategies, and develop the communication solutions in answer to client's business objectives. 負責領導客戶服務團隊，監督所有客戶管理屬員的工作，包括公司與客戶的關係、客戶帶來的收支 。更需要協助客戶管理品牌，與客戶合力規劃品牌及市場策略，以及因應客戶的業務目標，制定相關的傳播策略。
114	Director of Strategic Planning 品牌策劃總監	Identifies business opportunities for client by uncovering consumer insights. Conducts market and attitude research. Formulates brand/communication strategies and inspires creative development. 透過洞察消費行為，為業務發展機會確定方向。並進行市場及客戶意向調查，制定品牌及傳播策略，以及啟發創作意念。
115	Executive Creative Director 執行創作總監	Undertakes the overall responsibility (including standards setting) for the management of the creative department. Hires, supervises and develops the creative personnel. 負責管理整個創作部門，監控及制定創意水平，並負責挑選、監督及培育創作部屬員。
116	Creative Group Head; Creative Director 創作總監	Formulates creative strategies in answer to client's business issues/opportunities. Supervises the art directors and/or copy writers in the advertising creative process. 因應客戶的業務問題或發展機會，制定創意策略。並於整個廣告創作流程中，督導美術總監及/或撰稿員的創作工作。
117	Head of TV Production 電視廣告製作主任	Directs, plans, and organises production of TV, video and radio commercials. Helps ensure meeting production budget and timing. Supervises staff members in TV production department. 負責為電視廣告、影片和電台廣告，指導、策劃和籌組製作，亦協助確保符合廣告製作的預算及時間，並督導電視廣告製作部的屬員。
118	Media Planning Director 媒介策劃總監	Manages client's investments in media. Prepares strategic plans and media recommendations. Involves in new business pitches and presentations. 管理客戶的傳媒廣告費用，並制定策略性計劃及選用媒體建議，亦參與新業務的比稿及提案。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級（續）	
119	Media Buying Director 媒介採購總監	Undertakes the overall management of the media buying function and supervises all media buyers. Negotiates terms with various media. 負責全盤管理媒介的採購狀況，並監督所有媒介採購員，更需要與不同媒體洽商條件細節。
120	Media Group Head; Group Director; Associate Director 媒介組主任； 客戶總監；副總監	Primarily responsible for total media planning and services on the accounts assigned. Supervises media planners, and approves the selection of media, space and schedule proposed by media planners. 為客戶宏觀地規劃整體的媒介策略及服務，並督導及批核媒介策劃員工所建議的媒介、版面及日程編排。
121	Head of Insight and Analytics 洞察及數據分析主管	Drive digital assets effectiveness and efficiency in conjunction with different analytics tools and other digital (Agencies/ external data/ partners) collaboration; Lead the team to deliver big data analytics and data visualization solutions to give consumer and business insights through analytics. Effectively present business insights and proposal gained from data analytics to client senior management for business decision making. 結合不同的分析工具和其他數碼機構/外來數據/合作夥伴的協作，提高數碼資產的有效性和效率；帶領團隊提供大數據分析和數據呈現，向客戶管理層受眾和業務見解和建議，以便管理層進行業務決策。
122	Head of Programmatic Service 程序化廣告服務主管	Oversee programmatic technology and algorithmic tools for media buying and deliver innovative solution and business performance for clients. Collaborate with media partners and vendors to ensure campaign success. 監督自動化和程序媒體購買，提供創新的解決方案，以提高客戶的業務績效。與媒體合作夥伴和供應商合作，確保活動成功。
123	Head of Data Strategy and Performance 數據策略及績效主管	Advise clients on the strategic use of data to help clients understand more about audiences and consumers through insight and analytics; create a forward-looking data strategy to drive valued insights and connect data strategy to campaign execution for achieving better return on investment and business performance for clients. 向客戶提供數據策略使用建議，幫助客戶通過見解和分析更了解受眾和消費者；創建前瞻性數據策略來獲得具價值的見解，並將活動與數據策略緊扣，從而為客戶實現更好的回報和業務績效。
SUPERVISORY LEVEL 主任級	
220	Associate Account Director; Account Manager 副客戶總監；客戶經理	The primary client contact who is responsible for maintaining the harmony between the agency and client; as well as planning and orchestrating all resources and processes necessary to support the communications projects. 客戶的主要聯絡人，負責保持廣告公司與客戶之間融洽合作；並負責策劃和協調所有資源和工作流程，以支援不同傳播方案。
211	Art Director 美術總監	Develops concepts, layouts and graphics. Involves in art direction of TV commercials, press advertisements and other art productions. Maintains the quality in graphic executions. 負責構思意念、平面設計和美術圖像，包括電視廣告、平面廣告及其他美術製作，以保持產品的美術設計水平。
212	Studio Manager 正稿製作經理	Supervises the studio production team in preparing printer-ready files (artwork) of advertising and promotional materials. 監督正稿製作團隊，為廣告及宣傳品製作及準備印刷檔案（正稿）。
214	Production Manager 製作經理	Supervises and manages all aspects in printing production to ensure highest levels of production efficiency and quality. Works closely with graphic artists, traffic personnel and printing production vendors. 監督及管理所有範疇的印刷工作，確保印刷工作保持高度效率及質素，並與正稿製作員、流程統籌和印刷公司保持緊密合作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
	SUPERVISORY LEVEL (CONT'D) 主任級（續）	
215	Traffic Manager 流程統籌經理	Acts as a liaison between account services and all other departments. Supervises, coordinates and ensures the on time and orderly flow of all advertising from job initiation to its release and billing. 擔任客戶服務部及其他部門之間的聯繫人。負責監督及統籌所有廣告工作，確保由工作開始、發放，以至收賬的流程，能夠按時完成，並有序地執行。
217	TV Producer 廣告製片	Acts as a liaison between creative and production houses. Supervises, coordinates and ensures the on time, on budget and orderly flow of TV, video and radio commercials production. 擔任創作部門和製作公司之間的聯繫人。負責監督及統籌電視廣告、影片及電台廣告的製作，確保製成品能按時完成，並符合製作預算，同時有序地執行。
218	Media Planning Manager 媒介策劃經理	Assists the Media Planning Director to undertake the client's investments in media. Negotiates terms with various media, makes strategic planning and client presentation. Involves in new business pitches and documentation. 協助媒介策劃總監管理客戶的傳媒廣告費用，與各傳媒機構洽商播放或刊登廣告細節，制定策略性計劃，並向客戶提供新構思；亦會參與新業務的比稿，並草擬有關文件。
219	Media Buying Manager 媒介採購經理	Assists the Media Buying Director in the management of media buying function, supervision of media buyers and negotiation of terms with various media. 協助媒介採購總監管理各個媒介的採購狀況，同時監督媒介採購員的工作，以及與媒體洽商有關條件。
223	Research Manager; Research Planner 市場調查經理； 策略策劃員	Plans and conducts market researches. Compiles and presents research reports. Uncovers insights and implications for client to shape their business/marketing strategies. 策劃並進行市場調查，亦需編制及講解調查報告，以洞悉消費思維和提示，為客戶制定業務及市場策略。
221	Senior PR Consultant; PR Consultant 高級公關顧問； 公關顧問	Plans, designs and implements PR activities. Develops and maintains good relationship with mass media. Maintains close liaison with clients and communicates their feedback to in-house departments. Writes and issues press releases for clients. Monitors the news and handles media enquiries on behalf of clients. 負責策劃、設計及推行公關活動，與傳媒建立及維持良好關係。與客戶保持緊密聯繫，聽取及傳達客戶意見予內部各部門。亦需草擬及發放新聞稿，並密切監察新聞消息，代客戶應付和處理傳媒諮詢。
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理；項目經理	Undertakes marketing activities and advertising/ promotional plans, and manages events, data analyses to support advertising or circulation sales. 負責市場活動、廣告及推廣計劃，並需管理活動項目、分析數據，以支援廣告或銷量銷售。
224	Brand Design Director/ Head of Brand Design 品牌設計總監	Oversees the design of branding and advertising for a client, ensuring that the new branding and advertising fits in with the client's requirements 協助品牌經理，監控整體品牌設計規劃及項目質量。

Code No. 編號	Job Title 職稱	Job Description 工作說明
	EXECUTIONAL LEVEL 執行人員級	
320	Account Executive 客戶主任	Assists in the execution of the day-to-day projects by coordinating various agency departments, communicating with clients, managing timeline and budget, and keeping record of the account. 協助執行日常的工作企劃，工作包括協調公司內不同部門、與客戶緊密聯繫，以及管理企劃進度和預算，並為客戶的工作作紀錄。
311	Visualiser 草稿繪製員	Visualises and prepares storyboard for TV commercials. Produces layouts for press advertisements and all advertising production according to direction specified by art directors. 按照美術總監要求，繪畫及製作電視廣告故事板、平面廣告，以及其他廣告製作的版樣或草圖。
312	Graphic Artist 正稿製作員	Produces artwork according to design specified by art directors. Compiles artwork from layout. 依照美術總監的設計，將設計草稿製作成正稿。
313	Copywriter 撰稿員	Develops concepts and writes advertising contents (copy). 構思廣告意念及撰寫所有廣告中的文字內容（文案）。
318	Media Planner; Media Executive 媒介策劃員；媒介主任	Prepares media plans and schedule for a group of accounts. Assists in client presentation. 為客戶預備媒介計劃及推行的日程編排，並在會議之中協助向客戶講解。
319	Media Buyer 媒介採購員	Negotiates with suppliers for press space or airtime according to the approved schedule and media plan. 根據核定的廣告推行日程及媒介計劃，與不同媒體供應商洽談版面面積或播放時間。
315	Traffic Co-ordinator 流程統籌	Responsible for the internal coordination, expediting, and scheduling of print advertising jobs. Keeps track of work in progress. Collects and distributes layouts and artwork. 負責協調廣告公司內部各個部門的運作，按照工作日程表，有效率地執行平面廣告工作，並需要跟進工作進度，收集及分發廣告設計草稿及正稿。
314	Production Assistant 製作助理	Orders materials and controls their quality standards. Assists Production Manager in liaison with suppliers. 訂購物料，並監控其品質，同時需要協助製作經理與供應商聯絡。
323	Research Assistant 市場調查助理	Assists in planning and conducting researches. Collects information and data. 協助策劃及進行市場調查研究，並協助蒐集資料及數據。
317	Photographer 廣告攝影師	Takes pictures of various subjects (such as buildings, models, merchandise and landscape) which are used in a variety of mediums, including books, reports, advertisements and catalogs, to advertise company/ customer's products or services. 拍攝各類主題照片（如建築物、模特兒、商品及風景）以應用於不同廣告媒體，包括書籍、報告、廣告及商品目錄，以宣傳公司或客戶的消費品或服務。
307	Online Editor 網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of Web Page. 負責撰寫標題及選擇字體，並為網上發表的稿件及圖片，進行選取、覆核、修改及整理的工作，及／或需要負責網頁的排版及設計。
322	Marketing Assistant； Marketing Executive 市場助理；市場主任	Assists Marketing Manager for marketing activities/ events, data collection and clerical support functions. 協助市場經理推行市場活動或項目，以及蒐集數據和文書支援工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
	EXECUTIONAL LEVEL (CONT'D) 執行人員級（續）	
324	Strategic Planner 品牌策劃員	Assists the Director of Strategic Planning in developing brand/communication strategies and inspiring creative direction by conducting market research and uncovering consumer insights. 透過進行市場調查及洞察消費行為，協助品牌策劃總監制定品牌傳播策略及啟發創作意念。
325	Community Manager 社群經理	Acts as the brand advocate for clients' social media platforms to review online conversations, monitor user-generated content and maintains content calendars. Works closely with Social Strategist to develop social media strategies through integrating social data and insights. 為客戶擔任社交平台的推廣角色，評估網上對話、監察用戶生成內容及建立社交內容編制日程。與社交策略師緊密合作，透過整合及洞察社交用戶行為及數據，為客戶制定社交媒體策略。
326	Senior Brand Designer/ Brand Designer 資深品牌設計師；品牌設計師	Assists head of brand design for marketing activities. Responsible for both developing and producing creative brand designs / Provides designs in the process of package design 協助品牌設計總監開發和構思品牌推廣設計。負責品牌形象設計、企業形象識別、平面設計工作。
327	Package Designer 包裝設計師	Provides ideas and designs in the process of package design for clients. 負責為客戶品牌包裝構思、設計、製作及修改工作。
391	Digital Media Strategist ; Marketing Strategist 數碼媒體策略師； 市務策略師	Undertakes the responsibility of collecting consumer data on digital platforms and developing integrated digital strategies for clients to ensure effective execution, flow and end-result for creative campaigns. 負責收集數碼平台用戶數據及制定整合客戶的數碼營銷策略，確保創作企劃得到有效益的執行、流程及成果。
392	Social Media Strategist 社交媒體策略師	Works closely with digital team to develop social media strategies for clients. Involves in measuring and analysing social data, developing content strategies and keeping abreast of social media trends. 與數碼營銷團隊緊密合作，為客戶制定社交媒體策略，包括計算及分析社交數據，制定社交內容策略及了解社交媒體趨勢。
	SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級	
401	Designer 美術設計員	Provides designs in the process of advertising production. 負責廣告製作中的設計工作。
485	Digital Designer 數碼媒體設計員	Provides digital design, production and updating for web, mobile and social media. 負責為數碼媒體（包括網頁、手機及社交網絡）提供設計、製作及更新工作。
482	Webmaster 網主	Acts as the co-ordinator between various function units and external parties to ensure smooth operation on Internet/Intranet website. Creates and updates Web Page, and maintains the overall structure and design of the website. 擔任機構各部門與外界之間的協調，確保互聯網或內聯網網站運作暢順，並負責網頁的製作及更新，維持網址的整體結構及設計。
411	Technician 技術員	Assists staff members in all aspects in the production of programme including manning of the panel. 在各方面協助員工製作節目，包括操控錄音儀器。
412	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitioner. 負責於展覽會、超級市場或百貨公司中推廣產品及派發廣告傳單，並協助介紹參展商。
481	Data Analyst 數據分析員	Interprets data, analyzes results using statistical techniques and provides ongoing reports. Develops and implements data collection systems and other strategies that optimize statistical efficiency and data quality. 進行數據收集流程，使用不同軟件及策略去分析數據，並提供數據報告。

The 2023 Manpower Survey of the Media and Communications Industry
媒體及傳訊業 2023 年人力調查

