2012 MANPOWER SURVEY REPORT

MASS COMMUNICATION INDUSTRY

大眾傳播業

2012 年度人力調查報告書

MASS COMMUNICATIONS TRAINING BOARD

VOCATIONAL TRAINING COUNCIL

職業訓練局

大眾傳播業訓練委員會

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Executive Summary of the Report on the 2012 Manpower Survey of the Mass Communication Industry

1. Introduction

The Mass Communications Training Board of the Vocational Training Council (VTC) conducted its biennial manpower survey in January / February 2012. The survey covered about 1 016 companies in the journalism sector and the advertising and public relations (PR) sector. The effective response rate was 92.8%.

2. Current Manpower Status

2.1 Total Number of Persons Engaged

The labour market in the MC industry, having improved considerably in December 2005 (28.5% growth over December 2003), stabilised in February 2012 with total MC employment (including freelancers) rose to 34 895 MC employees, representing an increase of 8.2% over February 2010 (32 243 MC employees) and 77.9% over December 2001 (19 617 MC employees). However, owing to a moderate increase in the total labour force, the percentage share of MC employees in the labour force remained stable at about 0.9% between February 2010 and February 2012.

2.2 MC Employees in the Journalism Sector and the Advertising and PR Sector

The survey revealed that in February 2012, 10 511 (30.1%) MC employees were engaged in the principal jobs of the journalism sector and 24 384 (69.9%) MC employees in the advertising and PR sector (including advertising sales / PR / marketing department in media organizations).

2.3 Freelancers Employed

At the time of the survey, 91 companies in the journalism sector including advertising sales / PR / marketing department in media organizations (or 19.9% of the existing 457 companies covered by the survey in that sector) and 336 companies in the advertising and PR sector (or 7.4% of the existing 4 567 companies covered by the survey in that sector) had employed freelancers to perform various MC job duties. In terms of company size, companies employing fewer than 10 employees in the advertising companies, agencies and other advertising services accounted for the major of job creation for the freelancers. Most of these freelancers in the MC industry are employed as graphic artist, photographer, editorial / leader writer, senior reporter / reporter, production assistant, and account coordinator.

3. Staff Turnover, Number of Vacancies and Retention of Existing MC Employees

3.1 Leaving MC Employees

Employers reported that 5 073 MC employees (or 14.2% of the existing 35 606 MC posts) in the journalism sector and the advertising and PR sector had changed employment in the past 12 months. News department in radio / TV stations recorded the highest turnover rate (22.8%), followed by the newspapers (19.2%) and the digital / new media (18.1%). In terms of job level, the highest turnover rate was among the editorial / production staff (21.0%) in the journalism sector and the support / technical staff (19.2%) in the advertising and PR sector.

3.2 Recruitment Numbers

The survey reveals that 5 157 MC employees (or 14.5% of the existing 35 606 MC posts) were recruited in 2011/12, including 4 469 (12.6%) experienced employees recruited in the MC industry and 688 (1.9%) non-experienced employees. In term of job level, managerial level recruited 325 MC employees, supervisory level 806, editorial / production / executional level 3 287, and support / technical level 739.

3.3 Internal Promotion

The survey reveals that 286 MC employees or 0.8% of the existing 35 606 MC posts were promoted from within the companies in respect of new or existing posts during the past 12 months. In term of job level, 88 positions (2.2% of number of MC posts at the job level) in managerial, 101 (1.3%) in supervisory, 92 (0.5%) in editorial / production / executional, and 5 (0.1%) in supporting / technical are filled by internal promotion.

3.4 Vacancies

At the time of the survey, employers reported 146 job vacancies (or 1.4% of the existing 10 657 MC posts) in the journalism sector, and 565 job vacancies (or 2.3% of the existing 24 949 MC posts) in the advertising and PR sector. In terms of job title, the high vacancies were observed in the account executive, senior reporter / reporter, and digital designer / designer.

3.5 Local MC Employees Working Major for the Website or New Media

At the time of the survey, 518 companies (or 10.3% of the responded 5 024 companies of the survey) had deployed / recruited local MC employees to work major for the website or new media. Among all the 1 709 MC employees deployed / recruited to work major for the website or new media, 490 MC employees (52.1% of 940) in the journalism sector and 270 (35.1% of 769) in the advertising and PR sector are also requested to engage in tasks / duties related to the social networking websites.

3.6 Retention of Existing MC Employees

The survey reveals that MC employers (in particular those from the advertising and PR sector with employment size of 1-4) marking “salary increment”, “enhancing job satisfaction”, “increasing job autonomy”, and “internal promotion” as the top four staff retention factors.

4 Employers' Requirements / Expectations of Employees' Competencies

4.1 Education Requirement

It is observed that employers generally preferred their MC employees (85.2%) to have tertiary qualifications (i.e. diploma / higher certificate / certificate or above qualifications). Within which, 43.6% of MC employees were preferred to have bachelor degree or above qualifications, and 41.6% to have associate degree / higher diploma / diploma / higher certificate / certificate qualifications in 2012. It is considered that the MC industry is one of the knowledge-intensive sectors requiring more highly educated manpower.

4.2 Skills and Knowledge Requirements

It is also observed that the top essential skill / knowledge in the journalism sector and the advertising and PR sector are "Marketing Management" and "Multimedia Knowledge and Applications" respectively. The emergence of various types of management, media technology and language skills within the top eight has reflected the situation that companies are more aware of the establishment of the above skills / knowledge to enhance their competitiveness in the globally connected world.

5. Manpower Training and Development Plan

5.1 Training Needs of Existing MC Employees

The survey revealed that employers would plan to provide / sponsor training in respect of skills and knowledge to 7 906 MC employees (in terms of man-times) in the next 12 months. MC manpower training (ranked in descending order of popularity) to be provided / sponsored by employer in the next 12 months by type of skills / knowledge include industry specific skills (advertising and PR sector), innovative media technology (advertising and PR sector), management skills, language skills, and China-related knowledge.

6. Manpower Forecast and Demand & Supply Analysis

6.1 Employers' Forecast of MC Manpower Demand by February 2013

Employers forecast that there would be 35 595 MC posts by February 2013, a slight decrease of 0.03% (11) over the number of existing MC posts (35 606). Among the sectors, the number of MC posts recorded a slight increase of 0.21% (22) in the journalism sector and a slight decrease of 0.13% (33) in the advertising and PR sector. The expected negative growth in account executive (-26), followed by media buyer (-24) of the advertising companies, agencies & other advertising services may imply that the companies are undergoing consolidation of their MC manpower to meet the needs of the market.

6.2 Projected Annual Additional Manpower Requirement for 2012/16 by Preferred Educational Level

As the pace of globalization continues to accelerate, supported by domestic consumption as well as CEPA, the MC manpower requirement of the MC industry will follow a growing trend in the long run. The projected annual additional manpower requirement for 2012/16 by preferred educational level is estimated to be 1 225 MC employees with degree or above qualifications and 494 with associate degree / higher diploma.

6.3 Estimated Average Annual Supply of Graduates in MC Programmes for 2012/16 by Educational Level

The average annual supply of graduates in MC programmes joining the MC industry (from local educational and training institutions) for 2012/16 by educational level is estimated to be 1 155 with degree or above qualifications and 701 with associate degree / higher diploma.

6.4 Manpower Demand and Supply Analysis

It can be concluded that the average annual supply of 1 155 local degree or above graduates from MC programmes would not be able to meet the forecast annual additional manpower demand for 1 225 MC employees with such qualification. The annual shortfall of 70 additional MC employees could be met in general by MC graduates returning from overseas and non-MC graduates having received in-depth MC training. At the associate degree / higher diploma and diploma / higher certificate / certificate levels, the annual shortfall of 468 additional MC employees with diploma / higher certificate / certificate could be met by graduates from other non-MC disciplines.

7. Major Developments in the MC Industry

Based on the manpower changes between the 2010 and 2012 surveys and other observations, the Training Board concludes the following major developments in the MC industry:

Impact of Online / New Media Developments on Business and Manpower Needs

(i) Digital / new media and their services / operations are growing in number and sophistication, spurring the demand for senior reporters / reporters, online editors, web page designers, digital designers and webmasters, especially those with social media web experience.

(ii) Since social networking website (such as Facebook, Weibo or Twitter) roll up in popularity, it is essential for the local MC employees to acquire skills / knowledge on web searching / analytics, social networking / sharing platform, and microblogging to perform the social media functions for meeting the changing appetite of advertisers during the advent of social marketing.

(iii) A number of advertising companies has employed freelancers to work as designers and digital designers at supporting / technical level to support graphic artists at executional level in respect of web development work.

(iv) Existing MC employees are required to have multi-skills to perform multi-tasking in response to the expanding world of digital / new media and the merger or abolishment of some MC posts.

Impact of Further Transition to Knowledge Society

(v) Demand for well-rounded MC employees tends to become more acute when companies are looking to get more work done with fewer people.

(vi) More advertising / PR / marketing employees in the MC industry are working closely with media partners to conduct promotional seminars / activities with a view to increasing the number and type of media outlets to reach the target customers.

(vii) More local companies in the advertising and PR sector have been engaged in outsourcing their supporting / technical related jobs (such as graphic and visual design, printing, and web design / updating) which allow them to focus on their core business, expand quickly into new frontiers, address manpower and skills constraints, and reduce costs.

(viii) Skill sets (such as multimedia knowledge and applications, Putonghua, spoken and written English, sales / marketing strategic planning, PR consultation / presentation skills, creativity and cultural insights, production management, and industry practices in the mainland of China) will continue to be in demand to perform various MC functions.

8. Business Outlook

8.1 Journalism Sector

The Training Board considers that the journalism sector is always on the lookout for talented people (in particular, young MC employees with accomplishment training) willing to take on the exciting challenge of presenting news and entertainment to a demanding readership and audience. However, the factors that might affect the growth rate of the journalism sector for the years ahead include industry consolidation, the introduction of new technologies, greater use of services outside the sector, and competition from different emerging media platforms.

8.2 Advertising and PR Sector

The Training Board observes that social media / mobile social media, mobile apps, online video advertising, daily deal promotions / group buying have been a current trend for advertising / marketing and will grow rapidly in the coming years. Employers (in particular, advertising companies, agencies and other advertising services with employment size of less than 50) will recruit more young MC employees with accomplishment training for engaging in jobs related to design, artwork production, and account coordination to meet the rapid development trend of the MC industry.

9. Recommendations

Major recommendations on the manpower and training needs of the MC industry are summarized as follows:

(i) The annual additional training requirement for MC employees from 2012 to 2016 is estimated to be 613 in the journalism sector and 2 132 in the advertising and PR sector.

(ii) The changing role of MC employees today requires them to acquire the multimedia knowledge & applications, language skills, sales / marketing strategic planning, PR consultation / presentation skills, creativity & cultural insights, production & marketing management, industry practices / political system, social & economic development in the mainland of China, of which the training demand would increase substantially.

(iii) MC practitioners should capitalize on the opportunities and upgrade themselves by getting more training and gaining more experience with the latest trend of digital / new media (such as web searching, social networking platform, sharing platform, microblogging, web analytics, and web monitoring & surveillance) and build awareness of services and products through m-commerce offering to reach the global market.

(iv) Media practitioners in Hong Kong are now facing a more complicated media and information environment. They need advanced skills to access, evaluate, select, analyze, use and create information and knowledge. Therefore, Media and Information Literacy (MIL) training should be offered to them for their professional development.

(v) Young MC employees are expected to acquire relevant accomplishment training and self-management skills (such as working attitude, concentration on work, team work, interpersonal communication skills, punctual, and protection of company's tangible & intangible assets) so that they can have greater contributions to the company.

(vi) Employers should understand the attitude and behaviour differences of young MC employees or bridge the generation gap (by attending relevant technology and management workshops / courses).

(vii) Employers should also provide / sponsor external or in-house training with the provision of financial support or grant of leave to existing MC employees.

(viii) Local educational institutions could offer more government-funded degree and sub-degree courses in the MC Discipline so that more secondary school graduates could be encouraged to study the MC related programmes when they attend tertiary education.

(ix) Relevant trade associations and professional bodies under their existing e-learning platforms could develop training programmes / packages (such as generic competence or transferable skills) by strengthening the whole person development of young MC employees through the VTC's Out-centre Course Scheme.

SECTION I

INTRODUCTION

The Training Board

1.1 The Mass Communications Training Board of the Vocational Training Council (VTC) is appointed by the HKSAR Government to be responsible for matters pertaining to the manpower and training needs of the mass communication (MC) industry. Comprising representatives of the craft, academics and government officials, the Training Board is required, among other duties, to recommend to the Council the development of training strategy to meet the increasing demand for trained MC manpower. The membership list and terms of reference of the Training Board are given in Appendices 1 and 2.

Purpose of the Survey

1.2 To assist the Council to carry out two of its main functions as stipulated in the VTC Ordinance, namely, to review the industry needs for trained manpower and to review the availability of trained manpower to meet such needs, the Training Board has been conducting manpower surveys once every two years since early 1980s. The aim of the survey is to collect accurate data on the present and future manpower situation and training information in the principal jobs of the MC industry.

Time of the Survey

1.3 With the assistance of the Census and Statistics Department (C&SD), the Training Board conducted the manpower survey of the MC industry during the period from 3 January 2012 to 2 March 2012.

1.4 The findings of the survey reflect the manpower situation of the MC industry at the time of the survey. However, the current uncertainty in global financial markets might have an effect on the MC manpower demand. The manpower data and forecast in the report should therefore be read with the phenomenon in mind.

Working Party on Manpower Survey

1.5 Under the Training Board, a Working Party was formed to oversee the conduct of the manpower survey. The scope of its work can be broadly divided into four parts: questionnaire design, sampling, analysis and reporting. The Working Party has prepared the relevant survey documents and subsequently submitted to the Training Board for approval. On the other hand, the C&SD provided the following professional services: fieldwork, data input and tabulation. The Working Party's membership list is given in Appendix 1.

Scope of the Survey

1.6 The survey covered the following five branches in the journalism sector (whose business operations aim primarily for Hong Kong readers / audience) and four branches in the advertising and public relations sector:

Journalism Sector

(a) Newspapers
(b) Magazines
(c) News department in radio / TV stations
(d) News agencies
(e) Digital / new media

Advertising and Public Relations Sector

(f) Public relations services suppliers
(g) Advertising sales / public relations / marketing department in media organizations
(h) Advertising companies, agencies and other advertising services
(i) Corporate communications / public relations / advertising / marketing department in companies / institutions

Method of the Survey

1.7 In view of limited resources, a stratified random sampling method was adopted to select some 1 000 companies in the specified frame of about 7 000 companies under the MC industry in the Central Register of Establishments (CRE) maintained by the C&SD. Companies were classified by major type of branch engaged. Under each type of branch, companies were further classified by their employment size. Companies were then randomly selected with reference to the sampling fractions of their corresponding branch and the employment size in respect of each branch. In addition to the above, 76 supplementary samples from the newspapers, magazines, radio / TV stations, and digital / new media, and 45 supplementary samples from the advertising companies, agencies and other advertising services, and the corporate communication / public relations / advertising / marketing department in companies / institutions were provided by the Working Party on 2012 Manpower Survey of the MC Industry. A total of 1 016 companies were required to complete a detailed questionnaire on manpower and training needs.

1.8 About two weeks before the fieldwork, a questionnaire with explanatory notes and a list of descriptions of the principal jobs in the MC industry were mailed to each of the sampled / selected companies. A copy of the survey documents is in Appendix 3. During the period of the survey, fieldwork officers of the C&SD visited the selected / sampled companies to ensure the proper collection of information. The distribution of samples by branch and by employment size (sampling plan) is shown in Appendix 17.

1.9 Employers were requested to classify their MC employees according to job descriptions based on the duties the employees performed rather than the job titles held in the organizations. Fieldwork officers of the survey were specially briefed about the nature of various jobs before they carried out the fieldwork. Questionnaires collected were checked, coded and if necessary verified with the respondents. The data collected were grossed up statistically to reflect the overall manpower situation of the MC industry.

Publicity

1.10 A press release for publication in Chinese and English newspapers was issued on the first day of the survey. All relevant bodies were also requested to publicize the survey among their members.

Analysis of the Responses

1.11 Out of the 1 016 companies sampled / selected, 649 have completed and returned the questionnaires. Only 50 refused to respond. Taking into account those 317 companies which have closed, moved, changed business, no technical manpower, were untraceable or were registered offices without operations, temporarily not in operation and others, the effective response rate is 92.8%.

Presentation of the Survey Findings

1.12 A summary of the survey findings (including the manpower and training needs of the MC industry and their statistical analysis) is presented in Section II of the survey report, while the Training Board's recommendations are set out in Section III.

Definition of Terms

1.13 "Employees" refer to all personnel who are directly paid by the company and who are either at work or temporarily absent from work, viz sick leave, maternity leave, annual vacation, casual leave or on strike.

1.14 "MC employees" refer to all full-time / part-time personnel (including freelancers) who are engaged in principal jobs related to various job levels (such as managerial, supervisory, editorial / production / executional, and supporting / technical) of the MC industry.

1.15 "Labour force" is defined as the economically active population, comprises the employed population and the unemployed population.

1.16 "A company" is defined, for the purpose of this survey, as a business undertaking including establishments having the same first 8 digits of business registration number (i.e. under a single ownership or control) with the same nature of business (i.e. in the same branch). A company forms the basic enumeration unit in the survey.

1.17 "Participation rate" in each discipline is defined as the percentage of graduates who will enter into employment in their related field of study or training. Such information is usually obtained from employment surveys of full-time graduates conducted by educational institutions.

1.18 "Wastage rate" is defined as the percentage of MC employees leaving their current MC jobs and taking up non-MC positions, and for other reasons, out of the total number of MC employees.

1.19 "Outsourcing" is defined as a contractual agreement between a company and one or more external suppliers on the provision of services that the company is currently providing / has provided internally.

1.20 "A freelancer" is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector and the advertising and public relations sector. Freelancers may be engaged on a daily, an hourly or a project basis.

1.21 "Existing vacancies" refer to those unfilled, immediately available job openings for which the company is actively trying to recruit personnel at date of survey.

Acknowledgement

1.22 The Training Board wishes to thank the Census and Statistics Department for supervising the fieldwork and processing the survey data; the University Grants Committee (UGC)-funded institutions and other tertiary institutions for providing information on planned output of graduates from UGC / Government-funded and self-financed MC programmes.

SECTION II

SUMMARY OF SURVEY FINDINGS

Current Manpower Status

Number of Persons Engaged

2.1 The survey revealed that in February 2012, a total of 34 895 persons (including freelancers) were employed in the principal jobs of the MC industry in Hong Kong (or about 0.9% of the total labour force 3 773 700 (Source: Census and Statistics Department) in the first quarter (Q1) of 2012). 30.1% (10 511) of the MC employees worked in the journalism sector and 69.9% (24 384) in the advertising and public relations sector (including advertising sales / PR / marketing department in media organizations).

2.2 Table 2.1 shows that advertising companies, agencies and other advertising services (3 740), which constituted about 74.0% of the total companies (5 024) in the MC industry, accounted for about 38.0% of the industry's total MC employment in 2012 (13 122 / 34 895). However, on a per company basis, they registered the smallest average employment size of 4 MC employees.