Job Descriptions of Principal Jobs in Corporate Communications / Public Relations / Advertising / Marketing Department in Companies / Institutions
公司或機構內企業傳訊／公共關係／廣告／市場部主要職務工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
161	General Manager / Director /Head of Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務總經理／總監／主管	Undertakes the management of a corporate communications, public relations, or public affairs department of a company/organisation. Formulates corporate communications, PR, or public affairs strategies and objectives and performs corporate communications, PR, or public affairs functions. Builds up and maintains good relations with the mass media. Edits and publishes in-house publications, approves and issues press releases. 管理公司／機構內部的企業傳訊、公共關係、或公共事務部；制定公司／機構的企業傳訊、公共關係、或公共事務策略與目標；設計並推行企業傳訊、公關、或公共事務活動；與傳媒機構建立及保持良好關係；編輯及出版內部刊物，審閱及發放新聞稿。
162	General Manager / Director /Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／總監／主管	Undertakes the management of an advertising or marketing communications department of a company/ organisation. Formulates corporate advertising or marketing communications strategies and objectives. Performs marketing functions. 管理公司／機構內部的廣告或市場傳訊部；制定公司／機構的廣告或市場推廣策略與目標；設計並推行市場推廣活動。
163	General Manager / Director /Head of Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣總經理／總監／主管	Assumes an overall responsibility for the management of the marketing, product development and/or brand management function which includes advertising; Identifies business opportunities for client by uncovering consumer insights. Formulates brand/communication strategies and inspires creative development. 全盤負責包括廣告在內的市場、產品開發與／或品牌推廣活動；負責客戶品牌業務的整體管理和發展策略，以及啟發團隊的創作意念。
164	Corporate Communications Manager ; Public Relations Manager ; Public Affairs Manager 企業傳訊經理；公共關係經理；公共事務經理	Assists General Manager/Director/Head to formulate PR strategies and objectives. Makes plans for all communications/PR activities of the company/ organisation and supervises their implementation. Maintains good relations and regular liaison with the mass media and handles press enquiries. Reviews and issues press releases prepared by executives, and monitors news. 協助總經理／總監／主管策劃公共關係策略及制定目標；計劃公司／機構的各項傳訊／公關活動及督導執行；與傳媒保持密切連繫及處理傳媒查詢；草擬及發布新聞稿，及監察新聞。
165	Advertising Manager ; Marketing Communications Manager 廣告經理；市場傳訊經理	Assists General Manager/Director/Head to formulate advertising/marketing communications strategies and objectives. Makes plans for placing advertisements and monitoring their effectiveness. 協助總經理／總監／主管策劃廣告或市場推廣策略及制定目標。計劃公司的廣告媒介，監察廣告效果。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級（續）
166	Marketing Manager ; Product Manager ; Brand Manager 市場經理；產品經理；品牌經理	Undertakes the implementation of marketing and/or product development activities which include advertising; Monitors market trends and oversees branding and communication activities to ensure the right message is delivered for product or service. 負責推行市場與／或產品推廣活動，其中包括廣告宣傳；監控市場的發展趨勢和分析，並監督品牌營銷活動，以確保正確的產品或服務信息傳遞。
167	Community Relations Manager 社區關係經理	Develops and maintains good relations with the community. 發展與維持社區關係。
168	Market Research Manager 市場調查經理	Leads a team of researchers to plan, conduct and analyse market researches. 領導市場調查員策劃與進行市場調查工作，分析調查結果。
169	Publication Manager 出版經理	Plans and prepares publications. Assists in the preparation and distribution of reports and other publications. 編製刊物；協助製備及分發報告和其他刊物。
170	Internal Communications Manager 內部傳訊經理	Establishes and manages internal channels to ensure effective communications within a company/ organisation. Arranges communication activities for news announcements to internal staff. 設立及管理公司／機構內部的溝通渠道；安排活動以發布消息予內部員工。
SUPERVISORY LEVEL 主任級
261	Assistant Manager / Executive for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務助理經理／主任	Implements PR plans. Assists manager to liaise with the mass media. Handles enquiries, monitors news and prepares press releases. 執行公關計劃；協助經理聯絡傳媒；處理查詢，檢查新聞與準備新聞稿。
262	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	Implements advertising or marketing communications programmes and campaigns as directed by the Manager. 按照經理指示，推行廣告或市場推廣計劃與活動。
263	Assistant Manager / Executive for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣助理經理／主任	Implements marketing and/or product development activities as directed by the Manager. 按照經理指示，推行市場與／或產品推廣活動。
269	Assistant Manager for Publication 助理出版經理	Assists the manager in preparing and distributing reports and other publications. 協助經理編製與分發報告和其他刊物。
242	Chief Editor; Editor 總編輯；編輯	Prepares, screens and approves all press releases, speeches and documents to ensure the delivery of consistent corporate messages. 撰寫及審閱所有新聞稿、講稿及文件以確保信息一致。
217	TV Producer 廣告製片	Negotiates and liaises with production houses to produce TV commercials. 製作廣告；與製作公司聯絡，並洽商製作事宜。
264	Brand Design Director; Head of Brand Design 品牌設計總監	Oversees the design of branding and advertising for a company/organisation, ensuring that the new branding and advertising fits in with the company/ organisation's overall brand strategy. 協助品牌經理，監控整體品牌設計規劃及項目質量。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL 執行人員級		
361	Officer / Assistant for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務主任／助理	Performs clerical and administrative duties for the department. Carries out supportive role in all PR activities. 處理部門文書工作；支援公關活動。
362	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	Performs clerical and administrative duties for the department. Carries out supportive role in all advertising activities. 處理部門文書工作；支援廣告活動。
363	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣主任／助理	Performs clerical and administrative duties for the department. Carries out supportive role in all marketing and product development activities. 處理部門文書工作；支援市場與產品推廣活動。
367	Officer / Assistant for Community Relations 社區關係主任／助理	Assists in developing and maintaining relationship with the community. 協助發展與維持社區關係。
368	Officer / Assistant for Market Research 市場調查主任／助理	Assists in planning and conducting researches. Collects information and data. 協助策劃及進行調查工作；蒐集資料及數據。
366	Writer ; Translator 撰稿；翻譯員	Prepares press release and scripts. Translates documents into different languages. 撰寫新聞稿與講稿；翻譯文件。
369	Officer / Assistant for Publication 出版主任／助理	Assists in planning and preparing publications. 協助策劃及製備刊物。
365	Graphic Designer 廣告設計員	Prepares graphic designs for publications and promotional activities. 草擬刊物與宣傳活動的設計圖樣。
317	Photographer 攝影師	Takes photos for PR activities and publications. Writes captions. 拍攝照片，供公關工作及刊物之用；撰寫圖片說明。
307	Online Editor 網絡編輯	Writes headings and marks types. Selects, checks, revises and arranges material for online publication; and/or involves in the layout and design of Web Page. 負責撰寫標題及選擇字體；並為網上發表的稿件及圖片，進行選取、覆核、修改及整理的工作；及／或需負責網頁的排版及設計。
326	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	Assists head of brand design for marketing activities. Responsible for both developing and producing creative brand designs./ Provides designs in the process of brand identity design. 協助品牌設計總監開發和構思品牌推廣設計。負責品牌形象設計、企業形象識別、平面設計工作。
327	Package Designer 包裝設計師	Provides ideas and designs in the process of package design for company/organisation. 負責為公司／機構的品牌包裝構思、設計、製作及修改工作。
391	Digital Media Strategist ; Marketing Strategist 數碼媒體策略師；市務策略師	Undertakes the responsibility of collecting consumer data on digital platforms and developing integrated digital strategies for the company/organisation to ensure effective execution, flow and end-result for creative campaigns. 負責收集數碼平台用戶數據及制定整合公司／機構的數碼營銷策略，確保創作企劃得到有效益的執行、流程及成果。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級（續）		
392	Social Media Strategist 社交媒體策略師	Works closely with digital team to develop social media strategies for a company/organisation. Involves in measuring and analysing social data, developing content strategies and keeping abreast of social media trends. 與數碼營銷團隊緊密合作，為公司／機構制定社交媒體策略，包括計算及分析社交數據，制定社交內容策略及了解社交媒體趨勢。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
461	Researcher 資料蒐集員	Collects information according to Market Research Manager's requirements. 依照市場調查經理的要求，進行資料蒐集。
483	Web Page Designer 網頁製作員	Produces and updates the Web Page; Creates the look, content, layout and features of a website. Helps with maintenance and additions to the website. 製作和更新網頁；創建一個網站的外觀、內容、佈局和功能；協助網站維護和補充內容。
481	Data Analyst 數據分析員	Interprets data, analyzes results using statistical techniques and provides ongoing reports. Develops and implements data collection systems and other strategies that optimize statistical efficiency and data quality. 進行數據收集流程，使用不同軟件及策略去分析數據，並提供數據報告。

The 2023 Manpower Survey of the Media and Communications Industry
媒體及傳訊業 2023 年人力調查

Job Descriptions of Principal Jobs in Media Production
媒體製作主要職務工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
131	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	Helps management in formulating station's editorial policies and oversees the implementation of the policies. Decides on programmes and programme formats. Negotiates the purchase and sale of programmes. Undertakes the overall administration and output. Liaises with other sections. Drafts and controls budgets. Deals with personnel matters including employing and dismissing staff. 協助管方制定編輯方針，及負責執行該等方針；決定節目內容及節目形式；負責整體行政及製作；聯絡其他部門；草擬及控制預算；處理人事問題包括聘請及解僱員工。
141	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監；助理總監；創作總監；製作總監	Manages the day-to-day output and running of the programmes. Helps the Vice President/Executive Director with budget controls and staff matters. Examines materials for conformity with established policy and standards, and revises it as necessary. 負責日常節目製作與管理；協助副總裁／執行董事控制預算及處理人事問題；審核播出資料，確保符合一貫方針及標準，必要時加以修改。
142	Program Director; Promotion Director 項目總監；宣傳總監	Assumes overall responsibility for the management of the marketing programs, advertising/promotional plans, researches and PR functions as to support advertising or circulation sales. 負責管理市場工作、廣告／推廣計劃、調查與公關活動，以支援廣告與銷量。
143	Art Director 美術總監	Assumes overall responsibility for the management and control of artwork and visual presentation. 負責管理及檢查美術稿及視覺顯示的有關製作。
144	Chief Arts Tech Director 藝術科技總監	Develops a vision and strategy for incorporating Arts technology into artistic projects, aligning with organisational goals and production quality. 制定將藝術科技融入的藝術項目之願景和策略，並與機構目標和製作品質保持一致。
145	Chief Artificial Intelligence (AI) Director 首席人工智能 (AI) 總監	Explores the intersection of art and artificial intelligence, creates visually stunning and thought-provoking works using AI algorithms and techniques. 探索藝術與人工智能的交叉點，利用人工智能算法和技術創造視覺上令人驚嘆且發人深省的作品。
146	Music Director & Producer 音樂總監及製作人	Oversees and leads the musical aspects of a production, organisation, or ensemble. Sets the artistic vision and direction for the organisation or project. 監督和領導製作、組織或樂團在音樂方面的工作；為機構或項目定立藝術願景和方向。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 主任級		
241	Head of Production; Head of Creation 製作主任；創作主任	Undertakes the overall production design and development (including its scale, cost and contents). Directs the producers to create programmes. 負責整個製作的設計及開發(包括其規模、成本及內容)；指導監製製作節目；協助製作總監／創作總監。
242	Art Tech Show Designer 藝術科技展設計師	Creates and designs immersive and interactive experiences that blend art and technology. This role typically requires a combination of artistic creativity, technical expertise, and a deep understanding of how to engage and captivate audiences. 創作並設計融合藝術與科技的沉浸式互動體驗。 這個角色通常需要結合藝術創作力、技術專業知識，以及深入了解如何吸引和讓觀眾著迷。
243	Interactive VFX Director 互動視覺特效總監	Oversees the integration of visual effects (VFX) into interactive media, such as video games, virtual reality (VR) experiences, augmented reality (AR) applications, and interactive installations. 監督視覺效果 (VFX) 與互動媒體的結合，例如視頻遊戲、虛擬現實 (VR) 體驗、增強現實 (AR) 應用程式和互動裝置。
244	Orchestra & Band Leader 管弦樂團及樂隊指揮	Leads and directs a group of musicians in an orchestra or band setting. No matter it is a symphony orchestra, jazz band, marching band, or any other type of ensemble, the Orchestra or Band Leader plays a crucial role in shaping the musical performance and ensuring a cohesive and synchronized sound. 在管弦樂團或樂隊中領導和指揮一隊音樂家。 無論是交響樂團、爵士樂隊、軍樂隊還是任何其他類型的樂團，樂團或樂隊領隊在塑造音樂表演和確保聲音的凝聚力和同步性，都發揮著其重要的作用。
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
341	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導；編導；助理編導	Plans and develops live or recorded productions, and determines how the show will look and sound. Selects the script, set, props, lighting, and other production elements. Also co-ordinates the activities of on-air personalities, production staff, and other personnel. 策劃及開發直播或錄影製作，以確保如何有一個可觀性及完美的節目；選擇稿件、位置、道具、燈光及其他製作元素；並且協調廣播、製作及其他人員的活動。
342	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集員；資料撰稿員	Responsible for review and approval of the script, decide the general direction of research; research, organising information and script writing for the programme. 負責審閱及批核稿件，決定資料搜集的方向；為節目作資料搜集及稿件撰寫。
313	Content Writer; Script Writer 撰稿員；編劇	Develops concepts and writes project contents or scripts for the programme; revises scripts under the direction of producers and directors. 構思項目或節目意念，撰寫項目內容或節目稿件，按編導及總監的指示修訂稿件。
343	Virtual Idol Designer 虛擬偶像設計師	Designs virtual idols or virtual characters that are used for entertainment and media purposes. Combines elements of character design, animation, and technology to bring virtual idols to life. 設計用於娛樂和媒體的虛擬偶像或虛擬角色。結合角色設計、動畫和技術元素，將虛擬偶像變為現實。
344	Disguise software Technical Director Disguise 軟件技術總監	Oversees the technical aspects of using the Disguise software platform in live events, concerts, theater productions, and other visual experiences. 監督 Disguise 軟件平台在現場活動、音樂會、戲劇製作和其他視覺體驗中的技術層面應用。
345	Song & Music Composer 歌曲及音樂作曲家	Creates original music compositions for various purposes, such as songs, film scores, television themes, commercials, video games, and etc. 為各種需要音樂的作品創作音樂，例如歌曲、電影配樂、電視主題曲、廣告、視頻遊戲等。
346	Musician 音樂人	Performs and creates music using their instrumental or vocal skills. 使用樂器或聲樂技巧來表演和創作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
432	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理；影片剪接；字幕操作員	Assists the producer in all aspects in the production of programme, including shooting and post-production. 在各方面協助編導製作節目，包括後期製作。
433	Duty Director 值日導播員	Monitor the on-air programme broadcasts and carry out panel operation in the Presentation Booths to ensure the smoothness of on-air presentation 負責監察節目播放日常運作及節目播出質素，更新節目播出列表。
434	Senior Cameraman; Cameraman 高級電視攝影師；電視攝影師	Uses motion picture, television, video camera, lighting instruments, or other equipment to film a wide range of subjects, including commercial motion pictures, documentaries, music videos and news events. 使用電影、電視、攝像機、燈光或其他器材攝製廣泛的主題，包括商業電影、音樂錄像、綜藝及體育節目。
486	Motion Graphic Designer ; Visual Effects Designer ; 3D Animator ; 2D Animator 動態圖像設計師；視覺特效設計師；3D 動畫師；2D 動畫師	Responsible for motion graphic / visual effects / animation design work for programme production and other functions. 負責設計節目及其他活動中的動態圖像／ 視覺特效 ／ 動畫。
487	Arts Tech Animator 藝術科技動畫師	Blends artistic creativity with technology to create animated visuals for various purposes, such as art installations, interactive experiences, virtual reality (VR) projects, augmented reality (AR) applications. 將藝術創意與科技兩者融匯，為各種項目添上創作動畫視覺效果，例如藝術裝置、互動體驗、虛擬現實 (VR) 項目、增強現實 (AR) 應用。
439	Audio Engineer ; Mixing Engineer ; Mastering Engineer 音頻工程師；混音工程師；母帶工程師	Blends and balances multiple audio tracks to create a polished and cohesive final mix. Plays a crucial role in the production process, ensuring that all the individual elements of a recording, such as vocals, instruments, and effects, are combined harmoniously to achieve the desired sound. 混合和平衡多個音軌，以創作優美且具有凝聚力的最終混音。在製作過程中擔當重要角色，確保錄音的所有單獨元素（例如人聲、樂器和音效）和諧地混合在一起以達致所需的聲音。
440	Music Studio Engineer 音樂工作室工程師	Specialises in the technical aspects of recording, mixing, and mastering audio in a studio environment. 專門在錄音室環境內進行錄音、混音和母帶音頻的技術工作。
435	Visual Producer 視覺編導	Responsible for editing / shooting on-air promos and station image 負責拍攝及編輯直播廣告和圖像。
436	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員	Responsible for audio recording, dubbing and mixing for programme. 負責節目之錄音、配音及混音。
437	Set Designer 佈景設計師	Design sets for different programme. 負責設計不同節目所需的佈景。
438	Hair Stylist ; Make up Artist ; Dresser 髮型師；化妝師；服裝	Prepare talents / artist with hair-do, make up and styling. 替演員預備合適的髮型、化妝及服裝。

Quality Control Measures

Prior to fieldwork preparation

- Collect the contact information of the sampled establishments

- Group sampled establishments to the same business organisation

Thorough training of fieldwork staff

- Industry briefing workshop by VTC

- Intensive briefing and training sessions by MOV in consultation with VTC

Monitoring of the fieldwork execution

- Well-trained enumerators who are experienced in conducting establishment surveys

- Closely monitor fieldwork progress and work of enumerators

- Debriefing sessions twice a week

Measures to increase the response rate

- Strategic directions given by VTC

- Assistance from the Training Boards and trade associations, etc.