Table 2.1 Comparison of the Number of MC Employees [1] and Companies Covered in the Survey by Branch
(February 2010 – February 2012)

Branch		No. of Companies Covered by the Survey (1)		No. of Employees [2] Covered by the Survey (2)		No. of MC Employees [1] (3)		Average No. of MC Employees Per Company (3)/(1)	MC Employees as a Percentage of All Employees (3)/(2) x 100% %
		2010	**2012**	**2010**	**2012**	**2010**	**2012**	**2012**	**2012**
Journalism Sector									
1. Newspapers	Including Advertising Sales / PR / Marketing Department in Media Organizations	34	45	8 021	8 620	5 632	6 011	134	69.7
2. Magazines		324	318	5 220	5 285	4 285	4 653	15	88.0
3. News Department in Radio / TV Stations		30	30	6 859	8 100	2 203	2 499	83	30.9
4. News Agencies		25	21	285	335	239	287	14	85.7
5. Digital / New Media		47	43	1 182	1 769	627	1 138	26	64.3
Sub-total		***460***	***457***	***21 567***	***24 109***	***12 986***	***14 588***	***32***	***60.5***

Branch	No. of Companies Covered by the Survey (1)		No. of Employees (2) Covered by the Survey (2)		No. of MC Employees (1) (3)		Average No. of MC Employees Per Company (3)/(1)	MC Employees as a Percentage of All Employees (3)/(2) x 100% %
	2010	**2012**	**2010**	**2012**	**2010**	**2012**	**2012**	**2012**
Advertising and Public Relations Sector								
6. Public Relations Services Suppliers	373	353	2 338	2 483	1 952	2 056	6	82.8
7. Advertising Companies, Agencies & other Advertising Services	3 785	3 740	15 444	15 037	13 025	13 122	4	87.3
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	488	474	653 848	705 020	4 280	5 129	11	0.7
Sub-total	***4 646***	***4 567***	***671 630***	***722 540***	***19 257***	***20 307***	***4***	***2.8***
Total	**5 106**	**5 024 (-1.6%)**	**693 197**	**746 649 (7.7%)**	**32 243**	**34 895 (8.2%)**	**7**	**4.7**

Notes: (1) Number of MC employees including freelancers.
(2) Number of employees including MC employees and non-technical staff.
(3) Figures may not add up to their totals due to rounding.

2.3 Samples in Branch 5 (Digital / New Media) were provided by VTC in both rounds of survey with the number of MC employees increased by 81.5% from 627 in 2010 to 1 138 in 2012.

2.4 The number of MC employees (including freelancers) by sector / branch by job level is summed up in Table 2.2. More detailed analyses of the findings by branch by job title are presented in Appendix 4.

Table 2.2 Number of MC Employees (Including Freelancers) by Sector / Branch by Job Level

Branch \ Job Level	Managerial (%)*		Supervisory (%)*		Editorial / Production / Executional (%)*		Supporting / Technical (%)*		Total (%)*		Overall (%)#
	EM	FL	EM	FL	EM	FL	EM	FL	EM	FL	
Journalism Sector											
Newspapers	175 (3.6)	- (-)	496 (10.2)	10 (13.3)	3 257 (66.8)	64 (85.3)	948 (19.4)	1 (1.3)	4 876 (100.0)	75 (100.0)	4 951 (47.1)
Magazines	204 (7.3)	- (-)	368 (13.1)	102 (30.9)	1 716 (61.0)	200 (60.6)	524 (18.6)	28 (8.5)	2 812 (100.0)	330 (100.0)	3 142 (29.9)
News Department in Radio / TV Stations	47 (2.9)	- (-)	281 (17.4)	- (-)	932 (57.8)	35 (50.7)	353 (21.9)	34 (49.3)	1 613 (100.0)	69 (100.0)	1 682 (16.0)
News Agencies	17 (7.6)	- (-)	38 (16.9)	- (-)	151 (67.1)	- (-)	19 (8.4)	- (-)	225 (100.0)	- (-)	225 (2.1)
Digital / New Media	13 (2.7)	- (-)	35 (7.4)	- (-)	161 (34.0)	37 (97.4)	264 (55.8)	1 (2.6)	473 (100.0)	38 (100.0)	511 (4.9)
Sub-total	***456 (4.6)***	***- (-)***	***1 218 (12.2)***	***112 (21.9)***	***6 217 (62.2)***	***336 (65.6)***	***2 108 (21.1)***	***64 (12.5)***	***9 999 (100.0)***	***512 (100.0)***	***10 511 (100.0)***
Advertising and Public Relations Sector											
Public Relations Services Suppliers	314 (16.7)	- (-)	553 (29.4)	26 (14.6)	973 (51.8)	138 (77.5)	38 (2.0)	14 (7.9)	1 878 (100.0)	178 (100.0)	2 056 (8.4)
Advertising Sales / PR / Marketing Department in Media Organizations	860 (21.3)	- (-)	1 179 (29.2)	1 (2.4)	1 972 (48.9)	40 (97.6)	25 (0.6)	- (-)	4 036 (100.0)	41 (100.0)	4 077 (16.7)
Advertising Companies, Agencies & other Advertising Services	1 256 (10.0)	3 (0.6)	3 043 (24.1)	15 (3.0)	6 163 (48.8)	415 (82.5)	2 157 (17.1)	70 (13.9)	12 619 (100.0)	503 (100.0)	13 122 (53.8)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	1 080 (21.1)	- (-)	1 320 (25.8)	- (-)	2 677 (52.3)	- (-)	37 (0.7)	15 (100.0)	5 114 (100.0)	15 (100.0)	5 129 (21.0)
Sub-total	***3 510 (14.8)***	***3 (0.4)***	***6 095 (25.8)***	***42 (5.7)***	***11 785 (49.8)***	***593 (80.5)***	***2 257 (9.5)***	***99 (13.4)***	***23 647 (100.0)***	***737 (100.0)***	***24 384 (100.0)***
Total	**3 966 (11.8)**	**3 (0.2)**	**7 313 (21.7)**	**154 (12.3)**	**18 002 (53.5)**	**929 (74.4)**	**4 365 (13.0)**	**163 (13.1)**	**33 646 (100.0)**	**1 249 (100.0)**	**34 895**

EM Number of employees at date of survey (excluding freelancers).
FL Number of freelancers at date of survey.
* As a percentage of total number of MC employees by branch.
\# As a percentage of total number of MC employees by sector.
Note: Figures may not add up to their totals due to rounding.

2.5 The survey showed that advertising companies, agencies and other advertising services had 13 122 MC employees (including freelancers), accounting for 53.8% of the total MC manpower in the advertising and public relations sector, followed by newspapers (4 951 or 47.1% of the total MC manpower in the journalism sector). The distribution of MC employees by sector by branch is shown in Figures 1 and 2.

Figure 1 Distribution of MC Employees (including Freelancers) in the Journalism Sector by Branch (As in February 2012)

Total 10 511 Persons

* Number of MC employees (including freelancers) is in bracket.
Note: Figures in brackets may not add up to the total due to rounding.

Figure 2 Distribution of MC Employees (including Freelancers) in the Advertising and Public Relations Sector by Branch (As in February 2012)

Total 24 384 Persons

* Number of MC employees (including freelancers) is in bracket.
Note: Figures in brackets may not add up to the total due to rounding.

2.6 The survey also showed that the editorial / production / executional level had contributed the largest number of MC employees (including freelancers) in both the journalism sector (6 553 or 62.3% of the total MC manpower in that sector) and the advertising and public relations sector (12 378 or 50.8% of the total MC manpower in that sector).

Advertising Sales / PR / Marketing
Employees in Media Organizations

2.7 Employers reported that in February 2012, a total of 4 077 advertising sales / PR / marketing employees (or 28.0% of the existing 14 588 MC employees) were engaged in media organizations. As compared with the 2010 survey findings, the percentage rate of advertising sales / PR / marketing employees in media organizations has increased from 23.7% (3 081) to 28.0% (4 077) of the respective total numbers of MC employees in media organizations in 2010 and 2012. A comparison of the number of advertising sales / PR / marketing employees (including freelancers) in media organizations by branch by job level over the two-year period is shown in Table 2.3.

Table 2.3 Comparison of the Number of Advertising Sales / PR / Marketing Employees (including Freelancers) in Media Organizations by Branch by Job Level
(February 2010 – February 2012)

Advertising Sales / PR / Marketing Employees (including Freelancers) in Media Organizations										
Job Level / Branch	Managerial (%)*		Supervisory (%)*		Executional (%)*		Supporting / Technical (%)*		Total (%)*	
	2010	**2012**	**2010**	**2012**	**2010**	**2012**	**2010**	**2012**	**2010**	**2012**
Newspapers (5 632)^ (6 011)+	232 (4.1)	233 (3.9)	364 (6.5)	363 (6.0)	488 (8.7)	464 (7.7)	- (-)	- (-)	1 084 (19.3)	1 060 (17.6)
Magazines (4 285)^ (4 653)+	261 (6.1)	407 (8.8)	340 (7.9)	437 (9.4)	579 (13.5)	643 (13.8)	- (-)	24 (0.5)	1 180 (27.5)	1 511 (32.5)
News Department in Radio / TV Stations (2 203)^ (2 499)+	84 (3.8)	115 (4.6)	141 (6.4)	202 (8.1)	238 (10.8)	500 (20.0)	- (-)	- (-)	463 (21.0)	817 (32.7)
News Agencies (239)^ (287)+	11 (4.6)	25 (8.7)	17 (7.1)	14 (4.9)	37 (15.5)	23 (8.0)	- (-)	- (-)	65 (27.2)	62 (21.6)
Digital / New Media (627)^ (1 138)+	43 (6.9)	80 (7.0)	87 (13.9)	164 (14.4)	159 (25.4)	382 (33.6)	- (-)	1 (0.1)	289 (46.1)	627 (55.1)
Total (12 986)^ (14 588)+	**631 (4.9)**	**860 (5.9)**	**949 (7.3)**	**1 180 (8.1)**	**1 501 (11.6)**	**2 012 (13.8)**	**- (-)**	**25 (0.2)**	**3 081 (23.7)**	**4 077 (28.0)**

^ Total number of MC employees (including advertising sales / PR / marketing employees) in the respective branch of the media organizations in the 2010 survey.
\+ Total number of MC employees (including advertising sales / PR / marketing employees) in the respective branch of the media organizations in the 2012 survey.
* As a percentage of total number of MC employees by branch.
Note: Figures may not add up to their totals due to rounding.

Freelancers Employed

2.8 At the time of the survey, 91 companies in the journalism sector including advertising sales / public relations / marketing department in media organizations (or 19.9% of the existing 457 companies covered by the survey in that sector) (2010 survey: 116 companies) and 336 companies in the advertising and public relations sector (or 7.4% of the existing 4 567 companies covered by the survey in that sector) (2010 survey: 651 companies) had employed freelancers to perform various MC job duties (Table 2.4). In terms of company size, companies employing fewer than 10 employees in the advertising companies, agencies and other advertising services accounted for the major of job creation for the freelancers.

Table 2.4 Number of Companies Having Employed Freelancers to Perform Various MC Job Duties by Sector / Branch by Employment Size of Company

Branch \ Employment Size of Company		1-9	10-19	20-49	50-99	100-299	300-499	500 & Over	Overall
Journalism Sector (1)									
Newspapers	Including Advertising Sales / PR / Marketing Department in Media Organizations	7	1	-	2	2	-	-	12
Magazines		25	25	12	7	1	-	-	70
News Department in Radio / TV Stations		-	1	1	1	1	-	-	4
News Agencies		-	-	-	-	-	-	-	-
Digital / New Media		-	1	4	-	-	-	-	5
Sub-total (457) +		***32***	***28***	***17***	***10***	***4***	***-***	***-***	***91***
Advertising and Public Relations Sector									
Public Relations Services Suppliers		64	2	3	1	-	-	-	70
Advertising Companies, Agencies and other Advertising Services		218	23	13	2	-	-	-	256
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions		-	-	-	-	-	-	10	10
Sub-total (4 567) +		***282***	***25***	***16***	***3***	***-***	***-***	***10***	***336***
Total (5 024) +		**314**	**53**	**33**	**13**	**4**	**-**	**10**	**427**

\+ Number of companies covered by the survey in the respective sector.

Notes: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.
(2) Figures may not add up to their totals due to rounding.

2.9 As regards the number of freelancers (1 249) employed to perform various MC job duties by branch by employment size of company as shown in Table 2.5, the advertising companies, agencies and other advertising services recorded the highest number of freelancers (503), followed by the magazines (330) and the public relations services suppliers (178). Most of these freelancers in the MC industry are employed as graphic artist, photographer, editorial / leader writer, senior reporter / reporter, production assistant, and account coordinator. (2010 survey: 767 companies in the MC industry employed 2 116 freelancers.) The Training Board observes that the employment market is likely to be focused on permanent MC jobs, however fixed term contracts or working as freelancers will also be a key part of employment strategies.

Table 2.5 Number of Freelancers Employed to Perform Various MC Job Duties by Sector / Branch by Employment Size of Company

Branch \ Employment Size of Company	1-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100-299 (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*
Journalism Sector								
Newspapers (4 951) +	25 (39.7)	10 (38.5)	- (-)	10 (6.3)	30 (3.0)	- (-)	- (-)	75 (1.5)
Magazines (3 142) +	54 (13.0)	108 (23.2)	48 (7.2)	85 (12.9)	35 (3.8)	- (-)	- (-)	330 (10.5)
News Department in Radio / TV Stations (1 682) +	- (-)	8 (13.3)	5 (13.2)	2 (3.2)	54 (7.5)	- (-)	- (-)	69 (4.1)
News Agencies (225) +	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)
Digital / New Media (511) +	- (-)	10 (66.7)	28 (15.5)	- (-)	- (-)	- (-)	- (-)	38 (7.4)
Sub-total (10 511) +	***79 (14.6)***	***136 (23.4)***	***81 (7.7)***	***97 (9.5)***	***119 (4.2)***	***- (-)***	***- (-)***	***512 (4.9)***
Advertising and Public Relations Sector								
Public Relations Services Suppliers (2 056) +	163 (16.2)	5 (1.4)	9 (2.4)	1 (0.3)	- (-)	- (-)	- (-)	178 (8.7)
Advertising Sales / PR / Marketing Department in Media Organizations (4 077) +	- (-)	- (-)	1 (0.2)	40 (7.1)	- (-)	- (-)	- (-)	41 (1.0)
Advertising Companies, Agencies and other Advertising Services (13 122) +	340 (4.8)	101 (5.0)	57 (3.1)	5 (0.6)	- (-)	- (-)	- (-)	503 (3.8)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (5 129) +	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	15 (0.4)	15 (0.3)
Sub-total (24 384) +	***503 (6.0)***	***106 (3.8)***	***67 (2.5)***	***46 (2.6)***	***- (-)***	***- (-)***	***15 (0.3)***	***737 (3.0)***
Total (34 895) +	**582 (6.5)**	**242 (7.1)**	**148 (3.9)**	**143 (5.1)**	**119 (2.2)**	**- (-)**	**15 (0.2)**	**1 249 (3.6)**

\+ Number of MC employees (including freelancers) covered by the survey in the respective branch.
* As a percentage of total number of MC employees by sector/branch by employment size of company.
Note: Figures may not add up to their totals due to rounding.

Staff Turnover, Number of Vacancies and Manpower Changes

MC Employees Leaving in the Past 12 Months

2.10 As shown in Table 2.6, employers reported that 5 073 MC employees (or 14.2% of the existing 35 606 MC posts) in the journalism sector and the advertising & public relations sector had changed employment in the past 12 months. (2010 survey: 3 920 MC employees or 12.0% of the 32 767 MC posts had changed employment.) Figures 3 and 4 show the numbers of MC employees left in the past 12 months in the journalism sector and the advertising & public relations sector. Number of MC employees leaving in the past 12 months by branch by job level is shown in Appendix 5.

Table 2.6 MC Employees Leaving in the Past 12 Months by Sector by Job Level by Employment Size of Company

Job Level \ Employment Size of Company	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100-299 (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*
Journalism Sector (1)									
Managerial	2 (8.0)	6 (8.7)	4 (2.6)	14 (5.6)	7 (3.8)	27 (7.7)	4 (14.8)	21 (7.7)	85 (6.4)
Supervisory	- (-)	6 (4.8)	8 (3.5)	44 (16.4)	27 (7.9)	65 (9.7)	3 (3.1)	62 (8.7)	215 (8.5)
Editorial / Production	10 (7.7)	29 (9.9)	97 (17.0)	84 (10.2)	130 (14.8)	565 (25.0)	66 (13.7)	858 (25.9)	1 839 (21.0)
Supporting / Technical	1 (2.1)	14 (17.7)	12 (11.2)	19 (7.2)	27 (13.4)	106 (13.6)	9 (6.9)	82 (13.1)	270 (12.1)
Sub-total (14 845) +	***13 (4.4)***	***55 (9.7)***	***121 (11.4)***	***161 (10.0)***	***191 (11.9)***	***763 (18.8)***	***82 (11.1)***	***1 023 (20.8)***	***2 409 (16.2)***
Advertising and Public Relations Sector									
Managerial	- (-)	10 (4.5)	2 (0.6)	18 (5.1)	17 (7.3)	24 (13.5)	1 (0.5)	205 (22.9)	277 (10.3)
Supervisory	- (-)	28 (4.6)	51 (9.3)	93 (17.5)	20 (6.9)	19 (9.3)	14 (7.8)	383 (33.4)	608 (12.1)
Executional	94 (3.3)	177 (13.0)	283 (24.6)	309 (28.0)	66 (9.6)	66 (8.5)	39 (6.0)	275 (13.7)	1 309 (12.3)
Supporting / Technical	98 (9.7)	70 (16.5)	73 (17.1)	195 (65.9)	- (-)	28 (13.1)	- (-)	6 (11.3)	470 (19.2)
Sub-total (20 761) +	***192 (3.4)***	***285 (10.8)***	***409 (16.5)***	***615 (26.9)***	***103 (8.3)***	***137 (10.0)***	***54 (5.3)***	***869 (21.2)***	***2 664 (12.8)***
Total (35 606) +	**205 (4.0)# (3.5)**	**340 (6.7)# (10.6)**	**530 (10.4)# (15.0)**	**776 (15.3)# (20.0)**	**294 (5.8)# (10.3)**	**900 (17.7)# (16.6)**	**136 (2.7)# (7.8)**	**1 892 (37.3)# (21.0)**	**5 073 (100.0)# (14.2)**

* As a percentage of total number of MC posts by sector by job level by employment size of company.
\# As a percentage of total number of MC employees leaving in the past 12 months.
\+ Total number of MC posts.
Notes: (1) Journalism sector includes advertising sales/public relations/marketing department in media organizations.
(2) Number of MC Employees including freelancers.
(3) Figures may not add up to their totals due to rounding.

Figure 3 Number of MC Employees Leaving in the Past 12 Months in the Journalism Sector [1] by Branch

Total No. Left 2 409

* As a percentage of total number of MC posts by sector by branch.

Notes: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.

(2) Number of MC employees including freelancers.

Figure 4 Number of MC Employees Leaving in the Past 12 Months in the Advertising and Public Relations Sector by Branch

Total No. Left 2 664

* As a percentage of total number of MC posts by sector by branch.

Key: A -- Public Relations Services Suppliers

B -- Advertising Companies, Agencies and other Advertising Services

C -- Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions

Staff Turnover Rate

2.11 The Training Board observes that the turnover rate as a percentage of number of MC posts in the industry has increased from 12.0% (3 920) in February 2010 to 14.2% (5 073) in February 2012. The Training Board considers that the turnover rates of the MC industry over the two-year period remained stable due to buoyant economy in Hong Kong. A comparison of the turnover rates of the MC industry by sector over the two-year period is shown in Figure 5.

Figure 5 Comparison of the Turnover Rates by Sector (February 2010 – February 2012)

* Number of MC employees leaving the companies in February 2012.
** Number of MC employees leaving the companies in February 2010.
\+ Total number of MC posts in February 2012 by sector.
++ Total number of MC posts in February 2010 by sector.
Notes: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.
(2) Figures may not add up to their totals due to rounding.

2.12 The Training Board observes that the news department in radio / TV stations recorded the highest turnover rate (22.8%), followed by the newspapers (19.2%) and the digital / new media (18.1%) (Figure 3). In terms of job level, the highest turnover rate was among the editorial / production staff (21.0%) in the journalism sector and the support / technical staff (19.2%) in the advertising and public relations sector (Table 2.6).

2.13 The Training Board also observes that MC employees continue to be cautious in changing jobs because they are concerned that global economic uncertainty will affect Asia Pacific as a growth market. In general, they only moved for a perceived more stable environment, job satisfaction and a higher salary.

Sources of Recruitment in the Past 12 Months

2.14 The survey reveals that 5 157 MC employees (or 14.5% of the existing 35 606 MC posts) were recruited in 2011/12, including 4 469 (12.6%) experienced employees recruited in the MC industry and 688 (1.9%) non-experienced employees. (2010 survey: 3 172 MC employees or 9.7% of the 32 767 MC posts) In term of job level, managerial level recruited 325 MC employees, supervisory level 806, editorial / production / executional level 3 287, and support / technical level 739. A summary of the sources of recruitment of MC employees in the past 12 months by branch is given in Table 2.7.

Table 2.7 Sources of Recruitment of MC Employees in the Past 12 Months by Branch

Branch		Sources of Recruitment					
		Experienced Employees Recruited in this Industry	(%)*	Non-experienced Employees Recruited in this Industry	(%)*	Total Recruitment	(%)*
Journalism Sector [(1)]							
1. Newspapers (6 080)+	Including Advertising Sales / PR / Marketing Department in Media Organizations	750	(12.3)	155	(2.5)	905	(14.9)
2. Magazines (4 741)+		430	(9.1)	62	(1.3)	492	(10.4)
3. News Department in Radio / TV Stations (2 574)+		644	(25.0)	39	(1.5)	683	(26.5)
4. News Agencies (287)+		13	(4.5)	4	(1.4)	17	(5.9)
5. Digital / New Media (1 163)+		198	(17.0)	6	(0.5)	204	(17.5)
Sub-total (14 845)+		***2 035***	***(13.7)***	***266***	***(1.8)***	***2 301***	***(15.5)***
Advertising and Public Relations Sector							
6. Public Relations Services Suppliers (2 136)+		312	(14.6)	22	(1.0)	334	(15.6)
7. Advertising Companies, Agencies and other Advertising Services (13 431)+		1 217	(9.1)	359	(2.7)	1 576	(11.7)
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (5 194)+		905	(17.4)	41	(0.8)	946	(18.2)
Sub-total (20 761)+		***2 434***	***(11.7)***	***422***	***(2.0)***	***2 856***	***(13.8)***
Total (35 606)+		**4 469**	**(12.6)**	**688**	**(1.9)**	**5 157**	**(14.5)**

* As a percentage of total number of MC posts by branch.
\+ Total number of MC posts by branch.
Notes: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.
(2) Figures may not add up to their totals due to rounding.

2.15 The Training Board observes that, in the present survey, the recruitment of experienced employees and non-experienced employees is in a ratio of 8 to 1 (2010 survey: a ratio of 3 to 1) in the journalism sector and a ratio of 6 to 1 (2010 survey: a ratio of 4 to 1) in the advertising and public relations sector. It appears that employers in the industry tend to recruit a higher ratio of experienced employees to non-experienced ones to fill vacancies over the two-year period. A comparison of the sources of recruitment by sector by job level is shown in Figure 6.

Figure 6 Comparison of the Sources of Recruitment by Sector by Job Level

Notes: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.
(2) Figures may not add up to their totals due to rounding.

Internal Promotion in the Past 12 Months

2.16 The survey reveals that 286 MC employees or 0.8% of the existing 35 606 MC posts (2010 survey: 305 MC employees or 0.9% of the 32 767 MC posts) were promoted from within the companies in respect of new or existing posts during the past 12 months. A summary of the internal promotion pattern by branch is given in Table 2.8.

Table 2.8 Internal Promotion of MC Employees in the Past 12 Months by Branch

Branch \ Internal Promotion		From Supervisory to Managerial	From Editorial / Production / Executional to Supervisory	From Supporting / Technical to Editorial / Production / Executional	From Other Posts to Supporting / Technical	Total Promotion (%)*
Journalism Sector (1)						
Newspapers (6 080)+	Including Advertising Sales / PR / Marketing Department in Media Organizations	1	12	20	2	35 (0.6)
Magazines (4 741)+		-	2	18	2	22 (0.5)
News Department in Radio / TV Stations (2 574)+		-	-	-	-	- (-)
News Agencies (287)+		1	-	-	-	1 (0.3)
Digital / New Media (1 163)+		1	7	2	-	10 (0.9)
Sub-total (14 845)+		***3***	***21***	***40***	***4***	***68 (0.5)***
Advertising and Public Relations Sector						
Public Relations Services Suppliers (2 136)+		11	15	2	-	28 (1.3)
Advertising Companies, Agencies and other Advertising Services (13 431)+		18	39	20	1	78 (0.6)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (5 194)+		56	26	30	-	112 (2.2)
Sub-total (20 761)+		***85***	***80***	***52***	***1***	***218 (1.1)***
Total (35 606)+		**88**	**101**	**92**	**5**	**286 (0.8)**

* As a percentage of total number of MC posts by branch.
\+ Total number of MC posts by branch.
Notes: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.
(2) Figures may not add up to their totals due to rounding.

2.17 The survey also reveals that 88 positions (2.2% of number of MC posts at the job level) in managerial, 101 (1.3%) in supervisory, 92 (0.5%) in editorial / production / executional, and 5 (0.1%) in supporting / technical are filled by internal promotion in respect of new or existing posts. The Training Board observes that employers in the MC industry were willing to give reasonable promotion opportunities to their MC employees for retaining the existing talents. The Training Board encourages the practice of internal promotion and suggests that employers should provide more training to their MC employees to prepare them for career progression and lifelong learning.

Number of Job Vacancies

2.18 At the time of the survey, employers reported 146 job vacancies (or 1.4% of the existing 10 657 MC posts) in the journalism sector, and 565 job vacancies (or 2.3% of the existing 24 949 MC posts) in the advertising and public relations sector. In the journalism sector, the newspapers recorded the highest number of 63 job vacancies, followed by the magazines with 41 job vacancies. In the advertising and public relations sector, the advertising companies, agencies and other advertising services recorded the highest number of 309 job vacancies, followed by the advertising sales / PR / marketing department in media organizations with 111 job vacancies. The number of job vacancies by sector / branch by job level is shown in Table 2.9. More detailed analyses of the findings by branch by job title are presented in Appendix 4.

Table 2.9 Number of Job Vacancies by Sector / Branch by Job level

Branch \ Job Level	Managerial (%)*	Supervisory (%)*	Editorial / Production / Executional (%)*	Supporting / Technical (%)*	Total (%)#
Journalism Sector					
Newspapers (5 014)+	4 (2.2)	8 (1.6)	37 (1.1)	14 (1.5)	63 (1.3)
Magazines (3 183)+	1 (0.5)	- (-)	27 (1.4)	13 (2.3)	41 (1.3)
News Department in Radio / TV Stations (1 709)+	- (-)	2 (0.7)	22 (2.2)	3 (0.8)	27 (1.6)
News Agencies (225)+	- (-)	- (-)	- (-)	- (-)	- (-)
Digital / New Media (526)+	1 (7.1)	- (-)	8 (3.9)	6 (2.2)	15 (2.9)
Sub-total (10 657)+	***6 (1.3)***	***10 (0.7)***	***94 (1.4)***	***36 (1.6)***	***146 (1.4)***
Advertising and Public Relations Sector					
Public Relations Services Suppliers (2 136)+	5 (1.6)	2 (0.3)	73 (6.2)	- (-)	80 (3.7)
Advertising Sales / PR / Marketing Department in Media Organizations (4 188)+	5 (0.6)	16 (1.3)	90 (4.3)	- (-)	111 (2.7)
Advertising Companies, Agencies & other Advertising Services (13 431)+	6 (0.5)	32 (1.0)	158 (2.3)	113 (4.8)	309 (2.3)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (5 194)+	16 (1.5)	16 (1.2)	27 (1.0)	6 (10.3)	65 (1.3)
Sub-total (24 949)+	***32 (0.9)***	***66 (1.1)***	***348 (2.7)***	***119 (4.8)***	***565 (2.3)***
Total (35 606)+	**38 (0.9)**	**76 (1.0)**	**442 (2.3)**	**155 (3.3)**	**711 (2.0)**

* As a percentage of total number of MC posts by branch by job level.
\# As a percentage of total number of MC posts by branch.
\+ Total number of MC posts by branch.
Note: Figures may not add up to their totals due to rounding.

Vacancy Rates

2.19 While companies remain cautious about the overall economy, all branches in the MC industry still view Hong Kong as a key component of their growth strategy and have continued to fill up the existing vacancies to enhance their competitiveness in the global market. As compared with the 2010 survey findings, the vacancy rate as a percentage of total number of MC posts in the journalism sector has slightly increased from 1.1% (113) to 1.4% (146) and moderately increased in the advertising and public relations sector from 1.8% (411) to 2.3% (565). (The total number of MC posts being the sum of total MC employees and total MC vacancies.) In terms of job title, the high vacancies were observed in the account executive, senior reporter / reporter, and digital designer / designer. A comparison of the vacancy rates by sector over the two-year period is shown in Figure 7. The distribution of job vacancies by sector from December 2001 to February 2012 is shown in Figure 8

Figure 7 Comparison of the Vacancy Rates by Sector (February 2010 – February 2012)

* Number of MC vacancies in February 2012 by sector.
** Number of MC vacancies in February 2010 by sector.
\+ Total number of MC posts in February 2012 by sector.
++ Total number of MC posts in February 2010 by sector.

Notes: (1) Advertising and public relations sector includes advertising sales / public relations / marketing department in media organizations.
(2) Figures may not add up to their totals due to rounding.

Figure 8 Distribution of Job Vacancies by Sector
(December 2001- February 2012)

* As a percentage of total number of job vacancies in the respective survey.

Overall Labour Market Situation in the MC Industry

2.20 It was found that in February 2012, 10 511 MC employees (including freelancers) were engaged in the journalism sector and 24 384 MC employees in the advertising and public relations sector (including advertising sales / public relations / marketing department in media organizations). In February 2013, employers in general anticipate status quo of 2012 levels for their manpower situation, while a small number of companies anticipate contraction. The MC employment rate will decrease slightly with the forecast number of MC posts grow by -0.03% to reach 35 595. The findings on MC manpower, vacancy and employers' forecast growth by sector by job level are summarized in Table 2.10. The percentage share of MC employees in the labour force between December 2001 and February 2012 is shown in Figure 9

Table 2.10 MC Manpower, Vacancy and Forecast Growth by Sector by Job Level

Job Level	No. of MC Employees (Excluding Freelancers) in February 2012	No. of Freelancers in February 2012	No. of Vacancies in February 2012	Manpower Demand (1) in February 2012	February 2013 Employers' Forecast Manpower Growth (%)*		February 2013 Employers' Forecast No. of MC Posts
Journalism Sector							
Managerial	456	-	6	462	-	(-)	462
Supervisory	1 218	112	10	1 340	-	(-)	1 340
Editorial / Production	6 217	336	94	6 647	22	(0.33)	6 669
Supporting / Technical	2 108	64	36	2 208	-	(-)	2 208
Sub-total	***9 999***	***512***	***146***	***10 657***	***22***	***(0.21)***	***10 679***
Advertising and Public Relations Sector +							
Managerial	3 510	3	32	3 545	-3	(-0.08)	3 542
Supervisory	6 095	42	66	6 203	3	(0.05)	6 206
Executional	11 785	593	348	12 726	-37	(-0.29)	12 689
Supporting / Technical	2 257	99	119	2 475	4	(0.16)	2 479
Sub-total	***23 647***	***737***	***565***	***24 949***	***-33***	***(-0.13)***	***24 916***
Total	**33 646**	**1 249**	**711**	**35 606**	**-11**	**(-0.03)**	**35 595**

* As a percentage of total number of MC posts at the same job level by sector in February 2012.

\+ Advertising and public relations sector includes advertising sales / public relations / marketing department in media organizations.

Notes: (1) Manpower Demand includes the number of existing employees (including freelancers) and vacancies.

(2) Figures may not add up to their totals due to rounding.

Figure 9 Percentage Share of MC Employees in the Labour Force (December 2001 – February 2012)

	December 2001	December 2003	December 2005	February 2008	February 2010	February 2012
Labour Force* ('000)	3 450.0	3 486.4	3 537.9	3 653.5	3 657.3	3 773.7
MC Employees (1)	19 617	18 598	23 897	28 058	32 243	34 895
% Share of MC Employees (1) in the Labour Force	0.57	0.53	0.68	0.77	0.88	0.92

MC Employees

Percentage share of MC employees in the labour force

* Source: Census and Statistics Department.
Note: (1) Number of MC employees including freelancers.

2.21 The labour market in the MC industry, having improved considerably in December 2005 (28.5% growth over December 2003), stabilised in February 2012 with total MC employment (including freelancers) rose to 34 895 MC employees, representing an increase of 8.2% over February 2010 (32 243 MC employees) and 77.9% over December 2001 (19 617 MC employees). However, owing to a moderate increase in the total labour force, the percentage share of MC employees in the labour force remained stable at about 0.9% between February 2010 and February 2012.

Total MC Posts

2.22 Sustained economic expansion has continued to underpin job creation in the MC industry. Overall, there is an 8.7% (2 839) growth in MC posts between February 2010 (32 767) and February 2012 (35 606), after taking into account employment and vacancies as shown in Figure 10. However, as compared with 13.3% growth in MC posts between 2008 (28 916) and 2010 (32 767), it is observed that Hong Kong employers may still be more cautious in planning their new MC posts which aligns with the uncertainty in the job market due to the still ongoing EU crisis.

Figure 10 Total MC Posts, Employed and Vacancies (December 2003 – February 2012)

Percentage Distribution of Companies and MC Employees by Employment Size of Company

2.23 Companies that employed 50 or more employees engaged about 76.5% of the MC employees (including freelancers) in the journalism sector; nevertheless roughly 8 out of 10 companies in the advertising and public relations sector are small, employing fewer than 10 employees as shown in Figures 11and 12

Figure 11 Percentage Distribution of Companies and MC Employees (including Freelancers) by Employment Size of Company in the Journalism Sector (1)
(As in February 2012)

Note: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.

Figure 12 Percentage Distribution of Companies and MC Employees (including Freelancers) by Employment Size of Company in the Advertising and Public Relations Sector (As in February 20102)

Local MC Employees Working Major for the Website or New Media

2.24 At the time of the survey, 518 companies (or 10.3% of the responded 5 024 companies of the survey) had deployed / recruited local MC employees to work major for the website or new media (2010 survey: 514 companies or 10.1% of the responded 5 106 companies). As regards the percentage of companies having deployed / recruited local MC employees to work major for the website or new media by branch shown in Table 2.11, the digital / new media recorded the highest percentage (86.0%), followed by the news department in radio / TV stations (60.0%) and the newspapers (26.7%).

Table 2.11 Number of Companies Having Deployed / Recruited Local MC Employees to Work Major for the Website or New Media

Branch		Companies Having Deployed / Recruited Local MC Employees to Work Major for the Website or New Media (As in February 2012)				
		Yes	(%)*	No	Unspecified	Total
1. Newspapers	Including Advertising Sales / PR / Marketing Department in Media Organizations	12	(26.7)	29	4	45
2. Magazines		67	(21.1)	240	11	318
3. News Department in Radio / TV Stations		18	(60.0)	12	-	30
4. News Agencies		5	(23.8)	16	-	21
5. Digital / New Media		37	(86.0)	5	1	43
Sub-total		***139***	***(30.4)***	***302***	***16***	***457***
6. Public Relations Services Suppliers		22	(6.2)	326	5	353
7. Advertising Companies, Agencies & other Advertising Services		289	(7.7)	3 425	26	3 740
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions		68	(14.3)	370	36	474
Sub-total		***379***	***8.3***	***4 121***	***67***	***4 567***
Total		**518**	**(10.3)**	**4 423**	**83**	**5 024**

* As a percentage of number of companies by branch.

2.25 Table 2.12 shows that 940 MC employees engaged in the journalism sector (including advertising sales / PR / marketing department in media organizations) and 769 MC employees in the advertising and public relations sector were deployed / recruited to work major for the website or new media.

2.26 Among all the 1 709 MC employees deployed / recruited to work major for the website or new media, 490 MC employees (52.1% of 940) in the journalism sector and 270 (35.1% of 769) in the advertising and public relations sector are also requested to engage in tasks / duties related to the social networking websites. These figures confirm the Training Board's view that existing MC employees are required to keep abreast of the latest technology in response to the social media age. Companies are recognizing the value and importance of having a clear social media strategy that is aligned with other more traditional forms of media outreach.

Table 2.12 No. of Local MC Employees Deployed / Recruited to Work Major for the Website or New Media by Sector / Branch by Employment Size of Company

Branch		Employment Size of Company								No. of MC Employees Worked Major for the Website or New Media and also Engaged in Tasks/ Duties related to the Social Networking Websites
		1-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100-299 (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*	
Journalism Sector (1)										
Newspapers (6 080)+	Including Advertising Sales / PR / Marketing Department in Media Organizations	- (-)	- (-)	- (-)	5 (1.7)	15 (1.2)	- (-)	- (-)	20 (0.3)	12
Magazines (4 741)+		58 (8.7)	11 (1.2)	50 (5.1)	39 (3.8)	14 (1.2)	- (-)	- (-)	172 (3.6)	89
News Department in Radio / TV Stations (2 574)+		1 (5.9)	4 (5.3)	3 (6.0)	5 (5.3)	124 (11.5)	- (-)	16 (1.4)	153 (5.9)	90
News Agencies (287)+		1 (2.1)	1 (3.3)	4 (2.4)	- (-)	- (-)	- (-)	- (-)	6 (2.1)	3
Digital / New Media (1 163)+		31 (63.3)	14 (73.7)	163 (47.5)	35 (23.6)	346 (57.3)	- (-)	- (-)	589 (50.6)	296
Sub-total (14 845)+		***91 (10.6)***	***30 (2.8)***	***220 (13.7)***	***84 (5.2)***	***499 (12.3)***	***- (-)***	***16 (0.3)***	***940 (6.3)***	***490***
Advertising and Public Relations Sector										
Public Relations Services Suppliers (2 136)+		23 (2.2)	6 (1.6)	1 (0.3)	- (-)	- (-)	- (-)	- (-)	30 (1.4)	24
Advertising Companies, Agencies and other Advertising Services (13 431)+		269 (3.7)	106 (5.1)	118 (6.2)	21 (2.3)	134 (10.2)	- (-)	- (-)	648 (4.8)	194
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (5 194)+		- (-)	- (-)	3 (20.0)	1 (20.0)	3 (5.8)	29 (2.9)	55 (1.3)	91 (1.8)	52
Sub-total (20 761)+		***292 (3.5)***	***112 (4.5)***	***122 (5.3)***	***22 (1.8)***	***137 (10.0)***	***29 (2.9)***	***55 (1.3)***	***769 (3.7)***	***270***
Total (35 606)+		**383 (4.2)**	**142 (4.0)**	**342 (8.8)**	**106 (3.7)**	**636 (11.7)**	**29 (1.7)**	**71 (0.8)**	**1 709 (4.8)**	**760**

* As a percentage of total number of MC posts by sector by branch by employment size of company.
\+ Total number of MC posts by branch.
Notes: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.
(2) Figures may not add up to their totals due to rounding.

Required Skills / Knowledge of the Existing MC Employees to Perform Social Media Functions

2.27 The Training Board observes that more employers in the MC industry are taking the lead in advising on, planning and managing social media in their organizations. A comparison of the skills / knowledge required by MC employees to perform the social media functions (rank in most in demand) by sector is shown in Table 2.13. Percentage of companies having required employees to have skills / knowledge (by degree in demand) to perform the social media functions by sector is shown in Appendix 6.