Checking of the completed questionnaires

- Sample check of completed questionnaires by an independent team of QC checkers

- 100% vetting of the completed questionnaires by VTC

Double data entry and data validation

- Double data entry system

- Validation of collected data via computer programming and systems

Data analysis by VTC

- Comparison of survey findings with the last round

- Benchmarking with relevant manpower information (if deemed appropriate)

Response Profile

Sector	(a) No. of valid cases*	(b) No. of establishments successfully enumerated	(b)/(a) Effective response rate
Journalism	117	107	91.5%
Digital / New Media	19	15	78.9%
Advertising and Public Relations	391	370	94.6%
Media Production	68	67	98.5%
Overall	595	559	93.9%

Note: * Excluding establishments which had ceased operation, had not employed any relevant technical staff, etc. at the time of the survey.

Manpower Projection Methodology

Adaptive Filtering Method

1.   The Adaptive Filtering Method is a forecasting method which rests on the principle of "Weighted Exponential Smoothing".   In this method, past manpower data are weighted and heavier weightings are given to the more recent data.   The forecast is more dependent on the recent manpower information.   The degree of emphasis on the more recent survey data can be varied by adjusting the weighting factor (A).   Thus, the higher the value of 'A', the heavier the weightings of the more recent data.

2.   The forecast may also be optimised to suit the decisions made by the Training Boards based on factors such as market trends, technological developments, social-economic factors, future expectations, etc.   The method is illustrated in Figure 1 below.

Figure 1 Adaptive Filtering Method
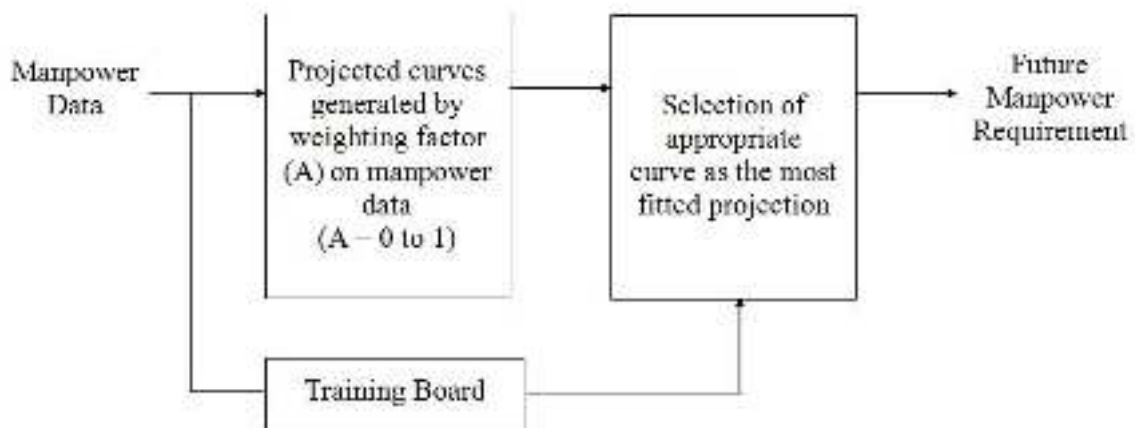
Manpower Projection Methodology

Labour Market Analysis

1.   The Labour Market Analysis approach examines a group of key statistical data which reflects important changes in the local economy, demography and labour market.   It then selects some data as independent variables to build a statistical model that can be used to project manpower demand in the economic sector under study.

2.   The building of a statistical model comprises two main steps: (i) Diagnostic and (ii) Prognostic.   In the Diagnostic step, two sets of statistical data are tested to select determinants. Set I comprises 9 core statistics in the National Accounts (e.g. Gross Domestic Products (GDP) and its components) of Hong Kong, providing information about key economic activities.   Set II comprises 42 economic indicators with more disaggregate information about the economy, such as consumption, investment, trade, tourism, property and related activities, the labour market, etc.   These determinants are statistically tested for multi-collinearity before grouping into principal components.   In the Prognostic step, the principal components are used to build and maintain the statistical models for manpower projection.

Appendix 9 Statistical Tables

Table 1

Manpower Statistics – Journalism (Newspapers)

人力統計數字 - 新聞業（報紙業）

	Principal Job* 主要職務	No. of **Full Time Employees as** **at Survey Reference Date** **(Excl. Freelancer)** 在統計日期的 全職僱員人數 （自由工作者 除外）	No. of **Freelancer** **as at Survey Reference** **Date** 在統計日期的 自由工作者人數	No. of **Full Time Vacancies** **as at Survey Reference** **Date** 在統計日期的全職空缺 額
	MANAGERIAL LEVEL 經 理 級			
101	Editor-in-Chief; The Editor 總編輯	52	0	0
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	93	0	0
103	Executive Editor 執行編輯	17	0	0
	Sub-total: 小計：	**162**	**0**	**0**
	SUPERVISORY LEVEL 主 任 級			
201	Managing Editor 編輯主任	118	0	0
202	News Editor ; Assignment Editor 總採訪；採訪主任	244	0	6
203	International News Editor 國際新聞主任	11	0	0
204	China / National News Editor 中國新聞主任	25	0	0
205	Assignment Editor (Photography) ; Photo Editor 攝影主任	49	0	0
206	Editorial / Leader Writer 主筆	31	0	0
	Sub-total: 小計：	**478**	**0**	**6**
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編 採／製 作／執行人員級			
302	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	229	0	0
303	Sub-editor; Copy Editor 文稿編輯	215	17	7
304	Senior Reporter; Reporter 資深（高級）記者；記者	866	20	39
305	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	180	1	12
306	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	47	0	3
307	Online Editor 網絡編輯	85	1	6
308	Senior Designer 資深（高級）美術設計員	159	0	6
309	Graphic Artist 正稿製作員	78	0	6
301	Senior Producer; Producer 高級監製；監製	22	0	3

392	Social Media Strategist 社交媒體策略師	1	0	0
	Sub-total: **小計：**	**1882**	**39**	**82**
SUPPORTING / TECHNICAL LEVEL **輔 助 ／ 技 術 人 員 級**				
401	Designer 美術設計員	134	5	12
402	Typesetter 植字員	1	0	0
403	Layout Artist 排版員	124	0	3
404	Proof-Reader 校對員	66	1	0
405	Darkroom Person 黑房工作人員	7	0	0
406	Librarian 資料室人員	37	0	0
407	Researcher 資料蒐集員	26	0	0
483	Web Page Designer 網頁製作員	36	2	0
482	Webmaster 網主	9	0	0
485	Digital Designer 數碼媒體設計員	26	2	0
	Sub-total: **小計：**	**466**	**10**	**15**
	Total: **總計：**	**2988**	**49**	**103**

* Including jobs with different titles but with similar functions.
　包括職稱不同但工作類似的職位。

Manpower Statistics – Journalism (Magazines)
人力統計數字 - 新聞業（雜誌）

	Principal Job* 主要職務	No. of Full Time Employees as at Survey Reference Date (Excl. Freelancer) 在統計日期的 全職僱員人數 （自由工作者 除外）	No. of Freelancer as at Survey Reference Date 在統計日期的 自由工作者人數	No. of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺額
	MANAGERIAL LEVEL 經 理 級			
101	Editor-in-Chief; The Editor 總編輯	80	0	0
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	27	0	0
103	Executive Editor 執行編輯	31	0	0
	Sub-total: 小計：	**138**	**0**	**0**
	SUPERVISORY LEVEL 主 任 級			
201	Managing Editor 編輯主任	197	15	15
202	News Editor ; Assignment Editor 總採訪；採訪主任	26	0	0
203	International News Editor 國際新聞主任	6	0	0
204	China / National News Editor 中國新聞主任	6	0	0
205	Assignment Editor (Photography) ; Photo Editor 攝影主任	8	0	0
206	Editorial / Leader Writer 主筆	23	0	0
	Sub-total: 小計：	**266**	**15**	**15**
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編 採 ／ 製 作 ／ 執行人員級			
302	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	63	16	2
303	Sub-editor; Copy Editor 文稿編輯	151	59	3
304	Senior Reporter; Reporter 資深（高級）記者；記者	290	107	18
305	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	32	52	0
306	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	17	0	0
307	Online Editor 網絡編輯	120	0	0
308	Senior Designer 資深（高級）美術設計員	68	0	1

309	Graphic Artist 正稿製作員	3	0	0
301	Senior Producer; Producer 高級監製；監製	10	0	0
	Sub-total: **小計：**	**754**	**234**	**24**
SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**				
401	Designer 美術設計員	125	0	1
403	Layout Artist 排版員	66	0	0
404	Proof-Reader 校對員	46	0	0
405	Darkroom Person 黑房工作人員	1	0	0
483	Web Page Designer 網頁製作員	37	0	0
482	Webmaster 網主	6	0	0
485	Digital Designer 數碼媒體設計員	37	0	0
	Sub-total: **小計：**	**318**	**0**	**1**
	Total: **總計：**	**1476**	**249**	**40**

* Including jobs with different titles but with similar functions.
　包括職稱不同但工作類似的職位。

Manpower Statistics – Journalism (Radio/TV Station)

人力統計數字 - 新聞業（電台及電視台）

Principal Job* 主要職務	No. of Full Time Employees as at Survey Reference Date (Excl. Freelancer) 在統計日期的 全職僱員人數 （自由工作者 除外）	No. of Freelancer as at Survey Reference Date 在統計日期的 自由工作者人數	No. of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺額
MANAGERIAL LEVEL 經 理 級			
131 Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	48	0	0
132 Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	24	0	0
Sub-total: **小計：**	**72**	**0**	**0**
SUPERVISORY LEVEL 主 任 級			
231 Executive News ; Assignment Editor ; Planning Editor 總採訪；策劃主任	38	0	0
232 Deputy News ; Assistant News, Assignment Editor ; Planning Editor 副採訪；策劃主任	40	0	0
201 Managing Editor 編輯主任	31	0	0
233 Deputy Editor ; Assistant Managing Editor 副編輯主任	50	1	0
234 Executive Producer 監製；製作主任	66	0	0
Sub-total: **小計：**	**225**	**1**	**0**
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編 採／製 作／執行人員級			
331 Senior Sub-editor; Sub-editor 高級編輯；編輯	221	1	2
332 News Anchor; Announcer 新聞主播；報告員	87	0	0
333 News Translator 新聞翻譯員	42	2	0
334 Senior Reporter ; Senior Researcher ; Reporter ; Researcher 高級記者；高級資料搜集員；記者；資料搜集員	436	10	6
336 Cameraman 電視攝影師	255	69	2
335 Executive Producer; Senior Producer; Producer 監製；高級編導；編導	195	1	0
307 Online Editor 網絡編輯	37	1	0

337	Content Writer; Script Writer 撰稿員	124	6	0
352	Project Executive 項目執行主任	4	0	0
	Sub-total: **小計：**	**1401**	**90**	**10**
	SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**			
431	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演；製作助理；錄影廠製作經理；影片剪接；字幕操作員	516	106	18
433	Duty Director 值日導播員	75	1	3
486	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D動畫師；2D動畫師	72	0	0
436	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員	38	54	0
437	Set Designer 佈景設計師	26	4	0
438	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	24	4	0
401	Designer 美術設計員	2	0	0
482	Webmaster 網主	13	9	0
483	Web Page Designer 網頁製作員	40	0	0
	Others staff (Operative Level) 其他操作工級員工	40	4	3
	Sub-total: **小計：**	**846**	**182**	**24**
	Total: **總計：**	**2544**	**273**	**34**

* Including jobs with different titles but with similar functions.
  包括職稱不同但工作類似的職位。

Manpower Statistics – Journalism (News agencies)
人力統計數字 - 新聞業（新聞通訊社）

	Principal Job* 主要職務	No. of Full Time Employees as at Survey Reference Date (Excl. Freelancer) 在統計日期的 全職僱員人數 （自由工作者 除外）	No. of Freelancer as at Survey Reference Date 在統計日期的 自由工作者人數	No. of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺額
	MANAGERIAL LEVEL 經 理 級			
101	Editor-in-Chief; The Editor 總編輯	9	0	0
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	9	0	0
103	Executive Editor 執行編輯	2	0	0
	Sub-total: 小計：	**20**	**0**	**0**
	SUPERVISORY LEVEL 主 任 級			
201	Managing Editor 編輯主任	11	0	0
202	News Editor ; Assignment Editor 總採訪；採訪主任	12	0	0
204	China / National News Editor 中國新聞主任	2	0	0
205	Assignment Editor (Photography) ; Photo Editor 攝影主任	1	0	0
206	Editorial / Leader Writer 主筆	2	0	0
	Sub-total: 小計：	**28**	**0**	**0**
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編 採／製 作／執行人員級			
302	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	14	0	0
303	Sub-editor; Copy Editor 文稿編輯	11	0	0
304	Senior Reporter; Reporter 資深（高級）記者；記者	64	0	4
305	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	19	0	0
306	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	3	0	0
307	Online Editor 網絡編輯	8	0	0
309	Graphic Artist 正稿製作員	14	0	0
301	Senior Producer; Producer 高級監製；監製	4	0	0
	Sub-total: 小計：	**137**	**0**	**4**

	SUPPORTING / TECHNICAL LEVEL 輔 助 ／ 技 術 人 員 級			
406	Librarian 資料室人員	1	0	0
407	Researcher 資料蒐集員	4	0	0
482	Webmaster 網主	1	0	0
485	Digital Designer 數碼媒體設計員	1	0	0
	Sub-total: 小計 :	**7**	**0**	**0**
	Total: 總計 :	**192**	**0**	**4**

* Including jobs with different titles but with similar functions.
　包括職稱不同但工作類似的職位。

Table 2

Manpower Statistics – Digital / New media (Digital / New media)
人力統計數字 - 數碼／新媒體業（數碼／新媒體）