Table 2.13 Comparison of Skills / Knowledge Required by MC Employers to Perform Social Media Functions (Ranked in Descending Order of Most in Demand) by Sector

Rank	Journalism Sector (1)		Advertising and Public Relations Sector	
	Skills / Knowledge (Most in Demand)	% of No. of Responding Case	Skills / Knowledge (Most in Demand)	% of No. of Responding Case
1	Web Searching	24.5	Web Searching	14.3
2	Social Networking Platform (e.g. Facebook, Twitter)	17.2	Sharing Platform (e.g. YouTube)	10.0
3	Sharing Platform (e.g. YouTube)	16.5	Social Networking Platform (e.g. Facebook, Twitter)	10.0
4	Microblogging	15.0	Microblogging	6.6
5	Web Monitoring and Surveillance	13.6	Web Analytics	4.8
6	App Development	13.3	Search Engine Optimisation	4.2
7	Web Analytics	12.8	Web Monitoring and Surveillance	3.6
8	Search Engine Optimisation	11.6	App Development	3.4
9	QR Code	6.8	QR Code	2.2
10	Cloud Computing	4.4	Cloud Computing	1.4

Note: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.

Retention of Existing MC Employees

2.28 The survey reveals that MC employers (in particular those from the advertising and public relations sector with employment size of 1-4) marking "salary increment", "enhancing job satisfaction", "increasing job autonomy", and "internal promotion" as the top four staff retention factors. The Training Board considers that it is an important insight that companies should look onto all these methods so as to retain their existing MC employees. A comparison of the preferred methods (ranked in descending order of preference) for retaining the existing MC employees by sector is shown in Table 2.14. More detailed analyses of the findings by sector by employment size of company and by branch are presented in Appendix 7.

Table 2.14 Comparison of the Preferred Methods for Retaining the Existing MC Employees by Sector
(Respondents may choose up to three options)

Rank	Journalism Sector (1)		Advertising and Public Relations Sector	
	Preferred Method	% of No. of Responding Case	Preferred Method	% of No. of Responding Case
1	Salary Increment	88.2	Salary Increment	82.5
2	Enhancing Job Satisfaction	34.3	Increasing Job Autonomy	35.2
3	Internal Promotion	33.5	Enhancing Job Satisfaction	29.3
4	Increasing Job Autonomy	24.3	Internal Promotion	20.0
5	Shortening Working Hours	20.7	Shortening Working Hours	17.0
6	More Paid Leave	11.5	More Paid Leave	9.1
7	Providing Job Rotation	5.6	Providing Job Rotation	2.9
8	Others: (a) Increasing manpower; (b) Providing / supporting manpower training and development in skills; (c) More communications and enhancing the sense of belonging with existing staff; and (d) Positive image on company profile / culture.	1.8	Others: (a) Providing / supporting manpower training; (b) Flexible working hours; and (c) Sponsorship of professional training.	0.1

Note: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.

Accomplishments of the Young Employees

2.29 Employers reported that in February 2012, a total of 8 400 MC employees (including freelancers) aged below 30 (or 23.6% of the existing 35 606 MC posts) were engaged in the principal jobs of the MC industry.

2.30 The survey showed that digital / new media had 518 MC employees (including freelancers) aged below 30, accounting for 44.5% of the existing 1 163 MC posts in that branch, followed by public relations services suppliers (655 or 30.7% of the existing 2 136 MC posts in that branch). Number of MC employees (including freelancers) aged below 30 by sector by branch by employment size of company is shown in Table 2.15.

Table 2.15 Number of MC Employees (including Freelancers) Aged Below 30 by Sector by Branch by Employment Size of Company

Branch		Employment Size of Company							
		1-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100-299 (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*
Journalism Sector (1)									
Newspapers (6 080)+	Including Advertising Sales / PR / Marketing Department in Media Organizations	4 (4.9)	3 (8.3)	- (-)	48 (16.1)	148 (12.3)	- (-)	618 (16.4)	821 (13.5)
Magazines (4 741)+		113 (17.0)	271 (30.2)	294 (29.9)	299 (29.3)	161 (13.7)	- (-)	- (-)	1 138 (24.0)
News Department in Radio / TV Stations (2 574)+		2 (11.8)	19 (25.3)	15 (30.0)	30 (31.9)	411 (38.0)	- (-)	107 (9.3)	584 (22.7)
News Agencies (287)+		7 (14.9)	1 (3.3)	18 (10.9)	5 (11.1)	- (-)	- (-)	- (-)	31 (10.8)
Digital / New Media (1 163)+		16 (32.7)	3 (15.8)	121 (35.3)	7 (4.7)	371 (61.4)	- (-)	- (-)	518 (44.5)
Sub-total (14 845)+		***142 (16.5)***	***297 (28.1)***	***448 (27.9)***	***389 (24.2)***	***1 091 (26.9)***	***- (-)***	***725 (14.7)***	***3 092 (20.8)***
Advertising and Public Relations Sector									
Public Relations Services Suppliers (2 136)+		266 (25.0)	158 (42.4)	107 (28.1)	124 (38.8)	- (-)	- (-)	- (-)	655 (30.7)
Advertising Companies, Agencies and other Advertising Services (13 431)+		1 763 (24.4)	682 (32.5)	643 (34.0)	51 (5.6)	237 (18.0)	- (-)	- (-)	3 376 (25.1)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (5 194)+		- (-)	- (-)	8 (53.3)	- (-)	10 (19.2)	223 (21.9)	1 036 (25.2)	1 277 (24.6)
Sub-total (20 761)+		***2 029 (24.5)***	***840 (34.0)***	***758 (33.2)***	***175 (14.2)***	***247 (18.0)***	***223 (21.9)***	***1 036 (25.2)***	***5 308 (25.6)***
Total (35 606)+		**2 171 (25.8)# (23.8)**	**1 137 (13.5)# (32.2)**	**1 206 (14.4)# (31.0)**	**564 (6.7)# (19.9)**	**1 338 (15.9)# (24.6)**	**223 (2.7)# (12.7)**	**1 761 *(21.0)#* (19.5)**	**8 400 (100.0)# (23.6)**

* As a percentage of total number of MC posts by sector/branch by employment size of company.
\# As a percentage of total number of MC employees aged below 30.
\+ Total number of MC posts by branch.

Notes: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.
(2) Number of MC employees including freelancers.
(3) Figures may not add up to their totals due to rounding.

2.31 The Training Board observes that employers in the MC industry are willing to specify the degree of importance in respect of accomplishment training for their young MC employees so that they can have greater contributions to the company. A comparison of the accomplishment training for the young MC employees (ranked in descending order of highly important) by sector is shown in Table 2.16. Percentage of companies having specified the degree of importance in respect of the accomplishment training for their young MC employees by sector is shown in Appendix 8.

Table 2.16 Comparison of the Accomplishment Training for the young MC employees (Ranked in Descending Order of Highly Important) by Sector

Rank	**Journalism Sector** (1)		**Advertising and Public Relations Sector**	
	Accomplishment Training (Highly Important)	% of No. of Responding Case	Accomplishment Training (Highly Important)	% of No. of Responding Case
1	Working Attitude & Concentration on Work	68.5	Working Attitude	69.7
2	Team Work	64.3	Concentration on Work	60.9
3	Punctual	58.3	Team Work	54.8
4	Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right)	55.3	Interpersonal Communication Skills	53.6
5	Interpersonal Communication Skills	51.5	Punctual	51.6
6	Protection of Privacy	48.5	Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right)	50.9
7	Etiquette	43.0	Protection of Privacy	49.2
8	Emotional Management	37.9	Emotional Management	40.2
9	-	-	Etiquette	38.5
10	-	-	Others: (a) Creative and Passion; (b) Responsibility; (c) Patience; (d) Degree of Loyalty; (e) Learning Attitude; and (f) Safety Awareness.	0.9

Note: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations.

Manpower Changes by Job Level

2.32 Almost all job levels have recorded an increase in number of MC employees when compared with the last survey. The total manpower in the journalism sector has increased by 626 MC employees from 9 885 in February 2010 to 10 511 in February 2012, representing an increase of 6.3% over the two-year period. In the advertising and public relations sector, the total manpower has increased by 2 026 MC employees from 22 358 in February 2010 to 24 384 in February 2012, representing an increase of 9.1% over the two-year period. The changes in the number of MC employees between February 2010 and February 2012 by sector by job level are shown in Table 2.17.

Table 2.17 Changes in the Number of MC Employees (including Freelancers) by Sector by Job Level (February 2010 – February 2012)

Job Level	No. of MC Employees			
	February 2010	February 2012	Increase / Decrease	% Changes
Journalism Sector				
Managerial	355	456	101	28.5
Supervisory	1 252	1 330	78	6.2
Editorial / Production	6 197	6 553	356	5.7
Supporting / Technical	2 081	2 172	91	4.4
Sub-total	***9 885 (30.7 %) #***	***10 511 (30.1) #***	***626***	***6.3***
Advertising and Public Relations Sector +				
Managerial	2 817	3 513	696	24.7
Supervisory	5 259	6 137	878	16.7
Executional	12 887	12 378	-509	-4.0
Supporting / Technical	1 395	2 356	961	68.9
Sub-total	***22 358 (69.3) #***	***24 384 (69.9) #***	***2 026***	***9.1***
Total	***32 243 (100.0%) #***	***34 895 (100.0%) #***	***2 652***	**8.2**

\# As a percentage of number of MC employees in the respective survey.
\+ Advertising and public relations sector includes advertising sales / PR / marketing department in media organizations.
Note: Figures may not add up to their totals due to rounding.

2.33 The Training Board observes that the overall growth of 8.2% in the number of MC employees from February 2010 (32 243) to February 2012 (34 895) is generally reliable in reflecting the manpower situation of the MC industry at the time of the survey. As compared with the overall increase of 14.9% in the number of MC employees from February 2008 (28 058) to February 2010 (32 243), the Training Board considers that the labour market in the MC industry continue to display signs of consolidation over the past two years.

2.34 Among the job levels, the number of MC employees at the supporting / technical level has the greatest increase from 1 395 to 2 356 (68.9%) in the advertising and public relations sector. The Training Board believes that the considerable increase is on account of significant growth of supporting / technical employees (such as designer, digital designer, webmaster and promoter) in this round of survey, particularly in the advertising companies, agencies and other advertising services.

Manpower Changes by Sector by Branch

2.35 Over the past two years, the number of MC employees increased by 8.2% (2 652) and the increase was mainly attributed to the advertising and public relations sector [(1)]. The distribution of MC employees by sector from December 2001 to February 2012 is shown in Figure 13. Table 2.18 shows the changes in the number of MC employees between February 2010 and February 2012 by sector by branch.

Figure 13 Distribution of MC Employees by Sector
(December 2001 – February 2012)

* As a percentage of number of MC employees in the respective survey.

Note: (1) Advertising and public relations sector includes advertising sales / PR / marketing department in media organizations.

Table 2.18 Changes in the Number of MC Employees (including Freelancers) by Sector by Branch (February 2010 – February 2012)

Branch	No. of MC Employees			
	February 2010	February 2012	Increase / Decrease	% Changes
Journalism Sector				
Newspapers	4 548	4 951	403	8.9
Magazines	3 085	3 142	57	1.9
News Department in Radio / TV Stations	1 740	1 682	-58	-3.3
News Agencies	174	225	51	29.3
Digital / New Media	338	511	173	51.2
Sub-total	***9 885 (30.7 %) #***	***10 511 (30.1) #***	***626***	***6.3***
Advertising and Public Relations Sector				
Public Relations Services Suppliers	1 952	2 056	104	5.3
Advertising Sales / PR / Marketing Department in Media Organizations	3 101	4 077	976	31.5
Advertising Companies, Agencies & other Advertising Services	13 025	13 122	97	0.7
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	4 280	5 129	849	19.8
Sub-total	***22 358 (69.3) #***	***24 384 (69.9) #***	***2 026***	***9.1***
Total	***32 243 (100.0%) #***	***34 895 (100.0%) #***	***2 652***	**8.2**

\# As a percentage of number of MC employees in the respective survey.
Note: Figures may not add up to their totals due to rounding.

2.36 Benefiting from the strong advertising revenue and growing viewership at new media platforms, MC employees engaged in the digital / new media enjoy the highest growth rate of 51.2% (173) from February 2010 to February 2012, followed by advertising sales / PR / marketing department in media organizations 31.5% (976) and news agencies 29.3% (51). Whilst MC job losses (3.3% or 58) were experienced in the news department in radio / TV stations over the two-year period owing to moderation in business activity.

Employers' Requirements / Expectations of Employees' Competencies and the Average Monthly Income of their MC Employees

Employers' Preferred Educational Levels of MC Employees

2.37 The survey reveals that in general the majority of employers preferred their MC employees at almost all job levels to have bachelor degrees. Only for the supporting / technical level, employers preferred their MC employees to possess diploma / higher certificate / certificate qualification. The educational levels preferred by most employers for their MC employees by job level by sector are shown in Table 2.19. More detailed analyses of the findings by branch by job title are presented in Appendix 9.

Table 2.19 Employers' Most Preferred Educational Levels of MC Employees by Job Level by Sector

Job Level	Sector	Preferred Educational Level	As a Percentage of Number of MC Employees by Job Level by Sector
Managerial	Journalism (456)*	Bachelor Degree (374)#	82.0%
	Advertising and Public Relations (3 513)*	Bachelor Degree (2 854)#	81.2%
Supervisory	Journalism (1 330)*	Bachelor Degree (963)#	72.4%
	Advertising and Public Relations (6 137)*	Bachelor Degree (3 498)#	57.0%
Editorial / Production / Executional	Journalism (6 553)*	Bachelor Degree (3 346)#	51.1%
	Advertising and Public Relations (12 378)*	Diploma / Higher Certificate / Certificate (4 410)#	33.5%
Supporting / Technical	Journalism (2 172)*	Diploma / Higher Certificate / Certificate (628)#	28.9%
	Advertising and Public Relations (2 356)*	Diploma / Higher Certificate / Certificate (1 287)#	54.6%
Overall	**Journalism (10 511)***	**Bachelor Degree (4 899)#**	**46.6%**
	Advertising and Public Relations (24 384)*	**Bachelor Degree (9 954)#**	**40.8%**

* Total number of MC employees by sector by job level.
\# Total number of MC employees by preferred educational level by sector by job level.
Note: Number of MC employees including freelancers.

2.38 The Training Board observes that employers generally preferred their MC employees (85.2%) to have tertiary qualifications (i.e. diploma / higher certificate / certificate or above qualifications). For instance, 85.6% and 2.4% of the Publisher / Managing Director / President require a bachelor degree and an associate degree / higher diploma respectively (2010 survey: 74.8% and 6.7%).

2.39 Over the past six years, the profile of MC manpower by preferred educational level did not differ much. 43.6% of MC employees were preferred to have bachelor degree or above qualifications, and 41.6% to have associate degree / higher diploma / diploma / higher certificate / certificate qualifications in 2012. (2010 survey: 49.0% and 29.6%). These percentages were significantly higher than the percentage of employed persons in the labour force aged 15 years and above with tertiary qualifications in Q1 2012 (i.e. 27.7% at post-secondary degree level and 8.9% at post-secondary non-degree level). (Source: Labour force figures from the Quarterly Report on General Household Survey – January to March 2012 published by the Census and Statistics Department). The Training Board considers that the MC industry is one of the knowledge-intensive sectors requiring more highly educated manpower. A comparison of the profile of MC manpower by preferred educational level over the six-year period is shown in Figure 14.

Figure 14 Profile of MC Manpower by Preferred Educational Level (December 2003 – February 2012)

Employers' Preferred Years of Relevant Experience of MC Employees

2.40 The survey reveals that in general the majority of employers in the journalism sector preferred MC employees with 10 years to less than 15 years of relevant experience for managerial level, 5 years to less than 7 years for supervisory level, 2 years to less than 5 years for editorial / production level, and less than 2 years for supporting / technical level; while employers in the advertising and public relations sector preferred MC employees with 7 years to less than 15 years of relevant experience for managerial level, 5 years to less than 7 years for supervisory level, 2 years to less than 5 years for executional level and less than 2 years for supporting / technical level. A summary of the employers' preferred years of relevant experience of MC employees by sector / branch by job level is given in Table 2.20. More detailed analyses of the findings by branch by job title are presented in Appendix 10.

Table 2.20 Employers' Preferred Years of Relevant Experience of MC Employees by Sector / Branch by Job Level

Branch \ Job Level	Managerial	Supervisory	Editorial / Production / Executional	Supporting / Technical
Journalism Sector				
Newspapers	10 to less than 15 years	7 to less than 10 years	2 to less than 5 years	Less than 2 years
Magazines	10 to less than 15 years	5 to less than 7 years	5 to less than 7 years	2 to less than 5 years
News Department in Radio / TV Stations	15 years or over	10 to less than 15 years	5 to less than 7 years	Less than 2 years
News Agencies	15 years or over	5 to less than 7 years	2 to less than 5 years	Less than 5 years
Digital / New Media	7 to less than 10 years	5 to less than 7 years	2 to less than 5 years	2 to less than 5 years
Advertising and Public Relations Sector				
Public Relations Services Suppliers	7 to less than 10 years	5 to less than 7 years	2 to less than 5 years	Less than 2 years
Advertising Sales / PR / Marketing Department in Media Organizations	10 to less than 15 years	7 to less than 10 years	2 to less than 5 years	Less than 2 years
Advertising Companies, Agencies and other Advertising Services	10 to less than 15 years	5 to less than 7 years	2 to less than 5 years	2 to less than 5 years
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	7 to less than 10 years	5 to less than 7 years	2 to less than 5 years	Less than 2 years

2.41 The Training Board observes that employers generally preferred their MC employees to have substantial relevant experience in the industry. For instance, 36.1% of the senior reporter / reporter require having 2 years to less than 5 years' relevant experience and 35.4% of them require having less than 2 years' relevant experience.

Income Distribution

2.42 The majority of MC employees in the journalism sector in general earned a total average monthly income (which included basic salary, overtime pay, cost of living allowance, meal allowance, commission and bonus) from $30,001 to $80,000 for managerial level, from $12,001 to $50,000 for supervisory level, from $8,001 to $30,000 for editorial / production level, and from $8.001 to $30,000 for supporting / technical level. The income distribution of MC employees in the journalism sector by branch by job level is shown in Table 2.21. As this was not a wage survey, the information obtained was for cross-checking purpose only.

Table 2.21 Average Monthly Income Range of MC Employees **(Excluding Freelancers)** in the Journalism Sector by Branch by Job Level

Number of MC Employees

Job Level	$8,000 Or Below	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 Or Above	Unspecified	All
Newspapers									
Managerial	-	-	1	9	11	69	35	50	175
Supervisory	-	6	37	108	208	2	1	134	496
Editorial / Production	-	107	2 196	331	-	-	-	623	3 257
Supporting / Technical	3	421	350	4	-	-	-	170	948
Sub-total	***3***	***534***	***2 584***	***452***	***219***	***71***	***36***	***977***	***4 876***
Magazines									
Managerial	-	-	8	35	55	27	25	54	204
Supervisory	-	29	62	131	86	2	-	58	368
Editorial / Production	6	147	846	525	46	-	-	146	1 716
Supporting / Technical	10	146	268	38	2	-	-	60	524
Sub-total	***16***	***322***	***1 184***	***729***	***189***	***29***	***25***	***318***	***2 812***
News Department in Radio and Television Stations									
Managerial	-	-	-	2	6	4	33	2	47
Supervisory	-	-	-	145	86	28	-	22	281
Editorial / Production	-	-	432	427	-	-	-	73	932
Supporting / Technical	1	61	234	4	-	-	-	53	353
Sub-total	***1***	***61***	***666***	***578***	***92***	***32***	***33***	***150***	***1 613***
News Agencies									
Managerial	-	-	5	1	6	4	-	1	17
Supervisory	-	-	10	3	22	1	-	2	38
Editorial / Production	-	5	45	86	5	-	-	10	151
Supporting / Technical	-	2	16	-	-	-	-	1	19
Sub-total	***-***	***7***	***76***	***90***	***33***	***5***	***-***	***14***	***225***

Job Level	$8,000 Or Below	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 Or Above	Unspecified	All
Digital / New Media									
Managerial	-	-	-	3	1	-	1	8	13
Supervisory	-	-	3	15	-	-	-	17	35
Editorial / Production	2	6	77	13	32	-	-	31	161
Supporting / Technical	-	76	33	108	-	-	-	47	264
Sub-total	***2***	***82***	***113***	***139***	***33***	***-***	***1***	***103***	***473***
Total	**22 (0.2)***	**1 006 (10.1)***	**4 623 (46.2)***	**1 988 (19.9)***	**566 (5.7)***	**137 (1.4)***	**95 (1.0)***	**1 562 (15.6)***	**9 999 (100.0)***

* As a percentage of number of MC employees in the journalism sector.