	Principal Job* 主要職務	No. of Full Time Employees as at Survey Reference Date (Excl. Freelancer) 在統計日期的 全職僱員人數 （自由工作者 除外）	No. of Freelancer as at Survey Reference Date 在統計日期的 自由工作者人數	No. of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺額
	MANAGERIAL LEVEL 經 理 級			
101	Editor-in-Chief; The Editor 總編輯	16	0	0
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	19	0	0
103	Executive Editor 執行編輯	7	0	0
182	Chief Technology Officer; Chief Technical Director 首席技術主任；首席技術總監	7	0	0
183	Chief (Digital) Content Officer; Director of Digital Media 首席（數碼）內容總監；數碼媒體總監	14	0	0
160	Creative Director 創意總監	7	0	0
	Sub-total: 小計：	**70**	**0**	**0**
	SUPERVISORY LEVEL 主 任 級			
201	Managing Editor 編輯主任	66	0	2
202	News Editor ; Assignment Editor 總採訪；採訪主任	25	0	1
204	China / National News Editor 中國新聞主任	1	0	0
205	Assignment Editor (Photography) ; Photo Editor 攝影主任	16	0	0
206	Editorial / Leader Writer 主筆	9	0	0
257	Technical Manager 技術經理	8	0	0
281	Research and Development Manager 研發經理	6	0	0
259	Producer 監製	42	4	0
283	Digital Content Officer 數碼內容主任	43	0	0
214	Production Manager 製作經理	3	0	0
	Sub-total: 小計：	**219**	**4**	**3**
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編 採 ／ 製 作 ／ 執行人員級			
302	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	33	0	0

303	Sub-editor; Copy Editor 文稿編輯	11	0	0
304	Senior Reporter; Reporter 資深（高級）記者；記者	127	0	8
305	Senior Press Photographer; Press Photographer; Photographer 資深（高級）攝影記者；攝影記者；攝影師	30	6	4
306	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	4	0	1
307	Online Editor 網絡編輯	77	8	2
308	Senior Designer 資深（高級）美術設計員	35	0	2
313	Copywriter 撰稿員	28	2	2
383	Web Designer 網頁程式設計員	34	0	0
386	Motion Graphic Designer 動畫影像設計員	14	0	0
384	User Experience Designer; User Interface Designer 客戶體驗設計員；介面設計員	46	1	0
389	Social Media Executive 社交媒體專員	3	0	0
388	Video Editor 影片剪接師	12	0	0
385	Multimedia Designer; Digital Designer 多媒體設計員；數碼媒體設計員	49	0	0
390	Social Media Influencer; Key Opinion Leader (KOL); Blogger 社交媒體影響者；網絡紅人；博客	10	0	0
352	Project Executive 項目執行主任	12	0	0
382	Webmaster; Web specialist 網主；網頁專員	45	0	0
391	Digital Media Strategist ; Marketing Strategist 數碼媒體策略師；市務策略師	10	0	2
	Sub-total: **小計：**	**580**	**17**	**21**
	SUPPORTING / TECHNICAL LEVEL **輔 助 ／ 技 術 人 員 級**			
401	Designer 美術設計員	38	0	0
407	Researcher 資料蒐集員	10	0	0
434	Senior Cameraman; Cameraman 高級電視攝影師；電視攝影師	8	0	0
	Sub-total: **小計：**	**56**	**0**	**0**
	Total: **總計：**	**925**	**21**	**24**

* Including jobs with different titles but with similar functions.
　包括職稱不同但工作類似的職位。

Table 3

Manpower Statistics – Advertising and Public Relations (Public relations services)
人力統計數字 - 廣告與公共關係業（公共關係服務）

	Principal Job* 主要職務	No. of Full Time Employees as at Survey Reference Date (Excl. Freelancer) 在統計日期的 全職僱員人數 （自由工作者 除外）	No. of Freelancer as at Survey Reference Date 在統計日期的 自由工作者人數	No. of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺額
	MANAGERIAL LEVEL **經 理 級**			
111	Managing Director; General Manager 董事總經理；總經理	331	0	0
147	Director of Client Services; Account Director 客戶服務總監	247	0	0
143	Art Director 美術總監	5	0	0
	Sub-total: **小計：**	**583**	**0**	**0**
	SUPERVISORY LEVEL **主 任 級**			
246	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理；高級公關顧問；公關顧問	754	8	6
245	Chief Editor; Editor 總編輯；編輯	28	0	0
211	Art Director 美術總監	39	0	1
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理；項目經理	106	4	4
243	Interactive VFX Director 互動視覺特效總監	1	0	0
	Sub-total: **小計：**	**928**	**12**	**11**
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL **編 採 ／ 製 作 ／ 執 行 人 員 級**			
347	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任；公共關係主任；新聞主任	1351	20	14
391	Digital Media Strategist ; Marketing Strategist 數碼媒體策略師；市務策略師	84	0	0
348	Account Co-ordinator 客戶聯絡助理	138	0	1
349	Translator 翻譯員	8	0	0
350	Visualiser 美術製稿員	52	0	1
312	Graphic Artist 正稿製作員	59	0	0
313	Copywriter 撰稿員	11	0	0
323	Research Assistant 市場調查助理	66	0	2
392	Social Media Strategist 社交媒體策略師	60	5	0
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任	128	0	0

324	Strategic Planner 品牌策劃員	5	0	0
305	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	4	0	0
388	Video Editor 影片剪接師	4	0	0
	Sub-total: **小計：**	**1970**	**25**	**18**
	SUPPORTING / TECHNICAL LEVEL **輔 助 ／ 技 術 人 員 級**			
412	Promoter 推廣員	83	0	0
481	Data Analyst 數據分析員	15	0	0
437	Set Designer 佈景設計師	5	0	0
	Sub-total: **小計：**	**103**	**0**	**0**
	Total: **總計：**	**3584**	**37**	**29**

* Including jobs with different titles but with similar functions.

包括職稱不同但工作類似的職位。

Manpower Statistics – Advertising Sales / PR / Marketing Department in Media Organizations

人力統計數字 - 傳媒機構內廣告／公共關係／市場部

	Principal Job* 主要職務	No. of Full Time Employees as at Survey Reference Date (Excl. Freelancer) 在統計日期的 全職僱員人數 （自由工作者 除外）	No. of Freelancer as at Survey Reference Date 在統計日期的 自由工作者人數	No. of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺額
	MANAGERIAL LEVEL **經 理 級**			
151	Publisher; Managing Director; President 社長；董事經理；總裁	116	0	0
152	General Manager; Associate Publisher;Deputy Managing Director; Vice President;Chief Operations Officer 總經理；副社長；副董事經理；副總裁；營運總監	99	0	0
153	Advertising Director ; Advertising Sales Director ; Account Director 廣告總監；廣告銷售總監；客戶總監	111	0	0
154	Circulation Sales Director ;Circulation Marketing Director 發行總監；銷售總監	53	0	0
155	Marketing Director ; Marketing Services Director ; Program Director 市場總監；市場服務總監；項目總監	79	0	0
156	Business Development Director 業務發展總監	76	0	0
157	Research Director 市場調查總監	11	0	0
158	Public Relations Director 公共關係總監	42	1	0
143	Art Director 美術總監	84	0	0
	Sub-total: **小計：**	**671**	**1**	**0**
	SUPERVISORY LEVEL **主 任 級**			
251	Account Manager 客戶經理	351	0	11
254	Sales Manager 銷售經理	155	0	4
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理；項目經理	310	0	4
223	Research Manager 市場調查經理	32	0	0
253	Traffic Manager ; Advertising Administration Manager 聯絡經理；廣告行政經理	49	0	2
258	Public Relations Manager 公共關係經理	30	0	0
255	Sales Training Manager ; Support Manager 銷售訓練；支援經理	25	0	0
256	Business Development Manager 業務發展經理	17	0	0
	Sub-total: **小計：**	**969**	**0**	**21**

	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編 採 ／ 製 作 ／ 執行人員級			
351	Advertising Sales Assistant ;Advertising Sales Executive ; Account Executive 廣告銷售助理；廣告銷售主任；客戶主任	578	0	20
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任	306	4	20
323	Research Assistant ; Research Executive 市場調查助理；市場調查主任	61	0	0
353	Traffic Co-ordinator;Advertising Administration Assistant 聯絡員；廣告行政助理	228	4	4
358	Public Relations Assistant ; Public Relations Executive	136	3	0
	Sub-total: **小計 :**	**1309**	**11**	**44**
	SUPPORTING / TECHNICAL LEVEL **輔 助 ／ 技 術 人 員 級**			
412	Promoter 推廣員	58	0	0
	Sub-total: **小計 :**	**58**	**0**	**0**
	Total: **總計 :**	**3007**	**12**	**65**

* Including jobs with different titles but with similar functions.
　包括職稱不同但工作類似的職位。

Manpower Statistics – Advertising and Public Relations (Advertising companies, agencies and other advertising services)
人力統計數字 - 廣告與公共關係業（廣告商／ 媒介代理商）

	Principal Job* 主要職務	No. of Full Time Employees as at Survey Reference Date (Excl. Freelancer) 在統計日期的 全職僱員人數 （自由工作者 除外）	No. of Freelancer as at Survey Reference Date 在統計日期的 自由工作者人數	No. of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺額
	MANAGERIAL LEVEL **經 理 級**			
111	Managing Director; General Manager 董事總經理；總經理	810	0	0
112	Director of Client Services / Account Servicing 客戶服務總監	67	0	0
113	Business Director; Group Account Director; AccountDirector 客戶總監	319	0	0
114	Director of Strategic Planning 品牌策劃總監	11	0	0
115	Executive Creative Director 執行創作總監	28	0	0
116	Creative Group Head; Creative Director 創作總監	305	8	0
117	Head of TV Production 電視廣告製作主任	25	0	0
118	Media Planning Director 媒介策劃總監	11	0	0
119	Media Buying Director 媒介採購總監	3	0	0
120	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	19	0	0
121	Head of Insight and Analytics 洞察及數據分析主管	8	0	0
122	Head of Programmatic Service 程序化廣告服務主管	2	0	0
123	Head of Data Strategy and Performance 數據策略及績效主管	5	0	0
165	Advertising Manager ;Marketing Communications Manager 廣告經理；市場傳訊經理	1	0	0
	Sub-total: **小計：**	**1614**	**8**	**0**
	SUPERVISORY LEVEL **主 任 級**			
220	Associate Account Director; Account Manager 副客戶總監；客戶經理	1199	0	100
211	Art Director 美術總監	916	0	0
212	Studio Manager 正稿製作經理	4	0	0
214	Production Manager 製作經理	514	0	0
215	Traffic Manager 流程統籌經理	34	0	0
217	TV Producer 廣告製片	172	0	0

No.	Position			
218	Media Planning Manager 媒介策劃經理	60	0	0
219	Media Buying Manager 媒介採購經理	11	0	0
223	Research Manager; Research Planner 市場調查經理；策略策劃員	59	0	0
221	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	31	0	0
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理；項目經理	254	0	2
224	Brand Design Director ; Head of Brand Design 品牌設計總監	56	0	0
	Sub-total: **小計：**	**3310**	**0**	**102**
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL **編採／製作／執行人員級**			
320	Account Executive 客戶主任	2090	1	9
311	Visualiser 草稿繪製員	14	0	0
312	Graphic Artist 正稿製作員	1796	18	6
313	Copywriter 撰稿員	473	96	2
318	Media Planner; Media Executive 媒介策劃員；媒介主任	345	3	5
319	Media Buyer 媒介採購員	74	0	1
315	Traffic Co-ordinator 流程統籌	33	0	0
314	Production Assistant 製作助理	274	168	16
323	Research Assistant 市場調查助理	41	0	0
317	Photographer 廣告攝影師	258	75	0
307	Online Editor 網絡編輯	231	3	3
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任	646	18	181
324	Strategic Planner 品牌策劃員	29	3	0
325	Community Manager 社群經理	20	0	0
326	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	178	0	0
327	Package Designer 包裝設計師	4	0	0
391	Digital Media Strategist ; Marketing Strategist 數碼媒體策略師；市務策略師	62	100	0
392	Social Media Strategist 社交媒體策略師	42	50	0
351	Advertising Sales Assistant ;Advertising Sales Executive ; Account Executive 廣告銷售助理；廣告銷售主任；客戶主任	2	0	0
365	Graphic Designer 廣告設計員	1	0	0
	Sub-total: **小計：**	**6613**	**535**	**223**

	SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**			
401	Designer 美術設計員	2746	64	1
485	Digital Designer 數碼媒體設計員	437	0	0
482	Webmaster 網主	43	0	0
411	Technician 技術員	193	0	0
412	Promoter 推廣員	85	2	0
481	Data Analyst 數據分析員	85	5	2
486	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D動畫師；2D動畫師	36	0	0
	Sub-total: **小計：**	**3625**	**71**	**3**
	Total: **總計：**	**15162**	**614**	**328**

* Including jobs with different titles but with similar functions.
　包括職稱不同但工作類似的職位。

Manpower Statistics – Advertising and Public Relations

(Corporate communication/ PR/ advertising/ marketing department in company/ institution)

人力統計數字 - 廣告與公共關係業（設立企業傳訊／公共關係／廣告／市場部的公司或機構）

	Principal Job* 主要職務	No. of Full Time Employees as at Survey Reference Date (Excl. Freelancer) 在統計日期的 全職僱員人數 （自由工作者 除外）	No. of Freelancer as at Survey Reference Date 在統計日期的 自由工作者人數	No. of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺額
	MANAGERIAL LEVEL 經 理 級			
161	General Manager / Director / Head of Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務總經理／總監／主管	241	0	4
162	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理 ／ 總監／主管	93	0	0
163	General Manager / Director / Head of Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣總經理／總監／主管	304	0	5
164	Corporate Communications Manager ;Public Relations Manager ; Public Affairs Manager 企業傳訊經理；公共關係經理；公共事務經理	395	0	11
165	Advertising Manager ;Marketing Communications Manager 廣告經理；市場傳訊經理	228	0	6
166	Marketing Manager ; Product Manager ; Brand Manager 市場經理；產品經理；品牌經理	363	0	7
167	Community Relations Manager 社區關係經理	86	0	3
168	Market Research Manager 市場調查經理	117	0	0
169	Publication Manager 出版經理	49	0	0
170	Internal Communications Manager 內部傳訊經理	25	0	0
	Sub-total: 小計：	**1901**	**0**	**36**
	SUPERVISORY LEVEL 主 任 級			
261	Assistant Manager / Executive for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務助理經理／主任	770	0	16
262	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	313	0	27
263	Assistant Manager / Executive for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣助理經理／主任	631	0	6
242	Chief Editor; Editor 總編輯；編輯	18	0	0
217	TV Producer 廣告製片	7	0	0

264	Brand Design Director; Head of Brand Design 品牌設計總監	23	0	0
	Sub-total: **小計：**	**1762**	**0**	**49**
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL **編 採 ／ 製 作 ／ 執行人員級**				
361	Officer / Assistant for Corporate Communications,Public Relations and Public Affairs 企業傳訊、公共關係及公共事務主任／助理	837	16	23
362	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	813	15	20
363	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣主任／助理	930	0	49
367	Officer / Assistant for Community Relations 社區關係主任／助理	91	1	7
368	Officer / Assistant for Market Research 市場調查主任／助理	101	0	3
366	Writer ; Translator 撰稿；翻譯員	3	0	0
369	Officer / Assistant for Publication 出版主任／助理	10	0	0
365	Graphic Designer 廣告設計員	155	0	0
317	Photographer 攝影師	35	0	0
307	Online Editor 網絡編輯	12	0	0
326	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	25	0	0
391	Digital Media Strategist ; Marketing Strategist 數碼媒體策略師；市務策略師	51	0	0
392	Social Media Strategist 社交媒體策略師	64	0	8
	Sub-total: **小計：**	**3127**	**32**	**110**
SUPPORTING / TECHNICAL LEVEL **輔 助 ／ 技 術 人 員 級**				
461	Researcher 資料蒐集員	73	0	0
483	Web Page Designer 網頁製作員	55	0	0
481	Data Analyst 數據分析員	59	0	0
	Sub-total: **小計：**	**187**	**0**	**0**
	Total: **總計：**	**6977**	**32**	**195**

* Including jobs with different titles but with similar functions.
　包括職稱不同但工作類似的職位。

Table 4

Manpower Statistics–Media Production (Production Companies)
人力統計數字 - 媒體製作業（媒體製作）

	Principal Job* 主要職務	No. of Full Time Employees as at Survey Reference Date (Excl. Freelancer) 在統計日期的 全職僱員人數 （自由工作者 除外）	No. of Freelancer as at Survey Reference Date 在統計日期的 自由工作者人數	No. of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺額
	MANAGERIAL LEVEL **經 理 級**			
131	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	195	0	0
141	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監；助理總監；創作總監；製作總監	515	0	1
142	Program Director; Promotion Director 項目總監；宣傳總監	94	0	0
143	Art Director 美術總監	110	0	0
	Sub-total: **小計：**	**914**	**0**	**1**
	SUPERVISORY LEVEL **主 任 級**			
241	Head of Production; Head of Creation 製作主任；創作主任	535	0	0
243	Interactive VFX Director 互動視覺特效總監	27	0	0
	Sub-total: **小計：**	**562**	**0**	**0**
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL **編 採 ／ 製 作 ／ 執行人員級**			
341	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導；編導；助理編導	938	0	0
342	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集員；資料撰稿員	13	0	0
313	Content Writer ; Script Writer 撰稿員；編劇	53	3	0
346	Musician 音樂人	2	0	0
307	Online Editor 網絡編輯	1	0	0
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任	40	0	0
334	Senior Reporter ; Senior Researcher ; Reporter ; Researcher 高級記者；高級資料搜集員；記者；資料搜集員	32	0	0
385	Multimedia Designer; Digital Designer 多媒體設計員；數碼媒體設計員	1	1	0
387	Game Designer 遊戲設計員	1	0	0
	Sub-total: **小計：**	**1081**	**4**	**0**

	SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級			
432	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理；影片剪接；字幕操作員	287	32	4
434	Senior Cameraman; Cameraman 高級電視攝影師；電視攝影師	751	102	0
486	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D動畫師；2D動畫師	553	3	8
487	Arts Tech Animator 藝術科技動畫師	32	0	0
439	Audio Engineer, Mixing Engineer, Mastering Engineer 音頻工程師；混音工程師；母帶工程師	1	0	0
435	Visual Producer 視覺編導	327	198	5
436	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄； 收音員	403	0	0
437	Set Designer 佈景設計師	6	0	0
431	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演；製作助理；錄影廠製作經理；影片剪接；字幕操作員	24	16	0
	Sub-total: 小計：	2384	351	17
	Total: 總計：	4941	355	18

* Including jobs with different titles but with similar functions.

包括職稱不同但工作類似的職位。

Table 5

Percentage distribution of Average Monthly Remuneration Package of Full-time Employees by principal job – Journalism
僱員月入的分布情況 - 新聞業

	Principal Job* 主要職務	$80,001 or above $80,001 或以上	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$15,001 - $20,000	$15,000 or below $15,000 或以下	Total number of full-time employees 全職僱員人數
	MANAGERIAL LEVEL **經 理 級**							
101	Editor-in-Chief; The Editor 總編輯	15.6%	15.6%	61.5%	7.4%	0.0%	0.0%	141
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	8.1%	69.1%	17.9%	4.9%	0.0%	0.0%	129
103	Executive Editor 執行編輯	0.0%	18.0%	66.0%	16.0%	0.0%	0.0%	50
131	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	31.6%	65.8%	2.6%	0.0%	0.0%	0.0%	48
132	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	17.4%	78.3%	4.3%	0.0%	0.0%	0.0%	24
	Sub-total: **小計：**	**12.7%**	**42.8%**	**37.9%**	**6.5%**	**0.0%**	**0.0%**	**392**
	SUPERVISORY LEVEL **主 任 級**							
201	Managing Editor 編輯主任	0.0%	9.4%	34.5%	55.5%	0.6%	0.0%	357
202	News Editor ; Assignment Editor 總採訪；採訪主任	0.0%	4.2%	85.4%	10.4%	0.0%	0.0%	282
203	International News Editor 國際新聞主任	0.0%	29.4%	47.1%	23.5%	0.0%	0.0%	17
204	China / National News Editor 中國新聞主任	0.0%	15.2%	66.7%	18.2%	0.0%	0.0%	33
205	Assignment Editor (Photography) ; Photo Editor 攝影主任	0.0%	13.2%	68.4%	13.2%	5.3%	0.0%	58
206	Editorial / Leader Writer 主筆	0.0%	13.0%	38.9%	48.1%	0.0%	0.0%	56
231	Executive News ; Assignment Editor ; Planning Editor 總採訪；策劃主任	0.0%	36.4%	42.4%	21.2%	0.0%	0.0%	38
232	Deputy News ; Assistant News, Assignment Editor ; Planning Editor 副採訪；策劃主任	0.0%	0.0%	92.6%	7.4%	0.0%	0.0%	40
233	Deputy Editor ; Assistant Managing Editor 副編輯主任	0.0%	5.0%	95.0%	0.0%	0.0%	0.0%	50
234	Executive Producer 監製；製作主任	0.0%	15.2%	78.8%	6.1%	0.0%	0.0%	66
	Sub-total: **小計：**	**0.0%**	**9.8%**	**60.4%**	**29.4%**	**0.4%**	**0.0%**	**997**
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL **編 採 ／ 製 作 ／ 執行人員級**							
302	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	0.0%	3.3%	48.1%	31.1%	17.4%	0.0%	306
303	Sub-editor; Copy Editor 文稿編輯	0.0%	0.0%	6.1%	69.2%	24.8%	0.0%	377
304	Senior Reporter; Reporter 資深（高級）記者；記者	0.0%	2.0%	21.4%	74.0%	2.6%	0.0%	1220
305	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	0.0%	0.0%	24.5%	35.9%	39.6%	0.0%	231
306	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	67
307	Online Editor 網絡編輯	0.0%	0.0%	7.3%	63.0%	29.7%	0.0%	250
308	Senior Designer 資深（高級）美術設計員	0.0%	0.0%	12.4%	78.9%	8.8%	0.0%	227
309	Graphic Artist 正稿製作員	0.0%	0.0%	36.9%	4.6%	58.5%	0.0%	95
301	Senior Producer; Producer 高級監製；監製	0.0%	0.0%	5.6%	94.4%	0.0%	0.0%	36
331	Senior Sub-editor; Sub-editor 高級編輯；編輯	0.0%	0.0%	40.0%	58.5%	1.5%	0.0%	221
332	News Anchor; Announcer 新聞主播；報告員	0.0%	0.0%	53.2%	13.0%	26.0%	7.8%	87
333	News Translator 新聞翻譯員	0.0%	0.0%	67.5%	25.0%	7.5%	0.0%	42
334	Senior Reporter ; Senior Researcher ; Reporter ; Researcher 高級記者；高級資料搜集員；記者；資料搜集員	0.0%	0.0%	0.0%	87.5%	12.5%	0.0%	436
335	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	0.0%	0.0%	4.8%	93.1%	2.1%	0.0%	195

336	Cameraman 電視攝影師	0.0%	0.0%	2.1%	69.5%	28.3%	0.0%	255
337	Content Writer; Script Writer 撰稿員	0.0%	0.0%	4.7%	90.6%	4.7%	0.0%	124
352	Project Executive 項目執行主任	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	4
392	Social Media Strategist 社交媒體策略師	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	1
	Sub-total: **小計：**	**0.0%**	**0.9%**	**18.2%**	**67.3%**	**13.5%**	**0.2%**	**4174**
	SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**							
401	Designer 美術設計員	0.0%	0.0%	0.0%	17.2%	80.9%	2.0%	261
402	Typesetter 植字員	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	1
403	Layout Artist 排版員	0.0%	0.0%	0.0%	37.3%	62.7%	0.0%	190
404	Proof-Reader 校對員	0.0%	0.0%	0.0%	51.4%	34.6%	14.0%	112
405	Darkroom Person 黑房工作人員	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	8
406	Librarian 資料室人員	0.0%	0.0%	0.0%	12.0%	88.0%	0.0%	38
407	Researcher 資料蒐集員	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	30
431	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演；製作助理；錄影廠製作經理；影片剪接；字幕操作員	0.0%	0.0%	0.0%	96.8%	3.2%	0.0%	516
433	Duty Director 值日導播員	0.0%	0.0%	0.0%	22.7%	77.3%	0.0%	75
436	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員	0.0%	0.0%	0.0%	53.6%	46.4%	0.0%	38
437	Set Designer 佈景設計師	0.0%	0.0%	87.5%	12.5%	0.0%	0.0%	26
438	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	24
483	Web Page Designer 網頁製作員	0.0%	0.0%	0.0%	9.3%	90.7%	0.0%	113
482	Webmaster 網主	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	29
485	Digital Designer 數碼媒體設計員	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	64
486	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D動畫師；2D動畫師	0.0%	0.0%	0.0%	98.6%	1.4%	0.0%	72
499	Other Operative Level 其他操作工級	0.0%	0.0%	30.0%	5.0%	65.0%	0.0%	40
	Sub-total: **小計：**	**0.0%**	**0.0%**	**1.7%**	**50.0%**	**47.0%**	**1.3%**	**1637**

* Including jobs with different titles but with similar functions.
包括職稱不同但工作類似的職位。

Table 6

Percentage distribution of Average Monthly Remuneration Package of Full-time Employees by principal job – Digital / New media (Digital / New media)
僱員月入的分布情況 - 數碼／新媒體業（數碼／新媒體）

	Principal Job* 主要職務	$80,001 or above $80,001 或以上	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$15,001 - $20,000	$15,000 or below $15,000 或以下	Total number of full-time employees 全職僱員人數
	MANAGERIAL LEVEL **經 理 級**							
101	Editor-in-Chief; The Editor 總編輯	18.8%	50.0%	31.3%	0.0%	0.0%	0.0%	16
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	5.3%	78.9%	15.8%	0.0%	0.0%	0.0%	19
103	Executive Editor 執行編輯	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	7
182	Chief Technology Officer; Chief Technical Director 首席技術主任；首席技術總監	14.3%	85.7%	0.0%	0.0%	0.0%	0.0%	7
183	Chief (Digital) Content Officer; Director of Digital Media 首席（數碼）內容總監；數碼媒體總監	25.0%	75.0%	0.0%	0.0%	0.0%	0.0%	14
160	Creative Director 創意總監	0.0%	83.3%	16.7%	0.0%	0.0%	0.0%	7
	Sub-total: **小計：**	**11.1%**	**74.6%**	**14.3%**	**0.0%**	**0.0%**	**0.0%**	**70**
	SUPERVISORY LEVEL **主 任 級**							
201	Managing Editor 編輯主任	0.0%	19.4%	50.0%	30.6%	0.0%	0.0%	66
202	News Editor ; Assignment Editor 總採訪；採訪主任	0.0%	16.0%	84.0%	0.0%	0.0%	0.0%	25
204	China / National News Editor 中國新聞主任	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	1
205	Assignment Editor (Photography) ; Photo Editor 攝影主任	0.0%	0.0%	37.5%	62.5%	0.0%	0.0%	16
206	Editorial / Leader Writer 主筆	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	9
257	Technical Manager 技術經理	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	8
281	Research and Development Manager 研發經理	-	-	-	-	-	-	6
259	Producer 監製	0.0%	11.9%	64.3%	23.8%	0.0%	0.0%	42
283	Digital Content Officer 數碼內容主任	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	43
214	Production Manager 製作經理	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	3
	Sub-total: **小計：**	**0.0%**	**10.4%**	**52.5%**	**37.1%**	**0.0%**	**0.0%**	**219**
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL **編 採／製 作／執行人員級**							
302	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	0.0%	0.0%	18.5%	37.0%	44.4%	0.0%	33
303	Sub-editor; Copy Editor 文稿編輯	0.0%	0.0%	33.3%	0.0%	66.7%	0.0%	11
304	Senior Reporter; Reporter 資深（高級）記者；記者	0.0%	0.0%	5.5%	86.6%	7.9%	0.0%	127
305	Senior Press Photographer; Press Photographer; Photographer 資深（高級）攝影記者；攝影記者；攝影師	0.0%	0.0%	10.3%	27.6%	62.1%	0.0%	30
306	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	0.0%	0.0%	75.0%	25.0%	0.0%	0.0%	4
307	Online Editor 網絡編輯	0.0%	0.0%	7.5%	80.6%	11.9%	0.0%	77
308	Senior Designer 資深（高級）美術設計員	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	35
313	Copywriter 撰稿員	0.0%	0.0%	18.5%	51.9%	29.6%	0.0%	28
383	Web Designer 網頁程式設計員	0.0%	0.0%	0.0%	88.9%	11.1%	0.0%	34
386	Motion Graphic Designer 動畫影像設計員	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	14
384	User Experience Designer; User Interface Designer 客戶體驗設計員；介面設計員	0.0%	0.0%	25.0%	75.0%	0.0%	0.0%	46
389	Social Media Executive 社交媒體專員	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	3
388	Video Editor 影片剪接師	0.0%	0.0%	33.3%	66.7%	0.0%	0.0%	12
385	Multimedia Designer; Digital Designer 多媒體設計員；數碼媒體設計員	0.0%	0.0%	0.0%	23.3%	76.7%	0.0%	49

390	Social Media Influencer; Key Opinion Leader (KOL); Blogger 社交媒體影響者；網絡紅人；博客	-	-	-	-	-	-	10
352	Project Executive 項目執行主任	0.0%	0.0%	0.0%	66.7%	33.3%	0.0%	12
382	Webmaster; Web specialist 網主；網頁專員	0.0%	0.0%	0.0%	64.4%	35.6%	0.0%	45
391	Digital Media Strategist ; Marketing Strategist 數碼媒體策略師；市務策略師	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	10
	Sub-total: **小計：**	**0.0%**	**0.0%**	**8.9%**	**66.2%**	**24.9%**	**0.0%**	**580**
	SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**							
401	Designer 美術設計員	0.0%	0.0%	0.0%	39.5%	60.5%	0.0%	38
407	Researcher 資料蒐集員	0.0%	0.0%	0.0%	10.0%	90.0%	0.0%	10
434	Senior Cameraman; Cameraman 高級電視攝影師；電視攝影師	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	8
	Sub-total: **小計：**	**0.0%**	**0.0%**	**0.0%**	**42.9%**	**57.1%**	**0.0%**	**56**

* Including jobs with different titles but with similar functions.
　包括職稱不同但工作類似的職位。

Table 7

Percentage distribution of Average Monthly Remuneration Package of Full-time Employees by principal job – Advertising and Public Relations (Public relations services)
僱員月入的分布情況 - 廣告與公共關係業（公共關係服務）