2.43 The majority of MC employees in the advertising and public relations sector earned a total average monthly income from $20,001 to $50,000 for managerial level, from $12,001 to $50,000 for supervisory level, from $8,001 to $30,000 for executional level, and from $8,001 to $20,000 for supporting / technical level. The income distribution of MC employees in the advertising and public relations sector by branch by job level is shown in Table 2.22. More detailed analyses of the findings by branch by job title are presented in Appendix 11.

Table 2.22 Average Monthly Income Range of MC Employees **(Excluding Freelancers)** in the Advertising and Public Relations Sector by Branch by Job Level

Number of MC Employees

Job Level	$8,000 Or Below	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 Or Above	Unspecified	All
Public Relations Services Suppliers									
Managerial	-	-	5	45	98	43	46	77	314
Supervisory	5	38	133	177	86	21	-	93	553
Executional	6	195	473	78	19	-	-	202	973
Supporting / Technical	27	-	11	-	-	-	-	-	38
Sub-total	***38***	***233***	***622***	***300***	***203***	***64***	***46***	***372***	***1 878***
Advertising Sales / PR / Marketing Department in Media Organizations									
Managerial	-	1	15	231	231	169	90	123	860
Supervisory	-	10	257	361	272	61	-	218	1 179
Executional	5	339	879	294	168	-	-	287	1 972
Supporting / Technical	-	14	8	-	-	-	-	3	25
Sub-total	***5***	***364***	***1 159***	***886***	***671***	***230***	***90***	***631***	***4 036***
Advertising Companies, Agencies and Other Advertising Services									
Managerial	-	-	105	270	325	196	98	262	1 256
Supervisory	48	208	744	1 197	250	2	-	594	3 043
Executional	245	1 779	2 263	651	65	2	-	1 158	6 163
Supporting / Technical	35	998	876	28	-	-	-	220	2 157
Sub-total	***328***	***2 985***	***3 988***	***2 146***	***640***	***200***	***98***	***2 234***	***12 619***

Job Level	$8,000 Or Below	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 Or Above	Unspecified	All
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions									
Managerial	-	-	16	49	501	159	108	247	1 080
Supervisory	-	-	190	698	149	4	-	279	1 320
Executional	-	273	1 563	297	18	-	-	526	2 677
Supporting / Technical	-	26	5	5	-	-	-	1	37
Sub-total	***-***	***299***	***1 774***	***1 049***	***668***	***163***	***108***	***1 053***	***5 114***
Total	**371 (1.6)***	**3 881 (16.4)***	**7 543 (31.9)***	**4 381 (18.5)***	**2 182 (9.2)***	**657 (2.8)***	**342 (1.4)***	**4 290 (18.1)***	**23 647 (100.0)***

* As a percentage of number of MC employees in the advertising and public relations sector.

2.44 Table 2.23 shows that employment income has been rising steadily in the MC industry since February 2010. The Training Board considers that 0.2% of MC employees in the journalism sector and 1.6% in the advertising and public relations sector in the current survey (2010 survey: 4.0 % and 7.1%) earned a total average monthly income of $8,000 or below is mainly attributed to the exclusion of high number of freelancers, whereby they may charge by the day or hour, or on a per-project basis.

Table 2.23 Income Distribution of MC Employees by Sector (February 2010 – February 2012)

Year	Average Monthly Income Range							
	$8,000 Or Below (%)*	$8,001 - $12,000 (%)*	$12,001 - $20,000 (%)*	$20,001 - $30,000 (%)*	$30,001 - $50,000 (%)*	$50,001 - $80,000 (%)*	$80,001 Or Above (%)*	Unspecified (%)*
Journalism Sector								
2010 (9 905) #	400 (4.0)	1 171 (11.8)	4 227 (42.7)	1 839 (18.6)	628 (6.3)	207 (2.1)	54 (0.6)	1 379 (13.9)
2012 (9 999) +	22 (0.2)	1 006 (10.1)	4 623 (46.2)	1 988 (19.9)	566 (5.7)	137 (1.4)	95 (1.0)	1 562 (15.6)
Advertising and Public Relations Sector (1)								
2010 (22 338) #	1 594 (7.1)	3 535 (15.8)	6 154 (27.6)	3 057 (13.7)	1 723 (7.7)	532 (2.4)	303 (1.4)	5 440 (24.4)
2012 (23 647) +	371 (1.6)	2 881 (16.4)	7 543 (31.9)	4 381 (18.5)	2 182 (9.2)	657 (2.8)	342 (1.4)	4 290 (18.1)

* As a percentage of number of MC employees by sector in the respective year.
\# Total number of MC employees (including freelancers) by sector in the 2010.
\+ Total number of MC employees (excluding freelancers) by sector in the 2012.
Note: (1) Advertising and public relations sector includes advertising sales / public relations / marketing department in media organizations.

2.45 More recent data from the General Household Survey of the Census and Statistics Department indicated that the median monthly employment earnings of employed persons (excluding foreign domestic helpers) accelerated to a year-on-year growth rate of 8.3% in money terms in the first quarter of 2012. The Training Board observes that nominal pay rises were found almost in all job levels in the MC industry between February 2010 and February 2012. However, due to the differences in demand and supply conditions, the average monthly income range of MC employees by job level varied across different branches in the journalism sector (Tables 2.21) and the advertising & public relations sector (Table 2.22).

Existing MC Employees' Skills / Knowledge Need to Enhance

2.46 The survey reveals that employers of the industry were generally satisfied with the skills / knowledge of their existing MC employees. However, a percentage of employers indicted their existing MC employees' skills / knowledge need to enhance in response to the various changes (including Hong Kong's transformation into an information and knowledge-based economy). A summary of the findings by percentage of companies having indicated the need to enhance skills / knowledge of MC employees (ranked in descending order of popularity) by sector is shown in Table 2.24. More detailed analyses of the findings by job level and by branch are shown in Appendix 12.

Table 2.24 Percentage of Companies Having Indicated the Need to Enhance Skills / Knowledge of MC Employees (Ranked in Descending Order of Popularity) by Sector

Skills / Knowledge	Overall		Journalism Sector (1)		Advertising and Public Relation Sector	
	Rank	%*	Rank	%*	Rank	%*
Multimedia knowledge and applications	1	55.1	28	11.5	1	59.0
Putonghua	2	50.0	2	51.6	2	49.9
Spoken English	3	41.1	4	44.4	4	40.8
Sales / marketing strategic planning	4	40.2	21	19.1	3	42.1
PR consultation / presentation skills	5	37.2	30	9.5	5	39.7
Creativity and cultural insights	6	36.6	32	8.3	6	39.1
Written English	7	36.0	8	37.7	7	35.9
Production management	8	34.2	7	38.1	9	33.9
Industry practices in the mainland of China	9	33.7	9	36.1	10	33.4
Marketing management	10	33.3	1	52.0	11	31.6
Account and strategic planning	11	32.7	22	18.7	8	34.0
Political system, social and economic development in the mainland of China	12	31.9	7	38.1	12	31.4
Consumer database management	13	29.1	25	14.3	13	30.4
Innovative media research and applications	14	28.9	27	13.5	14	30.3
Website design and supporting skills	15	25.9	31	8.7	15	27.5

Skills / Knowledge	Overall		Journalism Sector (1)		Advertising and Public Relation Sector	
	Rank	%*	Rank	%*	Rank	%*
Written Chinese	16	25.4	8	37.7	16	24.3
Strategic planning management	17	23.0	6	41.7	22	21.3
Project management	18	22.4	34	4.8	17	24.0
Corporate communications / public relations / public affairs management	19	22.3	13	29.0	21	21.7
Media planning and market research	20	22.2	31	8.7	18	23.5
Market research applications	21	22.1	29	10.3	20	23.2
Social media marketing	22	22.1	33	7.5	19	23.4
Financial management	23	21.3	16	25.0	23	20.9
Self-management	24	20.5	15	26.6	24	19.9
Crisis management	25	19.7	11	30.6	25	18.7
Human resources management	26	16.2	17	21.8	26	15.7
Computer literacy skills	27	14.7	3	47.6	27	11.7
Translation	28	8.5	24	15.1	28	7.9
Application of new media technologies in editorial work	29	4.5	5	42.1	29	1.2
Intellectual property and copyright law	30	3.9	10	34.5	29	1.2
Reporting and editing skills	31	3.4	12	29.4	32	1.0
Integration of new technology with the news work flow	32	3.0	14	27.8	35	0.8
Innovative media technology products	33	2.8	17	21.8	30	1.1
Multi-tasking skills	34	2.6	18	21.0	34	1.0
Global vision	35	2.6	19	19.8	33	1.0
Audience research	36	2.3	23	15.5	29	1.2
Media law and ethics	37	2.2	20	19.4	37	0.7
Print/TV/media production skills	38	2.1	26	13.9	31	1.1
Integration of the Internet with journalism	39	1.9	24	15.1	37	0.7
Strategic news planning	40	1.6	27	13.5	38	0.6
Critical thinking skills and cross-disciplinary knowledge	41	1.3	33	7.5	36	0.7
Others language skills (including Japanese and Spanish)	42	0.4	35	0.8	39	0.4
Others industry specific skills (Journalism Sector) (including trends and changes of the financial market)	43	0.0	36	0.4	-	-

* As a percentage of total companies having indicated the need to enhance skills / knowledge of MC employees.

Note: (1) Journalism sector includes advertising sales / public relations / marketing department in media organizations

2.47 The Training Board considers that the ability to compete and succeed in the global information economy hinges on the quality and skills of a reservoir of MC manpower. Therefore, the development of a skilled MC workforce with higher standard of professional ethics in the workplace is essential for the long term development of Hong Kong. A comparison of the top essential skills / knowledge that the existing MC employees in the industry need to enhance (ranked in descending order of popularity) by sector is shown in Table 2.25.

Table 2.25 Comparison of Top Essential Skills / Knowledge by Sector (Ranked in Descending Order of Popularity)

Rank	Journalism Sector (1)	Advertising and Public Relations Sector
1	Marketing management	Multimedia knowledge and applications
2	Putonghua	Putonghua
3	Computer literacy skills	Sales / marketing strategic planning
4	Spoken English	Spoken English
5	Application of new media technologies in editorial work	PR consultation / presentation skills
6	Strategic planning management	Creativity and cultural insights
7	Production management	Written English
8	Political system, social and economic development in the mainland of China	Account and strategic planning

Note: (1) The journalism sector including advertising sales / PR / marketing department in media organizations.

2.48 The Training Board observes that the top essential skill / knowledge in the journalism sector and the advertising & public relations sector are "Marketing Management" and "Multimedia Knowledge and Applications" respectively. The Training Board also observes that the emergence of various types of management, media technology and language skills within the top eight has reflected the situation that companies are more aware of the establishment of the above skills / knowledge to enhance their competitiveness in the globally connected world.

Manpower Training and Development Plan

Training Needs of Existing MC Employees

2.49 The survey reveals that employers would plan to provide / sponsor training in respect of skills and knowledge to 7 906 MC employees (in terms of man-times) in the next 12 months (2010 survey: 4 652 MC employees). The large number of MC employees to be trained confirms the Training Board's view that MC training is important to employers to

enhance their employees' skills attainment and to sustain competitiveness in the global economy. The number of training places planned to be provided / sponsored by employers in the next 12 months by sector by job level by type of skills / knowledge is shown in Table 2.26. More detailed analyses of the findings by sector by branch by job level by type of skills / knowledge are presented in Appendix 13.

Table 2.26 Number of Training Places Planned to be Provided / Sponsored by Employers in the Next 12 Months by Sector by Job Level by Type of Skills / Knowledge

Type of Skills / Knowledge / Job Level	Management Skills	China-related Knowledge	Language Skills	Innovative Media Technology		Industry Specific Skills		Overall
				Journalism Sector	Advertising and Public Relations Sector	Journalism Sector	Advertising and Public Relations Sector	
Journalism Sector (1)								
Managerial	70	92	21	37	12	70	12	314
Supervisory	30	29	14	59	18	67	14	231
Editorial / Production	14	95	50	66	45	50	38	358
Supporting / Technical	11	17	18	59	17	24	17	163
Sub-total	***125***	***233***	***103***	***221***	***92***	***211***	***81***	***1 066***
Rank	***4***	***1***	***5***	***2***	***6***	***3***	***7***	***-***
Advertising and Public Relations Sector								
Managerial	471	203	95	49	179	48	221	1 266
Supervisory	522	388	343	56	452	56	601	2 418
Executional	182	64	540	73	718	73	843	2 493
Supporting / Technical	45	48	79	11	264	10	206	663
Sub-total	***1 220***	***703***	***1 057***	***189***	***1 613***	***187***	***1 871***	***6 840***
Rank	***3***	***5***	***4***	***6***	***2***	***7***	***1***	***-***
Total	**1 345**	**936**	**1 160**	**410**	**1 705**	**398**	**1 952**	**7 906**

Note: (1) The journalism sector including advertising sales / PR / marketing department in media organizations.

2.50 The Training Board considers that employers will normally be prepared to invest in training existing MC employees in any new technology that is critical to their operations so that employees can reasonably expect a lifetime of technical challenge to stimulate them in the ever-changing world of MC.

Manpower Growth and Forecast

Employers' Forecast of MC Manpower Demand by February 2013

2.51 Employers forecast that there would be 35 595 MC posts by February 2013, a slight decrease of 0.03% (11) over the number of existing MC posts (35 606). Among the sectors, the number of MC posts recorded a slight increase of 0.21% (22) in the journalism sector and a slight decrease of 0.13% (33) in the advertising and public relations sector. The expected negative growth in account executive (-26), followed by media buyer (-24) of the advertising companies, agencies & other advertising services may imply that the companies are undergoing consolidation of their MC manpower to meet the needs of the market. The Training Board considers that the global economic conditions are having some or even significant impact on the business and manpower growth of the MC companies. The EU crisis has yet to be resolved and a number of major countries are going through a change in leadership (such as the mainland of China and USA) and therefore the majority of MC companies are choosing to be less bullish in their manpower planning. Employers' forecast of MC manpower demand by February 2013 by sector by job level is shown in Table 2.27. More detailed analyses of the findings by branch by job title are presented in Appendix 4.

Table 2.27 Employers' Forecast of MC Manpower Demand by February 2013 by Sector by Job Level

Job Level	Manpower Demand (1) in February 2012	February 2013 Forecast Manpower Growth	(%)*	February 2013 Forecast Manpower Demand
Journalism Sector				
Managerial	462	-	(-)	462
Supervisory	1 340	-	(-)	1 340
Editorial / Production	6 647	22	(0.33)	6 669
Supporting / Technical	2 208	-	(-)	2 208
Sub-total	***10 657***	***22***	***(0.21)***	***10 679***
Advertising and Public Relations Sector +				
Managerial	3 545	-3	(-0.08)	3 542
Supervisory	6 203	3	(0.05)	6 206
Executional	12 726	-37	(-0.29)	12 689
Supporting / Technical	2 475	4	(0.16)	2 479
Sub-total	***24 949***	***-33***	***(-0.13)***	***24 916***
Total	**35 606**	**-11**	**(-0.03)**	**35 595**

* As a percentage of total number of MC posts at the same job level by sector in February 2012.

\+ Advertising and PR sector includes advertising sales / PR / marketing department in media organizations.

Notes: (1) Manpower Demand includes the number of existing employees (including freelancers) and vacancies.

(2) Figures may not add up to their totals due to rounding.

Additional Manpower Requirement by February 2013

2.52 On the basis of employers' forecast of manpower growth by February 2013 (as shown in Table 2.27) and the estimated annual wastage rate of 3.0% adopted, the Training Board has worked out the additional manpower requirement by February 2013 in the journalism and advertising & public relations sectors by branch by job level in Tables 2.28 and 2.29.

Table 2.28 Additional Manpower Requirement in the Journalism Sector by February 2013 by Branch by Job Level

Job Level	No. of MC Employees (including Freelancers) in February 2012	Employers' Forecast of MC Manpower Growth by February 2013	No. of MC Employees to Replenish Wastage *	Total No. of Additional MC Employees by February 2013
Newspapers				
Managerial	175	-	5	5
Supervisory	506	-	15	15
Editorial / Production	3 321	-	100	100
Supporting / Technical	949	-	28	28
Sub-total	***4 951***	***-***	***148***	***148***
Magazines				
Managerial	204	-	6	6
Supervisory	470	-	14	14
Editorial / Production	1 916	16	57	73
Supporting / Technical	552	-	17	17
Sub-total	***3 142***	***16***	***94***	***110***
News Department in Radio / TV Stations				
Managerial	47	-	1	1
Supervisory	281	-	8	8
Editorial / Production	967	-	29	29
Supporting / Technical	387	-	12	12
Sub-total	***1 682***	***-***	***50***	***50***
News Agencies				
Managerial	17	-	1	1
Supervisory	38	-	1	1
Editorial / Production	151	2	5	7
Supporting / Technical	19	-	1	1
Sub-total	***225***	***2***	***8***	***10***

Job Level	No. of MC Employees (including Freelancers) in February 2012	Employers' Forecast of MC Manpower Growth by February 2013	No. of MC Employees to Replenish Wastage *	Total No. of Additional MC Employees by February 2013
Digital / New Media				
Managerial	13	-	-	-
Supervisory	35	-	1	1
Editorial / Production	198	4	6	10
Supporting / Technical	265	-	8	8
Sub-total	***511***	***4***	***15***	***19***
Total	**10 511**	**22**	**315**	**337**

* A wastage rate of 3.0% per annum is assumed.

Table 2.29 Additional Manpower Requirement in the Advertising and Public Relations Sector by February 2013 by Branch by Job Level

Job Level	No. of MC Employees (including Freelancers) in February 2012	Employers' Forecast of MC Manpower Growth by February 2013	No. of MC Employees to Replenish Wastage*	Total No. of Additional MC Employees by February 2013
Public Relations Services Suppliers				
Managerial	314	-	9	9
Supervisory	579	5	17	22
Executional	1 111	5	33	38
Supporting / Technical	52	-	2	2
Sub-total	***2 056***	***10***	***61***	***71***
Advertising Sales / PR / Marketing Department in Media Organizations				
Managerial	860	-2	26	24
Supervisory	1 180	-	35	35
Executional	2 012	4	60	64
Supporting / Technical	25	-	1	1
Sub-total	***4 077***	***2***	***122***	***124***
Advertising Companies, Agencies & other Advertising Services				
Managerial	1 259	-1	38	37
Supervisory	3 058	-2	92	90
Executional	6 578	-46	197	151
Supporting / Technical	2 227	4	67	71
Sub-total	***13 122***	***-45***	***394***	***349***

Job Level	No. of MC Employees (including Freelancers) in February 2012	Employers' Forecast of MC Manpower Growth by February 2013	No. of MC Employees to Replenish Wastage*	Total No. of Additional MC Employees by February 2013
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions				
Managerial	1 080	-	32	32
Supervisory	1 320	-	40	40
Executional	2 677	-	80	80
Supporting / Technical	52	-	2	2
Sub-total	***5 129***	**-**	***154***	***154***
Total	**24 384**	**-33**	**731**	**698**

* A wastage rate [(1)] of 3% per annum is assumed.

Notes: (1) "Wastage rate" is defined as the percentage of MC employees leaving their current MC jobs and taking up non-MC positions and for other reasons, out of the total number of MC employees.

(2) Figures may not add up to their total due to rounding.

Projected Annual Additional Manpower Requirement for 2012/16

2.53 The projection of MC manpower requirement must relate to labour market needs and respond to rapid economic and social changes. Assessment of future manpower demand is not easy and involves the exercise of judgement based upon certain assumptions and economic analysis. The basic assumptions for projecting manpower requirement of the MC industry are shown as follows:

(i) A continuation of the relatively high levels of economic activities and employment.