	Principal Job* 主要職務	$80,001 or above $80,001 或以上	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$15,001 - $20,000	$15,000 or below $15,000 或以下	Total number of full-time employees 全職僱員人數
	MANAGERIAL LEVEL **經 理 級**							
111	Managing Director; General Manager 董事總經理；總經理	5.2%	44.6%	45.5%	4.7%	0.0%	0.0%	1141
112	Director of Client Services / Account Servicing 客戶服務總監	3.3%	23.0%	70.5%	3.3%	0.0%	0.0%	67
113	Business Director; Group Account Director; Account Director 客戶總監	5.4%	10.8%	81.5%	2.3%	0.0%	0.0%	319
114	Director of Strategic Planning 品牌策劃總監	0.0%	30.0%	60.0%	10.0%	0.0%	0.0%	11
115	Executive Creative Director 執行創作總監	7.4%	44.4%	40.7%	7.4%	0.0%	0.0%	28
116	Creative Group Head; Creative Director 創作總監	2.0%	35.3%	32.3%	30.4%	0.0%	0.0%	305
117	Head of TV Production 電視廣告製作主任	0.0%	4.2%	91.7%	4.2%	0.0%	0.0%	25
118	Media Planning Director 媒介策劃總監	40.0%	50.0%	10.0%	0.0%	0.0%	0.0%	11
119	Media Buying Director 媒介採購總監	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	3
120	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	33.3%	38.9%	27.8%	0.0%	0.0%	0.0%	19
121	Head of Insight and Analytics 洞察及數據分析主管	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	8
122	Head of Programmatic Service 程序化廣告服務主管	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	2
123	Head of Data Strategy and Performance 數據策略及績效主管	0.0%	40.0%	60.0%	0.0%	0.0%	0.0%	5
143	Art Director 美術總監	2.4%	31.3%	60.2%	6.0%	0.0%	0.0%	89
147	Director of Client Services; Account Director 客戶服務總監	10.7%	26.9%	61.2%	1.2%	0.0%	0.0%	247
151	Publisher; Managing Director; President 社長；董事經理／總經理；總裁	11.0%	37.6%	51.4%	0.0%	0.0%	0.0%	116
152	General Manager; Associate Publisher; Deputy Managing Director; Vice President; Chief Operations Officer 總經理；副社長；副董事經理；副總裁；營運總監	8.0%	64.8%	23.9%	3.4%	0.0%	0.0%	99
153	Advertising Director ; Advertising Sales Director ; Marketing and Sales /Account Director 廣告總監；廣告銷售總監；銷售及發行／客戶總監	3.1%	25.5%	65.3%	6.1%	0.0%	0.0%	111
154	Circulation Sales Director ; Circulation Marketing Director 發行總監；銷售總監	2.2%	20.0%	55.6%	22.2%	0.0%	0.0%	53
155	Marketing Director ; Marketing Services Director ; Program Director 市場總監；市場服務總監；項目總監	7.5%	28.4%	64.2%	0.0%	0.0%	0.0%	79
156	Business Development Director 業務發展總監	4.1%	20.5%	68.5%	6.8%	0.0%	0.0%	76
157	Research Director 市場調查總監	10.0%	20.0%	70.0%	0.0%	0.0%	0.0%	11
158	Public Relations Director 公共關係總監	0.0%	35.3%	50.0%	14.7%	0.0%	0.0%	42
161	General Manager / Director / Head of Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務總經理／總監／主管	12.3%	40.2%	47.5%	0.0%	0.0%	0.0%	241
162	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理 ／ 總監／主管	3.5%	52.9%	43.5%	0.0%	0.0%	0.0%	93
163	General Manager / Director / Head of Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣總經理／總監／主管	4.4%	45.8%	49.8%	0.0%	0.0%	0.0%	304
164	Corporate Communications Manager ; Public Relations Manager ; Public Affairs Manager 企業傳訊經理；公共關係經理；公共事務經理	12.2%	57.4%	20.7%	9.7%	0.0%	0.0%	395

165	Advertising Manager ; Marketing Communications Manager 廣告經理；市場傳訊經理	0.4%	83.5%	10.3%	5.8%	0.0%	0.0%	229
166	Marketing Manager ; Product Manager ; Brand Manager 市場經理；產品經理；品牌經理	0.0%	21.7%	65.9%	12.4%	0.0%	0.0%	363
167	Community Relations Manager 社區關係經理	4.1%	79.5%	16.4%	0.0%	0.0%	0.0%	86
168	Market Research Manager 市場調查經理	0.0%	11.8%	88.2%	0.0%	0.0%	0.0%	117
169	Publication Manager 出版經理	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	49
170	Internal Communications Manager 內部傳訊經理	4.0%	88.0%	8.0%	0.0%	0.0%	0.0%	25
	Sub-total: **小計：**	**5.4%**	**39.7%**	**48.4%**	**6.6%**	**0.0%**	**0.0%**	**4769**
	SUPERVISORY LEVEL **主任級**							
211	Art Director 美術總監	0.0%	0.4%	39.0%	60.4%	0.2%	0.0%	955
212	Studio Manager 正稿製作經理	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	4
214	Production Manager 製作經理	0.0%	3.1%	10.5%	73.3%	13.1%	0.0%	514
215	Traffic Manager 流程統籌經理	0.0%	0.0%	24.2%	75.8%	0.0%	0.0%	34
217	TV Producer 廣告製片	0.0%	2.3%	73.3%	24.4%	0.0%	0.0%	179
218	Media Planning Manager 媒介策劃經理	0.0%	0.0%	39.0%	61.0%	0.0%	0.0%	60
219	Media Buying Manager 媒介採購經理	0.0%	0.0%	90.9%	9.1%	0.0%	0.0%	11
220	Associate Account Director; Account Manager 副客戶總監；客戶經理	0.0%	6.1%	20.7%	73.0%	0.1%	0.0%	1199
221	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	0.0%	12.9%	41.9%	45.2%	0.0%	0.0%	31
222	Marketing Manager ; Marketing Services Manager ; Program Manager 市場經理；市場服務經理；項目經理	0.0%	5.6%	50.9%	38.8%	4.7%	0.0%	670
223	Research Manager; Research Planner 市場調查經理；策略策劃員	0.0%	25.6%	31.1%	43.3%	0.0%	0.0%	91
224	Brand Design Director ; Head of Brand Design 品牌設計總監	0.0%	0.0%	94.5%	5.5%	0.0%	0.0%	56
242	Art Tech Show Designer 藝術科技展設計師	0.0%	22.2%	77.8%	0.0%	0.0%	0.0%	18
243	Interactive VFX Director 互動視覺特效總監	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	1
246	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理；高級公關顧問；公關顧問	0.0%	7.5%	25.2%	64.0%	3.4%	0.0%	754
245	Chief Editor; Editor 總編輯；編輯	0.0%	0.0%	39.3%	60.7%	0.0%	0.0%	28
251	Account Manager; Advertising Manager ; Advertising Sales Manager ; Account Manager 客戶經理；廣告經理；廣告銷售經理；客戶經理	0.0%	3.5%	36.3%	59.6%	0.6%	0.0%	351
253	Traffic Manager ; Advertising Administration Manager 聯絡經理；廣告行政經理	0.0%	0.0%	38.3%	55.3%	6.4%	0.0%	49
254	Sales Manager; Circulation Sales Manager ; Circulation Marketing Manager 銷售經理；發行經理；銷售經理	0.0%	13.5%	47.6%	38.9%	0.0%	0.0%	155
255	Sales Training Manager ; Support Manager 銷售訓練；支援經理	0.0%	0.0%	96.0%	4.0%	0.0%	0.0%	25
256	Business Development Manager 業務發展經理	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	17
258	Public Relations Manager 公共關係經理	0.0%	0.0%	60.0%	40.0%	0.0%	0.0%	30
261	Assistant Manager / Executive for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務助理經理／主任	0.0%	2.7%	34.0%	63.4%	0.0%	0.0%	770
262	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	0.0%	8.4%	71.4%	20.2%	0.0%	0.0%	313
263	Assistant Manager / Executive for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣助理經理／主任	0.0%	3.6%	27.7%	65.9%	2.8%	0.0%	631
264	Brand Design Director; Head of Brand Design 品牌設計總監	0.0%	21.7%	78.3%	0.0%	0.0%	0.0%	23
	Sub-total: **小計：**	**0.0%**	**4.7%**	**35.8%**	**57.4%**	**2.1%**	**0.0%**	**6969**

	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級							
305	Senior Press Photographer; Press Photographer; Photographer 資深（高級）攝影記者；攝影記者；攝影師	-	-	-	-	-	-	4
307	Online Editor 網絡編輯	0.0%	0.0%	2.1%	1.7%	96.1%	0.0%	243
311	Visualiser 草稿繪製員	0.0%	0.0%	21.4%	0.0%	78.6%	0.0%	14
312	Graphic Artist 正稿製作員	0.0%	0.0%	0.6%	37.4%	62.0%	0.0%	1855
313	Copywriter; Content Writer; Script Writer 撰稿員；編劇	0.0%	0.0%	3.5%	34.9%	61.6%	0.0%	484
314	Production Assistant 製作助理	0.0%	0.0%	1.5%	23.5%	75.0%	0.0%	274
315	Traffic Co-ordinator 流程統籌	0.0%	0.0%	0.0%	42.4%	57.6%	0.0%	33
317	Photographer 廣告攝影師；攝影師	0.0%	0.0%	3.1%	57.4%	39.4%	0.0%	293
318	Media Planner; Media Executive 媒介策劃員；媒介主任	0.0%	0.0%	0.0%	14.2%	85.8%	0.0%	345
319	Media Buyer 媒介採購員	0.0%	0.0%	0.0%	52.2%	47.8%	0.0%	74
320	Account Executive 客戶主任	0.0%	0.0%	1.3%	66.2%	29.6%	2.9%	2090
322	Marketing Assistant; Marketing Executive 市場助理；市場主任	0.0%	0.0%	5.1%	50.9%	44.0%	0.0%	1080
323	Research Assistant; Research Executive 市場調查助理；市場調查主任	0.0%	0.0%	21.7%	44.7%	33.5%	0.0%	168
324	Strategic Planner 品牌策劃員	0.0%	0.0%	9.4%	31.3%	59.4%	0.0%	34
325	Community Manager 社群經理	0.0%	0.0%	5.0%	95.0%	0.0%	0.0%	20
326	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	0.0%	0.0%	2.6%	14.4%	83.1%	0.0%	203
327	Package Designer 包裝設計師	-	-	-	-	-	-	4
347	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任；公共關係主任；新聞主任	0.0%	0.0%	12.0%	58.7%	29.3%	0.0%	1351
348	Account Co-ordinator 客戶聯絡助理	0.0%	0.0%	13.0%	25.4%	61.6%	0.0%	138
349	Translator 翻譯員	0.0%	0.0%	37.5%	50.0%	12.5%	0.0%	8
350	Visualiser 美術製稿員	0.0%	0.0%	4.7%	32.6%	62.8%	0.0%	52
351	Sales Assistant; Account Executive; Advertising Sales Assistant; Advertising Sales Executive; Account Executive 銷售助理；客戶主任；廣告銷售助理；廣告銷售主任；客戶主任	0.0%	0.0%	26.5%	37.6%	35.9%	0.0%	580
353	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	0.0%	0.0%	0.0%	13.5%	86.5%	0.0%	228
358	Public Relations Assistant; Public Relations Executive 公共關係助理；公共關係主任	0.0%	0.0%	8.1%	52.5%	39.4%	0.0%	136
361	Officer / Assistant for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務主任／助理	0.0%	0.0%	11.7%	41.0%	47.3%	0.0%	837
362	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	0.0%	0.0%	11.3%	62.5%	26.2%	0.0%	813
363	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣主任／助理	0.0%	0.0%	0.7%	50.8%	48.5%	0.0%	930
365	Graphic Designer 廣告設計員	0.0%	0.0%	0.0%	94.3%	5.7%	0.0%	156
366	Writer; Translator 撰稿；翻譯員	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	3
367	Officer / Assistant for Community Relations 社區關係主任／助理	0.0%	0.0%	3.6%	96.4%	0.0%	0.0%	91
368	Officer / Assistant for Market Research 市場調查主任／助理	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	101
369	Officer / Assistant for Publication 出版主任／助理	0.0%	0.0%	0.0%	83.3%	16.7%	0.0%	10
388	Video Editor 影片剪接師	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	4
391	Digital Media Strategist; Marketing Strategist 數碼媒體策略師；市務策略師	0.0%	0.0%	15.7%	66.3%	18.0%	0.0%	197
392	Social Media Strategist 社交媒體策略師	0.0%	0.0%	8.3%	68.3%	23.4%	0.0%	166
	Sub-total: **小計：**	**0.0%**	**0.0%**	**5.9%**	**48.1%**	**45.5%**	**0.5%**	**13019**

	SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**						
401	Designer 美術設計員	0.0%	0.0%	0.0%	22.0%	72.2%	5.8%	2746
411	Technician 技術員	0.0%	0.0%	0.0%	6.4%	93.6%	0.0%	193
412	Promoter 推廣員	0.0%	0.0%	0.0%	0.0%	84.1%	15.9%	226
437	Set Designer 佈景設計師	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	5
461	Researcher 資料蒐集員	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	73
481	Data Analyst 數據分析員	0.0%	0.0%	6.5%	46.0%	47.5%	0.0%	159
482	Webmaster 網主	0.0%	0.0%	0.0%	7.0%	93.0%	0.0%	43
483	Web Page Designer 網頁製作員	0.0%	0.0%	29.3%	29.3%	41.5%	0.0%	55
485	Digital Designer 數碼媒體設計員	0.0%	0.0%	2.3%	39.2%	58.5%	0.0%	437
486	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D動畫師；2D動畫師	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	36
	Sub-total: **小計：**	**0.0%**	**0.0%**	**0.8%**	**22.4%**	**71.7%**	**5.0%**	**3973**

* Including jobs with different titles but with similar functions.
　包括職稱不同但工作類似的職位。

Table 8

Percentage distribution of Average Monthly Remuneration Package of Full-time Employees by principal job – Media Production (Production Companies)
僱員月入的分布情況 - 媒體製作業（媒體製作）

	Principal Job* 主要職務	$80,001 or above $80,001 或以上	$50,001 - $80,000	$30,001 - $50,000	$20,001 - $30,000	$15,001 - $20,000	$15,000 or below $15,000 或以下	Total number of full-time employees 全職僱員人數
	MANAGERIAL LEVEL **經 理 級**							
131	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	10.5%	52.1%	36.3%	1.1%	0.0%	0.0%	195
141	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監；助理總監；創作總監；製作總監	1.8%	50.3%	44.4%	3.6%	0.0%	0.0%	515
142	Program Director; Promotion Director 項目總監；宣傳總監	0.0%	20.0%	80.0%	0.0%	0.0%	0.0%	94
143	Art Director 美術總監	0.0%	0.9%	91.8%	7.3%	0.0%	0.0%	110
	Sub-total: **小計：**	**3.4%**	**42.9%**	**50.4%**	**3.3%**	**0.0%**	**0.0%**	**914**
	SUPERVISORY LEVEL **主 任 級**							
241	Head of Production; Head of Creation 製作主任；創作主任	0.0%	4.0%	21.7%	69.1%	5.3%	0.0%	535
243	Interactive VFX Director 互動視覺特效總監	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	27
	Sub-total: **小計：**	**0.0%**	**3.8%**	**20.5%**	**70.7%**	**5.0%**	**0.0%**	**562**
	EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL **編 採／製 作／執 行 人 員 級**							
307	Online Editor 網絡編輯	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	1
322	Marketing Assistant ; Marketing Executive 市場助理；市場主任	0.0%	0.0%	0.0%	87.5%	12.5%	0.0%	40
334	Senior Reporter ; Senior Researcher ; Reporter ; Researcher 高級記者；高級資料搜集員；記者；資料搜集員	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	32
341	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導；編導；助理編導	0.0%	0.0%	8.7%	74.5%	16.8%	0.0%	938
342	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集員；資料撰稿員	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	13
313	Content Writer ; Script Writer 撰稿員；編劇	0.0%	0.0%	0.0%	72.1%	27.9%	0.0%	53
346	Musician 音樂人	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	2
385	Multimedia Designer; Digital Designer 多媒體設計員；數碼媒體設計員	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	1
387	Game Designer 遊戲設計員	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	1
	Sub-total: **小計：**	**0.0%**	**0.0%**	**10.9%**	**71.2%**	**18.0%**	**0.0%**	**1081**
	SUPPORTING / TECHNICAL LEVEL **輔 助／技 術 人 員 級**							
432	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理；影片剪接；字幕操作員	0.0%	0.0%	0.4%	61.3%	38.4%	0.0%	287
434	Senior Cameraman; Cameraman 高級電視攝影師；電視攝影師	0.0%	0.0%	0.0%	69.8%	30.2%	0.0%	751
486	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D動畫師；2D動畫師	0.0%	0.0%	0.2%	98.3%	1.5%	0.0%	553
487	Arts Tech Animator 藝術科技動畫師	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	32
439	Audio Engineer, Mixing Engineer, Mastering Engineer 音頻工程師；混音工程師；母帶工程師	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	1
435	Visual Producer 視覺編導	0.0%	0.0%	0.0%	53.8%	46.2%	0.0%	327
436	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員	0.0%	0.0%	0.0%	26.3%	73.7%	0.0%	403
437	Set Designer 佈景設計師	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	6
431	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演；製作助理；錄影廠製作經理；影片剪接；字幕操作員	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	24
	Sub-total: **小計：**	**0.0%**	**0.0%**	**0.1%**	**65.0%**	**34.9%**	**0.0%**	**2384**

* Including jobs with different titles but with similar functions.
　包括職稱不同但工作類似的職位。

Table 9

Percentage distribution and Ranking of Future Training Areas Required for Full-time Employees by job level
按職級劃分的全職僱員在未來所需要之培訓範疇的分布及排名

(i) Journalism sector

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial level 經理級	Supervisory level 主任級	Executional level 執行人員級	Supporting / Technical level 輔助／技術人員級	Managerial level 經理級	Supervisory level 主任級	Executional level 執行人員級	Supporting / Technical level 輔助／技術人員級
Management Skills 管理技能								
101 Corporate communications/public relations/public affairs management 企業傳訊／公共關係／公共事務管理	16.7%	5.6%	6.6%	0.0%	25	39	45	-
102 Production management 製作管理	31.4%	11.8%	10.4%	1.0%	3	17	34	38
103 Marketing management 市場管理	30.0%	31.3%	5.5%	0.0%	5	1	46	-
104 Human resources management 人力資源管理	34.3%	26.7%	5.2%	0.0%	1	3	48	-
105 Financial management 財務管理	24.3%	14.4%	0.0%	0.0%	9	12	-	-
106 Strategic planning management 策略計劃管理	32.9%	15.4%	7.3%	0.0%	2	10	43	-
107 Crisis management 危機管理	31.0%	15.9%	9.0%	2.0%	4	9	41	34
108 Self-management 自我管理	18.1%	4.6%	9.3%	8.1%	22	45	39	18
109 Professional ethics 專業道德操守	17.1%	10.3%	10.4%	7.1%	24	21	34	22
110 People-to-people communication 人與人之間溝通	20.0%	10.8%	13.1%	9.1%	21	19	23	16
111 ESG knowledge 環境、社會和企業管治知識	25.2%	8.7%	7.3%	2.0%	7	28	43	34
China and International Knowledge 中國及國際知識								
121 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	24.3%	10.8%	13.1%	5.1%	9	19	23	24
122 Industry practices in the mainland of China 在中國內地的行業常規	22.9%	9.2%	11.1%	1.0%	13	22	31	38
123 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	21.9%	9.2%	9.7%	0.0%	15	22	36	-
124 International relations and global vision 國際關係及世界視野	23.8%	11.3%	11.4%	1.0%	11	18	29	38
Social Media / Digital Skills 社交／數碼媒體技能								
141 Apps development 應用程式開發	3.8%	5.1%	4.5%	2.0%	44	42	50	34
142 Social media monitoring and surveillance 社交媒體監測及監督	14.3%	13.8%	12.5%	5.1%	29	13	26	24
143 Search engine optimisation 搜尋引擎優化	3.3%	4.1%	5.5%	5.1%	46	47	46	24
144 Web security 網絡安全	10.0%	12.8%	22.1%	26.3%	35	15	7	1
145 Web searching 網上搜尋	4.8%	9.2%	15.9%	13.1%	41	22	16	10
146 Web analytics 網站分析	2.4%	7.7%	15.2%	14.1%	48	33	17	9
147 Curation (i.e. collect, organise and present a larger source of data and information in a coherent way) 策展 (即工作包括收集、整理及展示大量連貫的數據及資訊)	3.3%	6.2%	5.2%	5.1%	46	38	48	24
148 Content Creation 內容創作	16.7%	12.8%	18.3%	15.2%	25	15	13	8
Language Skills 語文技能								
161 Spoken English 英語會話	22.9%	19.0%	20.8%	18.2%	13	6	11	7
162 Putonghua 普通話	21.0%	20.5%	21.5%	20.2%	18	5	9	6
163 Written English 英文書寫能力	29.5%	30.3%	21.8%	22.2%	6	2	8	4
164 Written Chinese 中文書寫能力	23.3%	24.6%	21.1%	21.2%	12	4	10	5
165 Translation 翻譯	1.4%	5.6%	11.8%	4.0%	50	39	28	30

Innovative Media Technology- -Journalism Sector 創新媒體科技（新聞業）								
202	Innovative media research and applications (e.g. Blockchain, Metaverse, NFT) 創新媒體的研究及應用 (如區塊鏈、元宇宙、非同質化代幣)	12.9%	1.5%	20.4%	0.0%	31	53	12	-
203	New media technology in editorial work (e.g. mobile device application, video storytelling) 編採新媒體科技應用 （如流動通訊應用、影片敘事等）	10.5%	7.2%	25.3%	4.0%	34	37	4	30
204	Integration of new technology with the news workflow 新科技與新聞工作流程結合	20.5%	5.1%	23.2%	5.1%	19	42	6	24
205	Digital news distribution channels 網上平台運用	20.5%	7.7%	17.3%	3.0%	19	33	14	32
206	Online community building 網上社群創建	12.9%	5.6%	11.4%	0.0%	31	39	29	-
207	AR / VR Application 擴增實境／虛擬實境應用	1.4%	2.6%	1.0%	0.0%	50	52	53	-
208	AI application (e.g. Chat GPT, AI Art, etc.) 人工智能應用 (例如: Chat GPT, AI 等) AI application (e.g. fact-checking, automated news coverage, virtual presenter) 人工智能應用 (如事實核查、自動化新聞報導、虛擬報導員)	1.4%	4.1%	2.4%	2.0%	50	47	52	34
209	Video Production 影片製作	1.0%	8.2%	14.2%	12.1%	53	30	20	12
210	Digital subscription 數碼訂閱	0.0%	3.6%	4.5%	5.1%	-	50	50	24
Industry Specific Skills - Journalism Sector 業內專業技能（新聞業）								
301	Reporting and editing skills 編採技巧	11.9%	17.9%	45.7%	23.2%	33	8	1	3
302	Print/TV/media production skills 印刷／電視／媒體製作技巧	6.2%	9.2%	14.9%	10.1%	38	22	19	15
303	Media law and ethics 傳媒法規與操守	21.4%	13.3%	45.3%	8.1%	16	14	2	18
304	Intellectual property and copyright law 知識產權及版權法	21.4%	19.0%	30.1%	12.1%	16	6	3	12
305	Strategic news planning 新聞規劃	25.2%	14.9%	24.2%	13.1%	7	11	5	10
306	Integration of the Internet with journalism 互聯網與新聞的結合	6.2%	9.2%	9.7%	0.0%	38	22	36	-
307	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	8.6%	8.2%	9.3%	0.0%	37	30	39	-
308	Audience research 受眾調查	13.8%	5.1%	9.7%	3.0%	30	42	36	32
309	Fact-checking, identification of misinformation and disinformation 事實核查、辨別錯誤及虛假資訊	17.6%	9.2%	13.8%	8.1%	23	22	21	18
311	Multi-tasking skills 一身多職的能力	16.7%	8.7%	17.0%	9.1%	25	28	15	16
312	Global vision/cultural-setting skill 國際視野／文化交流技巧	2.4%	3.1%	10.7%	1.0%	48	51	32	38
313	News curation 新聞策展	5.7%	7.7%	15.2%	8.1%	40	33	17	18
314	Data analysis 數據分析	4.3%	4.6%	13.5%	0.0%	43	45	22	-
315	Trends and changes of the financial market 金融市場之趨勢及變化	3.8%	7.7%	8.3%	0.0%	44	33	42	-
316	Social media applications 社交媒體的應用	16.2%	8.2%	13.1%	25.3%	28	30	23	2
317	Mobile Phone Shooting 手機拍攝	4.8%	4.1%	12.1%	7.1%	41	47	27	22
318	Infographic Design 資訊圖表設計	9.0%	0.0%	10.7%	12.1%	36	-	32	12
Total number of establishments with such level of full-time employees 具有此職級全職僱員的公司數目		210	195	289	99				

Table 10

Percentage distribution and Ranking of Future Training Areas Required for Full-time Employees by job level
按職級劃分的全職僱員在未來所需要之培訓範疇的分布及排名

(ii) Digital / New media sector

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial level 經理級	Supervisory level 主任級	Executional level 執行人員級	Supporting / Technical level 輔助／技術人員級	Managerial level 經理級	Supervisory level 主任級	Executional level 執行人員級	Supporting / Technical level 輔助／技術人員級
Management Skills 管理技能								
101 Corporate communications/public relations/public affairs management 企業傳訊／公共關係／公共事務管理	17.1%	12.1%	5.7%	0.0%	7	12	27	-
102 Production management 製作管理	28.6%	24.2%	5.7%	7.7%	4	1	27	16
103 Marketing management 市場管理	51.4%	21.2%	5.7%	0.0%	1	2	27	-
104 Human resources management 人力資源管理	45.7%	12.1%	0.0%	0.0%	2	12	-	-
105 Financial management 財務管理	37.1%	15.2%	0.0%	0.0%	3	9	-	-
106 Strategic planning management 策略計劃管理	22.9%	12.1%	0.0%	0.0%	6	12	-	-
107 Crisis management 危機管理	28.6%	18.2%	14.3%	7.7%	4	6	9	16
108 Self-management 自我管理	8.6%	12.1%	17.1%	23.1%	11	12	7	6
109 Professional ethics 專業道德操守	11.4%	12.1%	14.3%	15.4%	9	12	9	9
110 People-to-people communication 人與人之間溝通	8.6%	12.1%	22.9%	30.8%	11	12	4	3
111 ESG knowledge 環境、社會和企業管治知識	5.7%	3.0%	0.0%	0.0%	14	34	-	-
China and International Knowledge 中國及國際知識								
121 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	14.3%	21.2%	5.7%	7.7%	8	2	27	16
122 Industry practices in the mainland of China 在中國內地的行業常規	5.7%	12.1%	5.7%	7.7%	14	12	27	16
123 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	5.7%	12.1%	5.7%	7.7%	14	12	27	16
124 International relations and global vision 國際關係及世界視野	8.6%	15.2%	8.6%	7.7%	11	9	24	16
Social Media / Digital Skills 社交／數碼媒體技能								
141 Apps development 應用程式開發	0.0%	3.0%	5.7%	0.0%	-	34	27	-
142 Social media monitoring and surveillance 社交媒體監測及監督	2.9%	18.2%	14.3%	0.0%	20	6	9	-
143 Search engine optimisation 搜尋引擎優化	0.0%	3.0%	2.9%	0.0%	-	34	39	-
144 Web security 網絡安全	2.9%	12.1%	34.3%	7.7%	20	12	1	16
145 Web searching 網上搜尋	2.9%	9.1%	14.3%	7.7%	20	24	9	16
146 Web analytics 網站分析	0.0%	9.1%	11.4%	30.8%	-	24	16	3
147 Curation (i.e. collect, organise and present a larger source of data and information in a coherent way) 策展 (即工作包括收集、整理及展示大量連貫的數據及資訊)	0.0%	3.0%	14.3%	0.0%	-	34	9	-
148 Content Creation 內容創作	0.0%	9.1%	14.3%	15.4%	-	24	9	9
Language Skills 語文技能								
161 Spoken English 英語會話	11.4%	18.2%	22.9%	15.4%	9	6	4	9
162 Putonghua 普通話	2.9%	6.1%	11.4%	7.7%	20	30	16	16
163 Written English 英文書寫能力	2.9%	9.1%	11.4%	7.7%	20	24	16	16
164 Written Chinese 中文書寫能力	2.9%	9.1%	11.4%	7.7%	20	24	16	16
165 Translation 翻譯	0.0%	3.0%	5.7%	0.0%	-	34	27	-

	Innovative Media Technology - Digital / New Media Sector 創新媒體科技（數碼／新媒體業）								
201	Website and apps design 網站及應用程式設計	0.0%	3.0%	25.7%	46.2%	-	34	2	1
202	Innovative media research and applications (e.g. Blockchain, Metaverse, NFT) 創新媒體的研究及應用 (如區塊鏈、元宇宙、非同質化代幣)	0.0%	0.0%	5.7%	15.4%	-	-	27	9
205	Digital news distribution channels 網上平台運用	2.9%	3.0%	8.6%	7.7%	20	34	24	16
206	Online community building 網上社群創建	0.0%	3.0%	8.6%	7.7%	-	34	24	16
207	AR / VR Application 擴增實境／虛擬實境應用	5.7%	12.1%	14.3%	7.7%	14	12	9	16
208	AI application (e.g. Chat GPT, AI Art, etc.) 人工智能應用 (例如: Chat GPT, AI 等) AI application (e.g. fact-checking, automated news coverage, virtual presenter) 人工智能應用 (如事實核查、自動化新聞報導、虛擬報導員)	2.9%	3.0%	2.9%	7.7%	20	34	39	16
209	Video Production 影片製作	5.7%	21.2%	25.7%	38.5%	14	2	2	2
210	Digital subscription 數碼訂閱	0.0%	15.2%	5.7%	15.4%	-	9	27	9
	Industry Specific Skills - Digital / New Media Sector 業內專業技能（數碼／新媒體業）								
401	(Content) Research skills 資料內容蒐集技巧	0.0%	9.1%	17.1%	23.1%	-	24	7	6
402	Creativity and cultural insights 對創意和文化的瞭解	2.9%	12.1%	11.4%	0.0%	20	12	16	-
403	Technology development insights 對科技發展的瞭解	2.9%	12.1%	11.4%	0.0%	20	12	16	-
404	Visual design and aesthetics 視覺設計及美學	0.0%	6.1%	11.4%	30.8%	-	30	16	3
405	User experience design 使用者經驗設計	0.0%	6.1%	11.4%	15.4%	-	30	16	9
406	User interface design 使用者介面設計	0.0%	0.0%	5.7%	15.4%	-	-	27	9
407	Infographic design 資訊圖表設計	0.0%	6.1%	5.7%	0.0%	-	30	27	-
408	Multi-tasking skills 一身多職的能力	5.7%	21.2%	20.0%	23.1%	14	2	6	6
	Total number of establishments with such level of full-time employees **具有此職級全職僱員的公司數目**	35	33	35	13				