(ii) A continuation of scientific and technological advance, affecting the industrial methods of production, educational services, and consumption patterns.

(iii) The absence of war or any other cataclysmic events which would substantially alter the rate of economic growth.

2.54 As MC is a rapidly changing and developing field, an accurate manpower projection method is required for educational planning purposes. Since it takes a number of years to educate and train people for MC jobs, industry needs must be anticipated sufficiently far in advance to allow time for training. Failure to anticipate the needs and to develop the required high-level MC manpower may seriously impede economic progress.

2.55 An adaptive filtering method is used to project the annual manpower requirement of the journalism sector for 2012/16. This method produces projections based on the past and present survey data (with heavier weight given to the more recent data). The Training Board selects the most appropriate projection by taking into consideration the socio-economic prospects and overall trend of the industry, employers' one-year forecast, and the annual wastage rate. Manpower projection of the journalism sector for 2012/16 using the adaptive filtering method is shown in Figure 15.

Figure 15 Manpower Projection of the Journalism Sector for 2012/16 (by Adaptive Filtering Method)

* Figure in bracket denotes the MC manpower projection of the journalism sector for 2012 in the 2010 survey.

Notes: (1) 2012, 2013, 2014, 2015 and 2016 projected data in January and February of the subsequent year.
(2) 2007, 2009 and 2011 actual survey data in January and February of the subsequent year.
(3) 1993, 1995, 1997, 1999, 2001, 2003 and 2005 actual survey data in November and December of the year.

2.56 A labour market analysis (LMA) approach is adopted for projecting the annual manpower requirement of the advertising and public relations sector by examining a group of key statistical data / economic indicators collected by a reliable and independent authority that reflect the important changes in local economy, demography and labour market. A variable reduction method called Principal Component Analysis is used to select and create variables / components from the sets of economic indicators for use in building and maintaining the statistical model. Manpower projection of the advertising and public relations sector for 2012/16 using the LMA approach is shown in Figure 16 and the details in Appendix 14.

Figure 16 Manpower Projection of the Advertising and Public Relations Sector for 2012/16 (by Labour Market Analysis Approach)

* Figure in bracket denotes the MC manpower projection of the advertising and public relations sector for 2012 in the 2010 survey.

Notes: (1) 2012, 2013, 2014, 2015 and 2016 projected data in January and February of the subsequent year.
(2) 2007, 2009 and 2011 actual survey data in January and February of the subsequent year.
(3) 1993, 1995, 1997, 1999, 2001, 2003 and 2005 actual survey data in November and December of the year.

2.57 The Training Board observes from Figures 15 and 16 that the actual outturns of the MC manpower requirement by early 2012 in respect of the journalism sector (10 511) and the advertising and public relations sector (24 384) fall in line with MC manpower projection for the journalism sector (11 017) and the advertising and public relations sector (24 367) in the 2010 survey with absolute percentage errors of 4.8% and 0.1% respectively. The Training Board believes that as the pace of globalization continues to accelerate, supported by domestic consumption as well as CEPA, the MC manpower requirement of the MC industry will follow a growing trend in the long run. Based on Figures 15 and 16, the projected annual additional manpower requirement for 2012/16 by sector is shown in Table 2.30.

Table 2.30 Projected Annual Additional Manpower Requirement for 2012/16 by Sector

Sector	Projected Average Annual Manpower Requirement (A)	Projected Average Annual Manpower Growth (B)	No. of Employees to Replenish Wastage * (C) = (A) x 0.03	Projected Annual Additional Manpower Requirement (D) = (B) + (C)
Journalism	11 366	272	341	613
Advertising and Public Relations +	28 841	1 267	865	2 132
Total	**40 207**	**1 539**	**1 206**	**2 745**

\+ Advertising and public relations sector includes advertising sales / PR / marketing department in media organizations.
* A wastage rate of 3.0% per annum is assumed.
Note: Figures may not add up to their totals due to rounding.

Distribution of Projected Annual Additional Manpower Requirement for 2012/16 by Preferred Educational Level By Sector

2.58 By adopting employers' preferred educational level of MC employees in paragraph 2.39 and Appendix 9, the Training Board estimates the distribution of projected annual additional manpower requirement for 2012/16 by preferred educational level by sector in Table 2.31.

Table 2.31 Distribution of Projected Annual Additional Manpower Requirement for 2012/16 by Preferred Educational Level by Sector

Sector \ Educational Level	Master Degree or Above	Bachelor Degree	HD/AD	HC/D/C	Matriculation	S5	Below S5	Total
Journalism	6	267	111	151	31	44	3	613
Advertising and Public Relations +	22	930	383	524	109	153	11	2 132
Total (%)*	**28 (1.02)**	**1 197 (43.60)**	**494 (18.01)**	**675 (24.57)**	**140 (5.12)**	**197 (7.17)**	**14 (0.51)**	**2 745 (100.0)**

\+ Advertising and public relations sector includes advertising sales / PR / marketing department in media organizations.
* As a percentage of total number of projected annual additional MC manpower requirement.
Note: "Unspecified cases" in the respective sectors have been distributed among various educational levels on a pro-rata basis.

Estimated Supply of MC Graduates from Local Educational Institutes

2.59 Based on the information provided by UGC-funded institutions, Hong Kong Institute of Vocational Education and other local tertiary institutions, Table 2.32 and Appendices 15 & 16 show the existing planned output of their graduates from UGC / Government-funded and self-financed MC programmes for 2012/16 by educational level.

Table 2.32 Planned Output of Graduates from UGC / Government-Funded and Self-Financed MC Programmes for 2012/16 by Educational Level

Edu. Level \ Year	2012		2013		2014		2015		2016		Planned Average Annual Output of MC Graduates		
	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	Total
PgD	25	996	35	896	30	898	33	862	32	862	31	903	934
DEG	373	422	348	447	359	450	362	460	372	530	363	462	825
AD	-	45	-	40	-	40	-	40	-	40	-	41	41
HD	485	636	398	516	869	1 228	495	911	495	911	548	840	1 388
Year Total	**883**	**2 099**	**781**	**1 899**	**1 258**	**2 616**	**890**	**2 273**	**899**	**2 343**	**942**	**2 246**	**3 188**

DEG - First Degree
AD - Associate Degree
GF - UGC / Government-Funded
PgD - Postgraduate Degree / Diploma / Certificate
HD - Higher Diploma
SF - Self-Financed

2.60 Supply of graduates including those existing MC employees who take upgrading courses is related to participation rate, which is the percentage of graduates in MC programmes who will actually join the MC industry. After studying the Employment Surveys of Full-time UGC-funded Institutions Graduates in Figure 18, the Training Board concludes that the successful participation rates for full-time first-degree graduates would not be less than 72.4% and for full-time sub-degree graduates would not be less than 49.0% for 2012/16. Accordingly, the average annual supply of graduates in MC programmes joining the MC industry (from local educational and training institutions) for 2012/16 by educational level is estimated in Table 2.33.

Table 2.33 Estimated Average Annual Supply of Graduates in MC Programmes for 2012/16 by Educational Level

Educational Level	Planned Average Annual Output of MC Graduates		Average* Successful Participation Rate	Estimated Average Annual Supply of MC Graduates			
	GF	SF		GF	SF	Total	
Postgraduate Degree / Diploma / Certificate	31	903	0.60	19	542	561	1 155
First Degree	363	462	0.72	261	333	594	
Associate Degree	-	41	0.49	-	20	20	701
Higher Diploma	548	840	0.49	269	412	681	
Total	**942**	**2 246**		**549**	**1 307**	**1 856**	

* Based on the Employment Surveys of the Full-time Graduates from MC Programmes of the UGC-funded Institutions, Hong Kong Institute of Vocational Education and Hong Kong Design Institute in Academic Year 2010/11.

Remarks: GF = UGC / Government-funded SF = Self-financed

Manpower Demand and Supply Analysis

2.61 The primary objective of the analysis is to assess the annual additional manpower demand and supply situation of the MC industry for 2012/16 by educational level as shown in Figure 17.

Figure 17 Annual Additional Manpower Demand and Supply Situation for 2012/16 by Educational Level

Figure 18 Initial Destinations of Full-time First-degree Graduates from UGC-funded Mass Communication Programmes

* Occupations not relevant to participation rate were excluded. As a result, the successful participation rate calculated was 72.4% (i.e. 81.1% x 89.3%) for full-time first-degree UGC-funded graduates.

Source: Employment Survey of the Graduates from Full-time UGC-funded Programmes in Academic Year 2010/11.

2.62 From Tables 2.31, 2.33, and Figure 17, it can be concluded that the average annual supply of 1 155 local degree or above graduates from MC programmes would not be able to meet the forecast annual additional manpower demand for 1 225 MC employees with such qualification. The annual shortfall of 70 additional MC employees could be met in general by MC graduates returning from overseas and non-MC graduates having received in-depth MC training. A recruitment pattern of authors, journalists and related writers by educational level by academic programme category (other than mass communication) is shown in Figure 19.

2.63 At the associate degree / higher diploma and diploma / higher certificate / certificate levels, the annual shortfall of 468 additional MC employees with diploma / higher certificate / certificate could be met by graduates from other non-MC disciplines. Many local graduates not pursuing MC are willing to attend related MC courses offered by local educational institutions and subsequently take up MC jobs.

2.64 The MC industry will need to recruit annually 351 people for MC jobs. Such demand can be met from the supply of Secondary 7 or below school leavers. Most of these people should need relevant skill training before they are capable of performing the MC jobs effectively. Basic skill training will be provided by the educational and training institutions and employers.

Figure 19 Recruitment Pattern of Authors, Journalists and Related Writers by Educational Level by Academic Programme Category (APC) (Other Than Mass Communication)

Academic Programme Category / Educational Level	Social Sciences	Business & Management Studies	Humanities	Languages & Related Studies	Arts, Design & Performing Arts	Others (1)	Total
Postgraduate Degree	1	-	2	2	-	5	10
First Degree	51	40	36	119	27	29	302
Sub-degree	1	-	-	-	3	2	6
Total	**53**	**40**	**38**	**121**	**30**	**36**	**318**

Notes: (1) Other APCs include biological sciences, physical sciences, mathematical sciences, computer science & IT, engineering & technology, law and education.

(2) As some programmes of the UGC-funded institutions are mapped to more than one APC, students on these programmes are counted across the APCs concerned on a pro rata basis. Thus the student numbers of some APCs are decimal figures. In the above table, the relevant figures are rounded to the nearest whole number.

Source: Employment Survey of the Graduates from Full-time UGC-funded Programmes in Academic Year 2010/11.

Major Developments and Business Outlook

Major Developments in the MC Industry

2.65 Based on the manpower changes between the 2010 and 2012 surveys and other observations, the Training Board concludes the following major developments in the MC industry:

Impact of Online / New Media Developments
on Business and Manpower Needs

(i) Job opportunities are best for applicants in the expanding world of digital / new media (such as launching the social media applications and the mobile services). Local newspapers / magazines (with electronic version) and radio (with digital audio broadcasting / internet-broadcasting) & TV stations (with digital terrestrial TV broadcasting) also provide greater job prospects for potential reporters, sub-editors and graphic artists (Tables 4.1, 4.2 & 4.3 of Appendix 4).

(ii) Digital / new media and their services / operations are growing in number and sophistication, spurring the demand for senior reporters / reporters, online editors, web page designers, digital designers and webmasters, especially those with social media web experience (Table 4.5 of Appendix 4).

(iii) Since social networking website (such as Facebook, Weibo or Twitter) roll up in popularity, it is essential for the local MC employees to acquire skills / knowledge on web searching / analytics, social networking / sharing platform, and microblogging to perform the social media functions for meeting the changing appetite of advertisers during the advent of social marketing (Table 2.13).

(vi) Interactive websites / TV and digital platform will facilitate the development of digital advertising, e-promotional campaign and mobile marketing, and whereby offering more job opportunities for advertising sales / PR / marketing practitioners (including those freelancers) in media organizations (Table 2.3 & Table 4.7 of Appendix 4).

(v) A number of advertising companies has employed freelancers to work as designers and digital designers at supporting / technical level to support graphic artists at executional level in respect of web development work (Table 4.8 of Appendix 4).

(vi) Existing MC employees are required to have multi-skills to perform multi-tasking in response to the expanding world of digital / new media and the merger or abolishment of some MC posts (Table 2.12). For example, reporters have to undertake news production (including video / photo shooting and writing scripts), sub-editors have to perform out-door reporting and photo-taking, and digital designers and webmasters have to share the work of online editing.

(vii) Due to the computerization, darkroom persons who engaged in photo / film development and typesetters in typesetting scripts are less in demand in the MC industry (Table 4.1 of Appendix 4).

Impact of Further Transition to Knowledge Society

(viii) It appears that employers in the industry tended to take a more cautious stance with regards to recruitment, and raised the bar on the quality of candidates in respect of their qualifications (Table 2.19 & Figure 14) and relevant experience (Table 2.20) they looked to hire.

(ix) Demand for well-rounded MC employees tends to become more acute when companies are looking to get more work done with fewer people (Table 2.2). For example, layout artists and copy editors / sub-editors in magazine branch have to undertake the job of webpage updating and webpage design respectively. Translation related job in PR services suppliers is handled by copy writer.

(x) More local companies in the magazine branch have recruited freelancers to engage in various MC jobs (such as those related to editorial / leader writer, editor, photographer, reporter and designer) to address manpower and skills constraints, and reduce costs (Table 4.2 of Appendix 4).

(xi) More advertising / PR / marketing employees in the MC industry are working closely with media partners to conduct promotional seminars / activities with a view to increasing the number and type of media outlets to reach the target customers.

(xii) More corporate communications / PR / advertising / marketing department in companies / institutions will like to recruit experienced MC employees in the journalism sector (with cross-functional experience) to undertake various jobs in respect of advertising / PR / marketing / sales (Table 4.9 of Appendix 4).

(xiii) More local companies in the advertising and PR sector have been engaged in outsourcing their supporting / technical related jobs (such as graphic and visual design, printing, and web design / updating) which allow them to focus on their core business, expand quickly into new frontiers, address manpower and skills constraints, and reduce costs.

(xiv) More local media companies / organizations with advertising sales / PR / marketing department come to understand the importance of advertising, brand building and corporate identity and have paid more attention to market / business intelligence by recruiting more advertising sales / account managers and advertising sales assistants / account executives to meet the increasing competition and more sophisticated consumers (Table 4.7 of Appendix 4).

(xv) Skill sets (such as multimedia knowledge and applications, Putonghua, spoken and written English, sales / marketing strategic planning, PR consultation / presentation skills, creativity and cultural insights, production management, and industry practices in the mainland of China) will continue to be in demand to perform various MC functions (Table 2.24). Employers are always looking for MC practitioners who can deal with significant changes or can take advantage of new opportunities.

Business Outlook in the MC Industry

Employment Trend

2.66 The MC industry grew steadily throughout the 2000s, with an average compound annual growth rate of 5.4% in the number of MC employees from 2001 (19 617) to 2012 (34 895) as shown in Table 2.34.

Table 2.34 Changes in the Number of MC Employees from December 2001 to February 2012 by Sector

	Number of Persons Engaged						Average Compound Annual Growth Rate		
	Dec 2001	Dec 2003	Dec 2005	Feb 2008	Feb 2010	Feb 2012	2001-2005 (%)	2008-2012 (%)	2001-2012 (%)
MC Employees (1)	19 617	18 598	23 897	28 058	32 243	34 895	5.1	5.6	5.4
Within which:									
Journalism Sector	6 749	5 793	7 603	7 828	9 885	10 511	3.0	7.6	4.1
Advertising & PR Sector (2)	12 868	12 805	16 294	20 230	22 358	24 384	6.1	4.8	6.0

Notes: (1) Number of MC Employees including freelancers.
(2) Advertising & public relations sector includes advertising sales / PR / marketing department in media organizations.
(3) Figures may not add up to the total due to rounding.

2.67 Due to the buoyant domestic sector, the labour market in Hong Kong continued to fare well and remained resilient in Q1 of 2012. Job creation continued apace, as hiring sentiment among employers remained generally positive. As a result, the seasonally adjusted unemployment rate fell to 3.4% in Q1. The underemployment rate also fell to 1.4% (Source: Census and Statistics Department). Amid a tight labour market and with the additional boost of statutory minimum wage (SMW) implementation since May 2011, wages and earnings saw further notable growth. The employment situation in the MC industry going forward continues to hinge crucially on the overall economic growth and the pace of job creation. In this regard, uncertainties in the external environment, in particular due to the lacklustre performance of major economies and the hovering Eurozone debt crisis, remain a cause of concern.

Journalism Sector

Impact of Further Transition to Knowledge Society

2.68 The availability of the latest telecommunications technology (such as cloud computing) and keen interest in Hong Kong's affairs have attracted many international news agencies, newspapers and overseas broadcasting corporations to establish their regional headquarters or representative offices in Hong Kong. TV, radio, and digital / new media have always been the medium people turn to for updates on world events and in-depth analysis of current issues. There is also a proliferation of magazines dealing with a wide range of interest from specialist publications to general interest and leisure. The Training Board considers that more advertisers will make use of magazines / new media as a vehicle to promote the product sales of their clients and result in more publishers and newspaper establishments to consider expanding their magazine / new media business. The production of regional publications in Hong Kong underlines its importance as a financial, trading, media and communications centre.

2.69 The ability to absorb, process and apply knowledge and skills to create new values will be the competitive advantage of companies in an innovative and knowledge based economy. Business opportunities arising from the specific initiatives included, among others, the signing of Supplement IX to the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) to broaden the number of beneficial service sectors, strengthening the physical linkages within the Pearl River Delta region will be beneficial to Hong Kong's economic growth in the short and medium terms. Hong Kong has the facilities, expertise in project management and implementation, advertising / sales / PR / marketing knowledge and experience in respect of the media industry, and stringent intellectual property rights protection and enforcement to foster technological cooperation and trade between Mainland partners and international market players.

Impact of Online / New Media Developments

2.70 The majority of media outlets have their own websites as the Internet and mobile becomes ever more important in the MC market. The Training Board believes that the new media / social networking websites (with the use of web 3.0 technology) have created new challenges that the MC industry must adapt to in order to continue to be successful. These new media widened the reach of various productions to local and overseas users for their enjoyment anytime, anywhere by any device. Besides, the digital / new media will expand the comprehensive multimedia contents to mobile operators, promote research and development of new technologies, and create more job opportunities.

2.71 The Training Board considers that the journalism sector is always on the lookout for talented people (in particular, young MC employees with accomplishment training) willing to take on the exciting challenge of presenting news and entertainment to a demanding readership and audience. However, the factors that might affect the growth rate of the journalism sector for the years ahead include industry consolidation, the introduction of new technologies, greater use of services outside the sector, and competition from different emerging media platforms. In this respect, every branch in the journalism sector is looking to empower their people, reduce costs, improve their customer connections (via digital / social media) and create new opportunities through their technology investments.

Advertising and Public Relations (PR) Sector

Impact of Further Transition to Knowledge Society

2.72 Globalisation, the advent of a knowledge based economy, further services liberalisation under CEPA and the rapid economic development of the Mainland provide tremendous scope for the development of advertising and PR sector. According to an industry survey, the increase in 2012 advertising budget is rather modest as compared to the actual advertising spending in 2011 driven by brand building and building relationship with customers. The Training Board observes that advertisers budgeting more on local advertising through various media / channels (such as televisions, newspapers, Internet, magazines, outdoor, event marketing, mobile, direct mail and radio) to optimize resource and agility requirements. The Training Board believes that new jobs will be created as our expanding economy will generate more products and services which require marketing and PR services, and consequently necessitates the increase in the number and type of media outlets to connect with customers and build brand awareness.

2.73 The Training Board observes that more international advertising and PR companies will enter the China market as sole foreign-owned enterprises and strengthen cooperation with local advertising and PR companies. The advertising and PR sector have sustainable business opportunities for helping the Mainland companies to enter the overseas market and vice versa. Besides, local advertising and PR companies will speed up the integration of their business resources and strengthen cooperation among themselves in searching for a brighter future taking the advantages of CEPA which open the door to Hong Kong. The Training Board believes that these events will boost the local professional PR services and advertising market, and suggests that local MC practitioners should acquire China-related skills and knowledge (such as political system, social and economic development, and industry practices in the mainland of China) to ensure their projects and investments in China are managed properly.

Impact of Online / New Media Developments

2.74 The Training Board also observes that with a total of 14.9 million mobile service subscribers in Hong Kong at end-2011, the penetration rate (the ratio of subscriber to population) was equivalent to around 210% and was one of the highest in the world (Source: Census and Statistics Department). This will facilitate the development and delivery of e-promotion / mobile marketing (such as email, sms and online advertising) with lower cost which offers business opportunities for the advertising and PR sector to develop and provide more products and services to reach the target customers who are young and active in the digital space. Social media / mobile social media, mobile apps, online video advertising, daily deal promotions / group buying have been a current trend for advertising / marketing and will grow rapidly in the coming years. The Training Board considers that employers (in particular, advertising companies, agencies and other advertising services with employment size of less than 50) will recruit more young MC employees with accomplishment training for engaging in jobs related to design, artwork production, and account coordination to meet the rapid development trend of the MC industry.

SECTION III

RECOMMENDATIONS

Annual Additional Training Requirement

3.1 The findings of the survey reflect the manpower situation of the MC industry at the time of the survey. However, the current uncertainty in global financial markets might have an impact on the MC manpower demand. The manpower data and forecast in the report should therefore be read in this context.

3.2 Based on projected average annual manpower growth, estimated wastage rate (as shown in Table 2.30 of paragraph 2.57), recent development of the MC industry and industry members' experience, the Training Board estimates the annual additional training requirement for MC employees in the journalism sector and the advertising & public relations sector from 2012 to 2016 by sector by job level as shown in Table 3.1.

Table 3.1 Estimated Annual Additional Training Requirement for MC employees for 2012/16 by Sector by Job Level

Job Level	Estimated Annual Additional Training Requirement	(%)*
Journalism Sector		
Managerial	24	(3.9)
Supervisory	71	(11.6)
Editorial / Production	398	(64.9)
Supporting / Technical	120	(19.6)
Sub-Total	***613***	***(100.0)***
Advertising and Public Relations Sector +		
Managerial	311	(14.6)
Supervisory	571	(26.8)
Executional	1 017	(47.7)
Supporting / Technical	233	(10.9)
Sub-Total	***2 132***	***(100.0)***
Total	**2 745**	

\+ Advertising and public relations sector includes advertising sales / PR / marketing department in media organizations.

* Percentage distribution of additional MC employees by February 2013 by job level in the respective sector is used for estimating the annual additional training requirement.

Note: Figures may not add up to their totals due to rounding.

Skill Types, Accomplishment Training and Job Factors to Cope with the New Technology Environment, Knowledge based Economy and Globalisation

Skill Types

3.3 The development of new communication technology, globalisation, the advent of a knowledge based economy, the enforcement of the CEPA and the rapid economic development of the Mainland provide tremendous scope for MC development. The changing role of MC employees today requires them to acquire the multimedia knowledge & applications, language skills (such as Putonghua & English), sales / marketing strategic planning, PR consultation / presentation skills, creativity & cultural insights, production & marketing management, industry practices / political system, social and economic development in the mainland of China, of which the training demand would increase substantially (as shown in Table 2.24 of paragraph 2.46).

Social Media and Mobile Communication

3.4 Hong Kong is already in the Web 2.0 era and it is marching into Web 3.0 age. Fused into people's everyday life, mobile applications are rapidly developing the global mobile market. This powerful platform, when integrated with the highly interactive social media, further enables brands to engage customers deeper, anytime, anywhere. With the rise in social media accesses through mobile phones, the Training Board recommends that MC practitioners should capitalize on the opportunities and upgrade themselves by getting more training and gaining more experience with the latest trend of digital / new media (such as web searching, social networking platform, sharing platform, microblogging, web analytics, and web monitoring and surveillance) (as shown in Table 2.13 of paragraph 2.27) and build awareness of services and products through m-commerce offering to reach the global market.

Training on Media and Information Literacy

3.5 Hong Kong is moving from an industrial society to a knowledge society. The reception, production and transmission of information have become essential in all social, political and economic sectors. With the advanced ICT, information is coming from different sources in a huge amount. The developments of data journalism, news curation and social media marketing have changed the landscape of the media industry. Media practitioners in Hong Kong are now facing a more complicated media and information environment. They need advanced skills to access, evaluate, select, analyze, use and create information and knowledge. It is recommended that Media and Information Literacy (MIL) training should be offered to them for their professional development.

Accomplishment Training for Young MC Employees

3.6 The Training Board believes that attitudes and actions for achievements are essential for young MC employees (with aged below 30 / post-80s and post-90s generation) to set and deliver their self-fulfilment goals. In this respect, these young MC employees are expected to acquire relevant accomplishment training and self-management skills (such as working attitude, concentration on work, team work, interpersonal communication skills, punctual, and protection of company's tangible & intangible assets (or intellectual property right)) (as shown in Table 2.16 of paragraph 2.31) so that they can have greater contributions to the company.

Training for Senior Management

3.7 The Training Board considers that the younger generation is comprised of individualised MC employees who emphasise work-life balance and job satisfaction. In comparison, their employers / seniors value hard work. In this respect, the Training Board recommends that employers should understand the attitude and behaviour differences of these young MC employees or bridge the generation gap (by attending relevant technology and management workshops / courses). Besides, employers could appoint mentors with relevant work experience and management skills to guide these young MC employees throughout on-the-job training.

Job Factors for Retention of Existing MC employees

3.8 The Training Board observes that over 80.0% of employers marking salary increment as the most preferred methods for retaining their existing MC employees, followed by enhancing job satisfaction (about 32.0%), increasing job autonomy (about 30.0%) and internal promotion (about 27.0%). A number of employers indicated that their companies did not provide enough in manpower training and development, communications, and positive image on company profile / culture (as shown in Table 2.14 of paragraph 2.28). The Training Board recommends that it is an important insight that employers should look into resolving by understanding the key driving points (such as motivators, mentoring, retention and technology) so as to retain their existing MC employees.

3.9 The Training Board considers that efforts by employers to reinvest in staff training and development and talent retention through skills upgrading amid the improved economy bodes well for the continued growth of individual companies / organizations and the overall MC industry. The Training Board recommends that employers should provide / sponsor external or in-house training with the provision of financial support or grant of leave to existing MC employees.

The Roles of Educational and Training Service Providers

Local Educational Institutions

3.10 The Training Board observes that MC graduates are expected to have in-depth training with emphasise on specific MC skills (such as multimedia knowledge and applications, global media culture / insights, and media management with business sense), China related knowledge (such as industry practices in the mainland of China), and generic skills (such as liberal sense, critical thinking, business mind sets, professional ethics, and communication skills) for building up their professionalism in the MC industry. Experience of existing MC employees earned through years of service can be passed on to the new blood.

3.11 The Training Board recommends that the local educational institutions could offer more government-funded degree and sub-degree courses in the MC Discipline so that more secondary school graduates could be encouraged to study the MC related programmes when they attend tertiary education, whereby 85.2% of MC employees are preferred to have diploma or above qualifications (as shown in Figure 14 of paragraph 2.39). Employers are also recommended to recruit MC graduates of these institutions and to strengthen their technical skills through the provision of internal and / or external training (as shown in Table 2.26 of paragraph 2.49) in order to sustain the company's competitiveness.

Industrial Visits Across the Border

3.12 To meet the opportunities and challenges facing ahead including closer integration of Hong Kong's economy with that of the Mainland, the Training Board recommends that professional experience and service know-how of the MC industry need to be shared more between the Hong Kong and Mainland professionals via regular industrial visits across the border. The existing management skills (such as those related to production, marketing, strategic planning, project, corporate communications / public relations / public affairs, and customer database) and China-related knowledge (such as industry practices in the mainland of China, and political system, social & economic development in the mainland of China) are areas to be affected of which the demand would be increased. The local educational and training service providers could provide short courses / seminars or evening programmes (to be delivered in class or over the network) on such skill sets for in-service MC practitioners to achieve their goal of lifelong learning.

Workplace Attachment Programme for Students

3.13 Workplace attachment to equip students with workplace experience in the industry is a highly desirable component of the curriculum for the MC Discipline. To resolve the major difficulties encountered by employers in the recruitment of MC employees, in particular candidates who lack the relevant experience and skills / expertise, the Training Board recommends that more workplace attachment programmes should be offered to those students who are studying courses related to the MC Discipline by collaborating with the organizations / institutions in the Mainland. The Training Board believes that with the strong linkage between the tertiary institutions / Hong Kong Design Institute / Hong Kong Institute of Vocational Education and the professional bodies / trade associations, workplace attachment programmes for students should provide them with valuable learning opportunities through practical working experience to strengthen their skills in a real-life MC / business environment and enhance their employability in the job market. It is recommended that employers, professional bodies / trade associations and Government should strongly support these programmes.

VTC's Out-Centre Training Programme

3.14 New media technology / environment in the MC industry is rapidly changing and forcing in-service MC practitioners (including senior management) to continually update their skills. To assist them to meet the skills requirement of the industry and to become more competent in their workplaces, the Training Board has been organizing practical MC short courses / seminars with the co-operation of various educational institutions, trade associations and professional bodies. The Training Board believes that the VTC's out-centre training programme is a cost effective and flexible way to enhance the technical competency and contribution of MC employees.

3.15 The Training Board recommends that the relevant trade associations and professional bodies under their existing e-learning platforms could develop training programmes / packages (such as generic competence or transferable skills) by strengthening the whole person development of young MC employees through the VTC's Out-centre Course Scheme to cope with the current trend and the requirement for the in-service training (such as CPD hours) of MC employees.

VTC's Co-operation with Outside Experts

3.16 To assist in-service MC practitioners to meet the skills requirement of the industry and to become more competent in their workplaces, the Training Board recommends that VTC should continue the offer of certification programmes for the target segments in collaboration / partnership with prominent MC companies, trade associations and professional bodies to help those trainees acquire professional qualifications upon completion of training. This kind of in-service training courses / seminars should continue to be offered with more emphasis on advanced technology, management skills, and the latest trend of best practices in the MC industry.

3.17 To enhance the training quality and satisfy unmet industry needs, the Training Board would cooperate with outside experts / educational institutions / professional associations from various countries / regions (including the Mainland), by pooling of resources from both parties, to develop or conduct advanced courses and seminars for in-service professionals of the MC industry via the VTC's out-centre training programme.

VTC's New Technology Training Scheme

3.18 The Sub-Committee on Training in New Technologies of the Committee on Technologist Training of the VTC is responsible for the implementation and administration of the New Technology Training Scheme (NTTS). In the context of the Scheme, new technologies are those which are not widely applied in Hong Kong and the absorption and application of which will significantly benefit Hong Kong. The Scheme provides financial assistance to companies that wish to have their staff trained in a new technology including IT that would be useful to their businesses, and the financial assistance is given in the form of a training grant which may be up to a maximum of 50% of the total training cost incurred. Any employers in Hong Kong wishing to acquire a new technology for industrial and commercial application may apply for a training grant under the Scheme.

Future Surveys

3.19 As the MC industry is changing rapidly and is affected by the development of new technology, products and services, the Training Board considers that the current practice of conducting manpower surveys at 2-year intervals should be continued to assess future manpower requirement in the MC industry.

大眾傳播業

2012 年人力調查報告摘要

1. *緒論*

職業訓練局大眾傳播業訓練委員會於 2012 年 1 月／2 月進行兩年一度的人力調查，涵蓋新聞業及廣告與公共關係業共 1 016 間公司。是次調查的實際填覆率為 92.8%。

2. 現況

2.1 僱員總數

大眾傳播業的人力市場於 2005 年 12 月顯著改善（較 2003 年 12 月增加 28.5%），至 2012 年 2 月保持穩定，業內總僱員人數（包括自由工作者）上升至 34 895 人，較 2010 年 2 月（32 243 名從業員）增加 8.2%，較 2001 年 12 月則增加 77.9%（19 617 名從業員）。然而，由於整體勞動人口亦有溫和增長，因此 2010 年 2 月至 2012 年 2 月間，大眾傳播業僱員（下稱「僱員」或「從業員」）佔整體勞動人口的百分率保持穩定，約為 0.9%。

2.2 新聞業以及廣告與公共關係業的從業員

調查結果顯示，於 2012 年 2 月，10 511 名（30.1%）從業員從事新聞業的主要職務，24 384 名（69.9%）則從事廣告與公共關係業（包括傳媒機構內的廣告／公共關係／市場部）。

2.3 自由工作者

調查期間，新聞業 91 間公司（包括傳媒機構內的廣告／公共關係／市場部）（佔該業調查覆蓋的 457 間公司的 19.9%），以及廣告與公共關係業 336 間公司（佔該業調查覆蓋的 4 567 間公司中的 7.4%），均有僱用自由工作者從事大眾傳播職務。按公司規模劃分，廣告業機構內僱員數目少於 10 人的公司是這類自由工作者的主要僱主。他們大部分受僱為正稿製作員、攝影師、主筆、資深（高級）記者／記者、製作助理和客戶聯絡助理。

3. 僱員流動率、空缺數目和挽留現職僱員

3.1 離職僱員人數

據僱主報告，過去12個月內新聞及廣告公關兩行業共有5 073名從業員轉職（佔現有的35 606名僱員的14.2%）。電台／電視台新聞部的流動率最高（22.8%），其次是報紙業（19.2%）和數碼／新媒體（18.1%）。按職級劃分，新聞業的編採／製作人員級流動率最高，達21.0%，其次為廣告與公共關係業的輔助／技術人員級，有19.2%。

3.2 招聘人數

調查顯示，2011/12年度大眾傳播業共招聘了5 157名僱員(佔整體35 606個現有職位的14.5%)，當中包括4 469名（12.6%）在業內招聘及具備相關經驗的僱員，以及688名（1.9%）不具相關經驗的僱員。按職級劃分，325人屬經理級；806人屬主任級；3 287人屬編採／製作／執行人員級；739人屬輔助／技術人員級。

3.3 內部晉升

調查亦顯示，過去12個月，業內共有286名僱員獲內部晉升至新設或原有職位，佔現有35 606個職位的0.8%。在內部晉升填補的職位中，88個屬經理級（佔同級職位數目2.2%）；101個屬主任級（1.3%）；92個屬編採／製作／執行人員級（0.5%）；5個屬輔助／技術人員級（0.1%）。

3.4 空缺數目

調查期間，僱主報稱新聞業共有146個職位空缺（佔現有10 657個職位的1.4%），廣告與公共關係業則有565個職位空缺（佔現有24 949個職位的2.3%)。按職稱劃分，以客戶服務主任、資深(高級）記者／記者，及數碼媒體設計員／美術設計員的空缺最多。

3.5 主要擔任網站／新媒體工作的本地大眾傳播業僱員

調查期間，518 間公司（佔是次調查 5 024 間回覆機構中的 10.3%）表示有派遣／招聘本地大眾傳播業僱員主要擔任網站／新媒體工作。在 1 709 名主要擔任網站／新媒體工作的大眾傳播業僱員中，需同時兼顧與社交網站相關工作／任務的新聞業僱員有 490 人（佔 940 人中的 52.1%），廣告與公共關係業僱員有 270 人（佔 769 人中的 35.1%）。

3.6 挽留現有大眾傳播業僱員

調查顯示，大眾傳播業僱主（尤其是公司僱員人數 1 - 4 人的廣告與公共關係業機構），當中選擇「增加薪金」、「提升工作滿意度」、「增加工作自主權」及「內部晉升」為挽留現有業內僱員的首四項最有效方法。

4. *僱主的要求*

4.1 宜有教育程度

2012 年的調查結果顯示，僱主一般希望從業員（85.2%）擁有大專學歷（如文憑／高級證書／證書或以上程度）；當中 43.6%從業員宜有學士學位或以上程度，41.6%宜有副學士／高級文憑／文憑／高級證書／證書程度。大眾傳播業是知識密集型行業之一，對高學歷人力需求較高。

4.2 宜有技能與知識

據本會觀察，新聞及廣告公關兩行業最重視的技能／知識分別為「市場管理」和「多媒體的知識及應用」。而首 8 項基礎技能中包含多種管理、媒體科技技巧和語文技能，反映業內機構越來越重視發展上述技能／知識，以增強在全球市場的競爭力。

5. *人力培訓與發展計劃*

5.1 在職從業員的培訓需求

調查顯示，業界僱主計劃於未來 12 個月向 7 906 名從業員（以人次計）提供／資助他們參加技能和知識培訓。僱主計劃提供／資助的培訓類別（按重要程度排列），包括業內專業技能（廣告與公共關係業）、創新媒體科技（廣告與公共關係業）、管理技巧、語文技能，以及有關中國的知識。

6. *人力預測及供求分析*

6.1 預測 2013 年 2 月的人力需求

據僱主預測，至 2013 年 2 月時業內的職位數目將達 35 595 個，較目前的 35 606 個微跌 0.03%（11 個）。按行業劃分，新聞業職位總數將微增 0.21% （22 個），而廣告與公共關係業職位則會微跌 0.13%（33 個），當中預計廣告業機構內的客戶主任會減少 26 個，其次為媒介採購員（減少 24 個），顯示這類機構正在整合人手，以配合市場的需求。

6.2 預測 2012 至 2016 年大眾傳播業每年額外人力需求（按教育程度劃分）

隨着全球化步伐持續加速，加上內部需求，以及落實《內地與香港關於建立更緊密經貿關係的安排》（CEPA）的推動，本會認為長遠而言大眾傳播業的人力需求將持續增長。按宜有教育程度劃分，預計於 2012 至 2016 年間，每年額外需要 1 225 名學士學位或以上程度的從業員，494 個具副學士／高級文憑的從業員。

6.3 估計 2012 至 2016 年各教育程度大眾傳播課程畢業生每年平均供應人數

按教育程度劃分，2012 至 2016 年間修讀本地教育和培訓機構的大眾傳播課程，並加入業界的畢業生，學位或以上程度者每年平均有 1 155 名，副學士／高級文憑程度者每年則有 701 名。

6.4 人力供求分析

修畢本地大眾傳播學位或以上程度課程的畢業生，每年平均有 1 155 人，而業界預計每年需增聘 1 225 名同類學歷的僱員，故本地人力供應將不能滿足市場需求，每年未能填補的 70 個額外空缺將由海外回港的本科畢業生，或曾接受相關深入訓練的非本科畢業生填補。至於副學士／高級文憑／文憑／高級證書／證書程度方面，每年 468 個額外文憑／高級證書／證書程度人力空缺可由其他學科的畢業生填補。

7. 大眾傳播業的主要發展

根據 2010 年與 2012 年調查所反映的人力轉變及其他觀察所得，本會歸納大眾傳播業有以下的主要發展：

網上／新媒體的發展
對業務和人力需求的影響

(i) 數碼／新媒體服務不斷提升，工作數量和複雜程度亦增加，使資深（高級）記者／記者、網絡編輯、網頁製作員、數碼媒體設計員及網主的需求大增，尤其是具備社交媒體網絡經驗的人員。

(ii) 由於社交網站（如 Facebook、微博、Twitter 等）愈來愈受歡迎，本地大眾傳播業僱員需掌握網上搜尋／網站分析、社交網絡／分享平台及微博等方面的技能／知識，以執行社交媒體工作，配合社交網絡營銷時代的來臨，及滿足廣告客戶日新月異的喜好。