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Table 11

Percentage distribution and Ranking of Future Training Areas Required for Full-time Employees by job level
按職級劃分的全職僱員在未來所需要之培訓範疇的分布及排名

(iii) Advertising and Public Relations sector

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial level 經理級	Supervisory level 主任級	Executional level 執行人員級	Supporting / Technical level 輔助／技術人員級	Managerial level 經理級	Supervisory level 主任級	Executional level 執行人員級	Supporting / Technical level 輔助／技術人員級
Management Skills 管理技能								
101 Corporate communications/public relations/public affairs management 企業傳訊／公共關係／公共事務管理	32.9%	8.1%	4.3%	0.2%	4	23	37	41
102 Production management 製作管理	38.7%	12.0%	2.5%	0.0%	1	10	39	-
103 Marketing management 市場管理	28.8%	20.1%	2.4%	0.3%	6	2	40	37
104 Human resources management 人力資源管理	36.7%	14.8%	1.6%	0.0%	2	6	47	-
105 Financial management 財務管理	29.9%	9.7%	0.5%	0.0%	5	18	52	-
106 Strategic planning management 策略計劃管理	27.3%	4.7%	0.9%	1.5%	7	31	51	28
107 Crisis management 危機管理	13.6%	8.7%	1.3%	0.1%	14	21	49	46
108 Self-management 自我管理	14.9%	9.1%	5.6%	0.5%	13	19	32	34
109 Professional ethics 專業道德操守	13.0%	10.9%	5.8%	2.0%	15	14	30	24
110 People-to-people communication 人與人之間溝通	20.6%	11.8%	7.6%	0.8%	11	11	25	32
111 ESG knowledge 環境、社會和企業管治知識	10.3%	5.5%	3.6%	0.0%	17	28	38	-
China and International Knowledge 中國及國際知識								
121 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	18.1%	12.5%	4.9%	0.2%	12	9	36	38
122 Industry practices in the mainland of China 在中國內地的行業常規	4.6%	2.2%	2.0%	0.2%	34	42	41	41
123 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	5.1%	1.5%	1.8%	0.2%	28	50	43	41
124 International relations and global vision 國際關係及世界視野	10.7%	1.9%	1.8%	0.0%	16	45	44	-
Social Media / Digital Skills 社交／數碼媒體技能								
141 Apps development 應用程式開發	1.4%	2.5%	6.5%	5.5%	50	40	29	15
142 Social media monitoring and surveillance 社交媒體監測及監督	3.8%	11.6%	11.4%	5.5%	39	12	19	16
143 Search engine optimisation 搜尋引擎優化	2.7%	2.6%	12.6%	7.9%	46	39	17	11
144 Web security 網絡安全	8.0%	10.6%	17.3%	5.8%	21	16	7	13
145 Web searching 網上搜尋	6.0%	4.6%	17.3%	3.0%	26	33	6	22
146 Web analytics 網站分析	8.4%	13.1%	14.6%	3.5%	20	8	11	20
147 Curation (i.e. collect, organise and present a larger source of data and information in a coherent way) 策展 (即工作包括收集、整理及展示大量連貫的數據及資訊)	24.4%	10.7%	12.9%	5.7%	8	15	16	14
148 Content Creation 內容創作	21.9%	15.9%	18.0%	5.0%	10	5	5	18
Language Skills 語文技能								
161 Spoken English 英語會話	5.1%	10.4%	8.5%	3.6%	28	17	23	19
162 Putonghua 普通話	6.2%	3.5%	7.6%	1.8%	25	37	25	26
163 Written English 英文書寫能力	4.8%	4.8%	6.6%	1.8%	33	30	28	25
164 Written Chinese 中文書寫能力	3.0%	2.4%	5.8%	0.6%	43	41	31	33
165 Translation 翻譯	2.1%	1.7%	7.8%	0.2%	49	48	24	41

Innovative Media Technology - Advertising and Public Relations Sector 創新媒體科技（廣告與公共關係業）								
201	Website and apps design 網站及應用程式設計	2.8%	6.3%	14.8%	15.4%	45	25	9	5
202	Innovative media research and applications (e.g. Blockchain, Metaverse, NFT) 創新媒體的研究及應用 (如區塊鏈、元宇宙、非同質化代幣)	6.3%	13.5%	22.8%	32.7%	23	7	3	1
207	AR / VR Application 擴增實境／虛擬實境應用	1.3%	4.6%	1.3%	14.2%	51	32	49	7
208	AI application (e.g. Chat GPT, AI Art, etc.) 人工智能應用 (例如: Chat GPT, AI 等) AI application (e.g. fact-checking, automated news coverage, virtual presenter) 人工智能應用 (如事實核查、自動化新聞報導、虛擬報導員)	5.1%	6.1%	14.3%	19.6%	28	26	13	3
209	Video Production 影片製作	0.6%	1.3%	9.0%	14.2%	52	52	21	6
211	Multimedia knowledge and applications 多媒體的知識及應用	4.6%	19.0%	26.8%	32.6%	34	3	2	2
212	Big Data analytics 大數據分析	5.0%	5.1%	13.2%	9.3%	32	29	15	9
213	Marketing automation (intelligent assistant, chatbots) 自動化行銷 (智能助理、聊天機械人)	2.9%	1.6%	5.5%	0.4%	44	49	35	35
214	China social media apps 中國社交媒體應用	2.5%	1.5%	1.9%	6.7%	47	51	42	12
215	E-commerce knowledge 電子商貿知識	3.2%	1.7%	1.3%	1.2%	42	47	48	29
216	Programmatic advertising 程序化廣告	3.4%	2.2%	1.7%	1.6%	40	42	46	27
Industry Specific Skills - Advertising and Public Relations Sector 業內專業技能（廣告與公共關係業）								
501	Account strategic planning 客戶策略規劃	35.9%	27.4%	39.8%	1.2%	3	1	1	29
502	Sales/marketing strategic planning 銷售／市場推廣策略規劃	23.2%	17.0%	16.4%	8.6%	9	4	8	10
503	Media planning 媒體規劃	9.5%	11.3%	19.1%	12.2%	19	13	4	8
504	Market research 市場調查	3.2%	4.0%	14.6%	0.2%	41	35	11	38
505	Consumer database management 客戶資料庫管理	4.1%	6.4%	12.4%	0.2%	36	24	18	38
506	Social media marketing 社交媒體營銷	6.9%	5.8%	14.6%	17.5%	22	27	10	4
507	Influencer marketing (KOL) 影響者行銷 (網絡紅人)	2.5%	1.8%	1.7%	0.1%	47	46	45	46
508	Creativity and cultural insights 對創意及文化的瞭解	4.0%	3.9%	8.8%	3.3%	37	36	22	21
509	Creativity and cultural insights 公關的諮詢／表達技巧	6.3%	9.0%	14.1%	2.1%	23	20	14	23
510	Project management 項目管理	9.5%	8.2%	5.5%	0.1%	18	22	34	45
511	Brand safety measures 品牌安全措施	3.9%	2.1%	5.5%	0.4%	38	44	33	35
512	Copyright awareness 版權意識	5.1%	3.1%	10.8%	5.3%	31	38	20	17
513	Attention to privacy policy and ethical use of personal data 注重私隱政策及使用個人資料的道德操守	6.0%	4.3%	7.0%	1.1%	26	34	27	31
Others 其他 (e.g. 例如：廣告平面設計、行業相關知識)		0.4%	0.2%	0.0%	0.0%	53	53	-	-
Total number of establishments with such level of full-time employees **具有此職級全職僱員的公司數目**		1858	3378	4346	1949				

Table 12

Percentage distribution and Ranking of Future Training Areas Required for Full-time Employees by job level
按職級劃分的全職僱員在未來所需要之培訓範疇的分布及排名

(iv) Media Production sector

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial level 經理級	Supervisory level 主任級	Executional level 執行人員級	Supporting / Technical level 輔助／技術人員級	Managerial level 經理級	Supervisory level 主任級	Executional level 執行人員級	Supporting / Technical level 輔助／技術人員級
Management Skills 管理技能								
101 Corporate communications/public relations/public affairs management 企業傳訊／公共關係／公共事務管理	1.1%	0.2%	0.0%	0.0%	27	26	-	-
102 Production management 製作管理	28.0%	39.7%	21.3%	0.0%	7	3	12	-
103 Marketing management 市場管理	42.4%	0.2%	3.7%	0.0%	3	26	17	-
104 Human resources management 人力資源管理	3.8%	6.1%	0.0%	0.0%	19	12	-	-
105 Financial management 財務管理	1.5%	14.5%	0.0%	0.0%	26	8	-	-
106 Strategic planning management 策略計劃管理	10.4%	0.2%	0.0%	0.0%	13	26	-	-
107 Crisis management 危機管理	36.2%	1.5%	1.0%	0.4%	4	23	23	24
108 Self-management 自我管理	35.4%	1.7%	0.2%	0.0%	5	21	26	-
109 Professional ethics 專業道德操守	0.1%	2.7%	1.0%	0.4%	33	18	23	24
110 People-to-people communication 人與人之間溝通	6.2%	13.2%	8.4%	0.8%	17	11	14	23
111 ESG knowledge 環境、社會和企業管治知識	35.4%	0.5%	0.0%	0.0%	5	24	-	-
China and International Knowledge 中國及國際知識								
121 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	0.4%	0.5%	0.0%	1.4%	28	24	-	20
122 Industry practices in the mainland of China 在中國內地的行業常規	0.1%	0.2%	0.0%	1.5%	33	26	-	16
123 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	0.3%	0.2%	0.0%	1.4%	30	26	-	20
124 International relations and global vision 國際關係及世界視野	0.4%	0.2%	0.0%	1.4%	28	26	-	20
Social Media / Digital Skills 社交／數碼媒體技能								
141 Apps development 應用程式開發	2.4%	24.5%	3.5%	0.4%	22	6	18	24
142 Social media monitoring and surveillance 社交媒體監測及監督	2.4%	0.0%	26.9%	0.2%	22	-	10	27
143 Search engine optimisation 搜尋引擎優化	2.4%	0.0%	35.2%	0.1%	22	-	8	30
144 Web security 網絡安全	2.5%	0.2%	11.1%	0.2%	21	26	13	27
145 Web searching 網上搜尋	16.5%	2.5%	36.9%	0.2%	10	19	6	27
146 Web analytics 網站分析	16.5%	2.5%	37.1%	6.1%	10	19	5	11
147 Curation (i.e. collect, organise and present a larger source of data and information in a coherent way) 策展 (即工作包括收集、整理及展示大量連貫的數據及資訊)	3.7%	3.9%	77.4%	2.6%	20	15	2	14
148 Content Creation 內容創作	3.9%	28.4%	77.7%	2.8%	18	5	1	13
Language Skills 語文技能								
161 Spoken English 英語會話	0.1%	0.2%	25.0%	2.0%	33	26	11	15
162 Putonghua 普通話	0.3%	0.2%	0.2%	3.1%	30	26	26	12
163 Written English 英文書寫能力	0.1%	0.0%	0.0%	1.5%	33	-	-	16
164 Written Chinese 中文書寫能力	0.1%	0.0%	0.0%	1.5%	33	-	-	16
165 Translation 翻譯	0.1%	0.0%	0.0%	0.0%	33	-	-	-

	Innovative Media Technology - Media Production Sector 創新媒體科技（媒體製作業）							
207	AR / VR Application 擴增實境／虛擬實境應用	50.6%	3.2%	0.3%	19.5%	2	16	25	8
208	AI application (e.g. Chat GPT, AI Art, etc.) 人工智能應用 (例如: Chat GPT, AI 等) AI application (e.g. fact-checking, automated news coverage, virtual presenter) 人工智能應用 (如事實核查、自動化新聞報導、虛擬報導員)	1.7%	5.9%	4.7%	21.0%	25	13	15	7
217	New technologies in media production (e.g. Aerial Videography, 4K / 8K Production Stereoscopy Production, HDSLR Workflow, Panoramic Videography, etc.) 新科技在製作流程上的應用（如航空拍攝、4K / 8K 製作、3D製作、單反錄像工作流程、全景錄像拍攝等）	8.0%	44.4%	35.6%	30.6%	14	2	7	5
218	Computer literacy skills (e.g. Cloud System, Digital Post-Production etc.) 電腦應用技巧（如雲端系統、數碼後期處理等）	24.2%	55.6%	75.8%	38.9%	8	1	3	2
	Industry Specific Skills - Media Production Sector 業內專業技能（媒體製作業）								
601	TV/media production skills 電視／媒體製作技巧	57.3%	34.8%	67.9%	78.3%	1	4	4	1
602	Media law and ethics 傳媒法規與操守	0.3%	1.7%	28.5%	37.6%	30	21	9	3
603	Intellectual property and copyright law 知識產權及版權法	7.3%	13.7%	3.1%	36.9%	16	9	19	4
604	Critical thinking skills and cross-media knowledge 批判性思考技巧及跨媒體知識	7.5%	13.7%	2.7%	14.7%	15	9	22	9
605	Research skills 資料蒐集技巧	0.1%	2.9%	3.1%	1.5%	33	17	19	16
606	Multi-tasking skills 一身多職的能力	21.5%	18.1%	4.5%	21.4%	9	7	16	6
607	Visual design and aesthetics 視覺設計及美學	14.5%	4.9%	3.1%	14.1%	12	14	19	10
	Total number of establishments with such level of full-time employees **具有此職級全職僱員的公司數目**	710	408	620	1122				

Distribution of Projected Annual Additional Manpower Requirement

for 2024/27 by Preferred Educational Level by Sector

Educational Level / Sector	Postgraduate Degree (%)*	First Degree (%)*	Sub-Degree (%)*	Diploma/ Certificate (%)*	Secondary 4 to 7 (%)*	Secondary 3 or below (%)*	Total (%)*
Journalism	1 (0.2)	163 (43.3)	98 (26.2)	95 (25.3)	19 (5.1)	0 (0.0)	376 (100.0)
Digital / New media	0 (0.0)	25 (35.7)	36 (51.1)	8 (10.9)	2 (2.2)	0 (0.0)	70 (100.0)
Advertising and Public Relations	12 (0.7)	772 (44.7)	341 (19.8)	439 (25.4)	161 (9.3)	0 (0.0)	1 726 (100.0)
Media Production	1 (0.5)	49 (27.8)	53 (29.8)	60 (33.7)	15 (8.3)	0 (0.0)	178 (100.0)
Total	14 (0.6)	1 009 (43.5)	528 (22.2)	602 (25.3)	197 (8.4)	0 (0.0)	**2 350** **(100.0)**
	1 023		**528**	**799**			

* As a percentage of the total number of MC posts by sector by job level

Note: Figures may not add up to the total due to rounding.

Estimated Average Annual Supply of Graduates in
Media and Communications Programmes for 2024 to 2027 by Educational Level

Educational Level	Planned Average Annual Output of Media and Communications Graduates * (UGC/Government-funded)	Average ^ Successful Participation Rate	Estimated Average Annual Supply of Media and Communications Graduates (UGC/Government-funded)	
Postgraduate Degree	60	0.6	36	**525**
First Degree	802	0.61	489	
Sub-Degree	581	0.33	**191**	
Total	**1 443**		**716**	

*   Based on the planned output of graduates from UGC-funded or Government-funded Media and Communications Programmes for 2024 to 2027, provided by relevant education institutions.

^   Based on the Employment Surveys of the Full-time Graduates from Media and Communications Programmes of the UGC-funded Institutions in Academic Year 2021/22, Hong Kong Institute of Vocational Education and Hong Kong Design Institute in Academic Year 2023/24.