(iii) 部分廣告業機構已聘用自由工作者擔任屬於輔助／技術人員級的美術設計員及數碼媒體設計員，以協助執行人員級的正稿製作員設計網頁。

(iv) 隨着數碼／新媒體業務發展，加上部分職位會合併或取消，現職大眾傳播從業員須擁有多方面技能，以應付各種不同職務。

進一步轉型至
知識型社會的影響

(v) 大眾傳播業機構傾向精簡人手，因而需要聘請更多能身兼多職的業內人員。

(vi) 更多廣告／公共關係／市場推廣僱員與傳媒伙伴緊密合作，舉辦宣傳研討會／活動，務求增加媒體渠道的數目和種類，以接觸目標顧客。

(vii) 更多本地廣告與公共關係業機構將輔助／技術相關的職務外判（如平面及視覺設計、印刷、網頁設計及更新等），以便專注核心業務、迅速拓展新領域、解決人力及技能不足的問題，同時減省成本。

(viii) 大眾傳播從業員需要具備不同知識技能（如多媒體的知識及應用、普通話、英語講寫能力、銷售／市場推廣策略規劃、公關的諮詢／表達技巧、對創意及文化的瞭解、製作管理、內地行業常規等），以勝任不同的工作。

8. *業務展望*

8.1 新聞業

本會認為新聞業一直需要物色願意接受挑戰的人才（特別是具素養和專長的年輕從業員），能夠製作優質的新聞與娛樂資訊，滿足要求極高的讀者與觀眾。然而，影響新聞業未來數年增長的因素包括行業整合，引進新科技、採用更多業外服務、以及其他新興媒體平台的競爭。

8.2 廣告與公共關係業

本會觀察到廣告／市場營銷機構近年趨向使用社交媒體／手機社交媒體、手機應用程式、網上廣告短片、每日特選優惠／團購等方法宣傳產品，這類推廣模式未來數年會迅速發展。僱主（特別是僱員人數不足50人的廣告業機構）將會聘請更多具素養和專長的年輕大眾傳播業僱員，從事與設計、美術稿件製作及客戶聯絡相關的工作，以配合業內高速發展的趨勢。

9. *建議*

大眾傳播業人力及培訓需求的建議摘要如下：

(i) 2012 至 2016 年大眾傳播業僱員每年的額外培訓需求方面，新聞業估計為 613 人，廣告及公共關係業則為 2 132 人。

(ii) 隨着大眾傳播業僱員的角色轉變，他們需要具備不同知識技能，包括多媒體的知識及應用、語言技能、銷售／市場推廣策略規劃、公關的諮詢／表達技巧、對創意及文化的瞭解、製作及市場管理、內地的行業常規、政治制度、社會與經濟發展情況等等；相信這些範疇的培訓需求將大增。

(iii) 大眾傳播從業員應把握機會，透過加強培訓，以及汲取更多有關數碼／新媒體的經驗來加強實力（需要發展的技能包括：網上搜尋、社交網絡平台、分享平台、微博、網站分析、網絡監測及監督等方面），並要更懂得透過「手機商貿」推廣服務和產品，接觸全球市場。

(iv) 本地大眾傳播從業員正面對更複雜的媒體及資訊環境，他們需具備更卓越的技能，以取得、評估、篩選、分析、使用及創造資訊和知識。本會建議開辦「媒體與資訊素養」培訓課程，協助從業員提升專業才幹。

(v) 大眾傳播業內的年輕僱員需要接受相關的素養培訓及自我管理技巧訓練（包括工作態度、專心工作、團隊合作、人際溝通技巧、守時、保護公司有形及無形資產等），從而對公司作出更大貢獻。

(vi) 大眾傳播業僱主應了解自己與年輕僱員在處事態度及行為方面的差別（並透過參加相關的科技知識及管理技巧工作坊／課程），嘗試消除代溝問題。

(vii) 僱主亦應向現職大眾傳播業僱員提供內部訓練或給予津貼或有薪假期，資助僱員參加外間培訓課程。

(viii) 本地教育院校可提供更多政府資助的大眾傳播學位及副學位課程，以鼓勵更多中學畢業生修讀專上程度的大眾傳播相關課程。

(ix) 相關的行業組織及專業團體可利用現有網上學習平台發展培訓計劃／方案（如通用能力或可轉移技能等），透過職業訓練局（VTC）的外間培訓課程計劃，加強大眾傳播業年輕僱員的全人發展。

第一章

緒 論

大眾傳播業訓練委員會

1.1 大眾傳播業訓練委員會隸屬職業訓練局（VTC），成員由政府委任，包括業界、學術界代表及政府官員，負責確定大眾傳播業的人力及訓練需求，並向局方建議適當措施，配合業界對幹練人才日增的需求。委員名單及職權範圍分別載於附錄 1、2。

人力調查目的

1.2 進行人力調查，目的是協助局方履行《職業訓練局條例》中所列明的兩項主要職責：檢討業界對幹練人才的需求，以及檢討因應業界需求而可提供的幹練人才。自八十年代初，大眾傳播業訓練委員會每隔兩年進行一次人力調查，藉此蒐集準確的人力資料，以反映業內主要職務人力供求與人才培訓的現況及未來發展。

人力調查時間

1.3 是次調查於 2012年 1月 3日至 3月 2日在政府統計處（下文稱「統計處」）協助下進行。

1.4 調查結果反映調查當時的業界人力狀況。然而，現時環球金融市場的不明朗因素可能影響業界人力需求。因此，參閱本報告的人力數據及預測時須加留意。

人力調查工作小組

1.5 本會成立工作小組監督人力調查的進行情況，其工作範圍大致分為四部分：設計調查表、抽樣、分析及匯報。工作小組擬備了相關調查文件，其後提交本會審批。另一方面，統計處提供實地調查、輸入數據及編製圖表的專業服務。工作小組名單載於附錄 1。

調查範圍

1.6 是次調查包括新聞業的五個門類（其業務對象主要是香港讀者／觀眾／聽眾），以及廣告與公共關係業的四個門類：

新聞業

(a) 報紙業
(b) 雜誌業
(c) 電台／電視台新聞部
(d) 新聞通訊社
(e) 數碼／新媒體

廣告與公共關係業

(f) 公共關係業機構
(g) 傳媒機構內廣告／公共關係／市場部
(h) 廣告業機構
(i) 公司或機構內企業傳訊／公共關係／廣告／市場部

調查方法

1.7 因資源所限，調查採用分層隨機抽樣方法，從統計處機構單位記錄庫內約 7 000間大眾傳播機構中抽出約 1 000間，然後把這些機構按所從事的主要業務分門別類，每一門類內的機構再按僱員人數劃分，最後根據各門類適用的抽樣分數以及每一門類的僱員人數，隨機抽出調查樣本。此外，2012 年人力調查工作小組亦提供補充樣本，包括 76間報業機構、雜誌社、電台／電視台及數碼／新媒體機構，以及 45 間廣告業機構和設有企業傳訊／公共關係／廣告／市場部的公司或機構。抽選接受調查的公司共 1016間，各須填寫一份詳細人力調查表。

1.8 實地調查進行前約兩星期，本會將調查表連同附註及大眾傳播業主要職務工作說明（見附錄 3），寄往各樣本／選定公司。調查期間，統計處調查員到訪各機構，收集填妥的調查表；如有需要，亦會協助填寫調查表。按門類及僱員人數的抽樣細則已詳列於附錄 17。

1.9　填寫調查表時，受訪僱主須按僱員實際負責的工作，而非機構內所採用的職稱將職務歸類。本會事前亦安排簡介會，向統計處調查員講解各種職務的性質。收回的調查表經覆核、編碼，並於必要時與填覆機構核實。所得數據其後倍大，以反映業界的整體人力情況。

宣傳

1.10　調查首日，本會向各大中英文報章發出新聞稿，並邀請有關團體向屬下會員宣傳是次人力調查。

填覆分析

1.11　在 1016間樣本／選定公司中，649間填覆調查表，只有 50間公司拒絕答覆。計及已結束營業、搬遷、不再從事本業、並無僱用技術人員、無法追查、註冊但無營業、暫時停業及有其他情況的 317 間公司，是次調查的實際填覆率為 92.8%。

調查結果

1.12　本報告第二章載有調查結果摘要(包括大眾傳播業的人力及培訓需求及調查數據分析)；第三章載有本會的建議。

名詞定義

1.13　「僱員」指由公司直接支付薪金的員工，包括現時仍在上班，以及因病、放取產假、年假、事假、罷工等而暫停上班的員工。

1.14　「大眾傳播業僱員」指所有從事大眾傳播業主要職務不同技能等級的全職／兼職員工（包括自由工作者）（如經理級、主任級、編採／製作／執行人員級，以及輔助／技術人員級）。

1.15 「勞動人口」指經濟上活躍的人士，包括受僱人士及失業人士。

1.16 「公司」在是次調查中，指業務性質相同（即門類相同）及商業登記號碼首八個數字相同（即屬單一擁有權或控制權）的機構。是次調查以「公司」為計算單位。

1.17 每一學科的「入職率」指畢業生投身與其修讀或受訓學科相關行業的百分率。這些資料一般可從教育機構的全日制畢業生就業調查取得。

1.18 「流失率」指因轉業或其他原因而離職的大眾傳播業僱員在該行業僱員總數中所佔的百分率。

1.19 「外判」指一家公司與一個或多個供應商簽訂合約，將目前／曾經由該公司內部提供的服務交由這些供應商負責。

1.20 「自由工作者」指並無與新聞及廣告公關兩行業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。

1.21 「現有空缺額」指需要立刻填補的空缺，而公司於調查期間正積極招聘人手。

鳴謝

1.22 在此感謝政府統計處在監督實地調查工作及處理調查數據方面提供協助。此外，調查亦獲大學教育資助委員會各院校及其他專上學院提供資料，得悉政府資助及自資大眾傳播課程的預計畢業生人數，特此向各院校致謝。

第二章

調查結果摘要

現有人力情況

僱員人數

2.1 調查顯示，2012 年 2 月，本港共有 34 895 人（包括自由工作者）受僱擔任大眾傳播業的主要職務（約佔 2012 年第一季總勞動人口 3 773 700 人的 0.9%）（資料來源：政府統計處）。其中 30.1%（10 511 人）受僱於新聞業，69.9%（24 384 人）受僱於廣告與公共關係業（包括傳媒機構內的廣告／公共關係／市場部）。

2.2 表 2.1 顯示，在整體大眾傳播業公司（5 024 間）當中，約 74.0% 屬廣告業機構（3 740 間），2012 年這類機構的僱員在業界約佔 38.0%（13 122 人／34 895 人）。惟若以公司為單位計算，這些機構所登記的業內僱員人數最少，平均只有 4 名。

表 2.1 調查涵蓋的大眾傳播業僱員[1]及公司數目
（按門類劃分）
（2010 年 2 月 – 2012 年 2 月）

門類		調查涵蓋的公司數目 (1)		調查涵蓋的僱員人數[2] (2)		大眾傳播業僱員人數[1] (3)		每間公司大眾傳播業僱員平均人數 (3)/(1)	大眾傳播業僱員佔僱員總數百分率 (3)/(2) x 100% %
		2010	**2012**	**2010**	**2012**	**2010**	**2012**	**2012**	**2012**
新聞業									
1. 報紙業	包括傳媒機構內的廣告／公共關係／市場部	34	45	8 021	8 620	5 632	6 011	134	69.7
2. 雜誌業		324	318	5 220	5 285	4 285	4 653	15	88.0
3. 電台／電視台新聞部		30	30	6 859	8 100	2 203	2 499	83	30.9
4. 新聞通訊社		25	21	285	335	239	287	14	85.7
5. 數碼／新媒體		47	43	1 182	1 769	627	1 138	26	64.3
小計		***460***	***457***	***21 567***	***24 109***	***12 986***	***14 588***	***32***	***60.5***

門類	調查涵蓋的公司數目 (1)		調查涵蓋的僱員人數(2) (2)		大眾傳播業僱員人數(1) (3)		每間公司大眾傳播業僱員平均人數 (3)/(1)	大眾傳播業僱員佔僱員總數百分率 (3)/(2) x 100% %
	2010	**2012**	**2010**	**2012**	**2010**	**2012**	**2012**	**2012**
廣告與公共關係業								
6. 公共關係服務供應商	373	353	2 338	2 483	1 952	2 056	6	82.8
7. 廣告業機構	3 785	3 740	15 444	15 037	13 025	13 122	4	87.3
8. 公司或機構內企業傳訊／公共關係／廣告／市場部	488	474	653 848	705 020	4 280	5 129	11	0.7
小計	***4 646***	***4 567***	***671 630***	***722 540***	***19 257***	***20 307***	***4***	***2.8***
總數	**5 106**	**5 024 (-1.6%)**	**693 197**	**746 649 (7.7%)**	**32 243**	**34 895 (8.2%)**	**7**	**4.7**

註： (1) 大眾傳播業僱員人數包括自由工作者在內。
(2) 僱員人數包括大眾傳播業僱員及非技術僱員。
(3) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.3 在兩次調查中，門類 5（數碼／新媒體）的樣本均由職業訓練局（VTC）提供。該門類的大眾傳播業僱員人數，由 2010 年的 627 人增至 2012 年的 1 138 人，升幅為 81.5%。

2.4 按行業／門類及技能等級劃分的大眾傳播業僱員人數（包括自由工作者）見表 2.2。按門類及職稱劃分的詳細分析見附錄 4。

表 2.2 大眾傳播業僱員人數（包括自由工作者）（按行業／門類及技能等級劃分）

技能等級 / 門類	經理級 (%)*		主任級 (%)*		編採／製作／執行人員級 (%)*		輔助／技術人員級 (%)*		總數 (%)*		整體 (%)#
	EM	FL	EM	FL	EM	FL	EM	FL	EM	FL	
新聞業											
報紙業	175 (3.6)	- (-)	496 (10.2)	10 (13.3)	3 257 (66.8)	64 (85.3)	948 (19.4)	1 (1.3)	4 876 (100.0)	75 (100.0)	4 951 (47.1)
雜誌業	204 (7.3)	- (-)	368 (13.1)	102 (30.9)	1 716 (61.0)	200 (60.6)	524 (18.6)	28 (8.5)	2 812 (100.0)	330 (100.0)	3 142 (29.9)
電台／電視台新聞部	47 (2.9)	- (-)	281 (17.4)	- (-)	932 (57.8)	35 (50.7)	353 (21.9)	34 (49.3)	1 613 (100.0)	69 (100.0)	1 682 (16.0)
新聞通訊社	17 (7.6)	- (-)	38 (16.9)	- (-)	151 (67.1)	- (-)	19 (8.4)	- (-)	225 (100.0)	- (-)	225 (2.1)
數碼／新媒體	13 (2.7)	- (-)	35 (7.4)	- (-)	161 (34.0)	37 (97.4)	264 (55.8)	1 (2.6)	473 (100.0)	38 (100.0)	511 (4.9)
小計	***456 (4.6)***	***- (-)***	***1 218 (12.2)***	***112 (21.9)***	***6 217 (62.2)***	***336 (65.6)***	***2 108 (21.1)***	***64 (12.5)***	***9 999 (100.0)***	***512 (100.0)***	***10 511 (100.0)***

技能等級 / 門類	經理級 (%)*		主任級 (%)*		編採／製作／執行人員級 (%)*		輔助／技術人員級 (%)*		總數 (%)*		整體 (%)#
	EM	FL	EM	FL	EM	FL	EM	FL	EM	FL	
廣告與公共關係業											
公共關係服務供應商	314 (16.7)	- (-)	553 (29.4)	26 (14.6)	973 (51.8)	138 (77.5)	38 (2.0)	14 (7.9)	1 878 (100.0)	178 (100.0)	2 056 (8.4)
傳媒機構內的廣告／公共關係／市場部	860 (21.3)	- (-)	1 179 (29.2)	1 (2.4)	1 972 (48.9)	40 (97.6)	25 (0.6)	- (-)	4 036 (100.0)	41 (100.0)	4 077 (16.7)
廣告業機構	1 256 (10.0)	3 (0.6)	3 043 (24.1)	15 (3.0)	6 163 (48.8)	415 (82.5)	2 157 (17.1)	70 (13.9)	12 619 (100.0)	503 (100.0)	13 122 (53.8)
公司或機構內企業傳訊／公共關係／廣告／市場部	1 080 (21.1)	- (-)	1 320 (25.8)	- (-)	2 677 (52.3)	- (-)	37 (0.7)	15 (100.0)	5 114 (100.0)	15 (100.0)	5 129 (21.0)
小計	***3 510 (14.8)***	***3 (0.4)***	***6 095 (25.8)***	***42 (5.7)***	***11 785 (49.8)***	***593 (80.5)***	***2 257 (9.5)***	***99 (13.4)***	***23 647 (100.0)***	***737 (100.0)***	***24 384 (100.0)***
總數	**3 966 (11.8)**	**3 (0.2)**	**7 313 (21.7)**	**154 (12.3)**	**18 002 (53.5)**	**929 (74.4)**	**4 365 (13.0)**	**163 (13.1)**	**33 646 (100.0)**	**1 249 (100.0)**	**34 895**

EM　調查期間僱員人數（不包括自由工作者）。
FL　調查期間自由工作者人數。
*　佔該門類僱員總數百分率。
#　佔該行業僱員總數百分率。
註：　因四捨五入關係，各項數字相加或與總計數字略有出入。

2.5　調查顯示，廣告業機構僱員達 13 122 人（包括自由工作者），佔廣告與公共關係業僱員總數 53.8%；其次為報紙業（僱員 4 951 人，佔新聞業僱員總數 47.1%）。大眾傳播業僱員按行業及門類的分布情況見圖 1 及圖 2。

圖 1　新聞業僱員分布情況（包括自由工作者）
（按門類劃分）
（2012 年 2 月）

僱員總數：10 511 人

*　括弧內為該門類僱員人數（包括自由工作者）。
註：　因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 2　廣告與公共關係業僱員分布情況（包括自由工作者）
（按門類劃分）
（2012 年 2 月）

僱員總數：24 384 人

* 括弧內為該門類僱員人數（包括自由工作者）。
註：因四捨五入關係，各項數字相加或與總計數字略有出入。

2.6　調查亦顯示，新聞業及廣告與公共關係業均以編採／製作／執行人員級僱員（包括自由工作者）佔最多；前者有 6 553 人，佔該行業僱員總數 62.3%；後者有 12 378 人，佔該行業僱員總數 50.8%。

傳媒機構內的廣告／公共關係／市場部僱員

2.7　僱主報告於 2012 年 2 月，傳媒機構內共有 4 077 名任職廣告／公共關係／市場部的僱員（佔現有 14 588 名僱員的 28.0%）。與 2010 年調查結果比較，傳媒機構內的廣告／公共關係／市場部僱員佔該類機構大眾傳播業內僱員總數的百分率，從 2010 年的 23.7%（3 081 人）上升至 2012 年的 28.0%（4 077 人）。傳媒機構內的廣告／公共關係／市場部僱員（包括自由工作者）兩年間比較（按門類及技能等級劃分）見表 2.3。

表 2.3　傳媒機構內的廣告／公共關係／市場部僱員人數
（包括自由工作者）
（按門類及技能等級劃分）
（2010 年 2 月 – 2012 年 2 月）

傳媒機構內的廣告／公共關係／市場部僱員人數（包括自由工作者）										
技能等級 / 門類	經理級 (%)*		主任級 (%)*		執行人員級 (%)*		輔助／技術人員級 (%)*		總數 (%)*	
	2010	**2012**	**2010**	**2012**	**2010**	**2012**	**2010**	**2012**	**2010**	**2012**
報紙業 (5 632)^ (6 011)+	232 (4.1)	233 (3.9)	364 (6.5)	363 (6.0)	488 (8.7)	464 (7.7)	- (-)	- (-)	1 084 (19.3)	1 060 (17.6)
雜誌業 (4 285)^ (4 653)+	261 (6.1)	407 (8.8)	340 (7.9)	437 (9.4)	579 (13.5)	643 (13.8)	- (-)	24 (0.5)	1 180 (27.5)	1 511 (32.5)
電台／電視台新聞部 (2 203)^ (2 499)+	84 (3.8)	115 (4.6)	141 (6.4)	202 (8.1)	238 (10.8)	500 (20.0)	- (-)	- (-)	463 (21.0)	817 (32.7)
新聞通訊社 (239)^ (287)+	11 (4.6)	25 (8.7)	17 (7.1)	14 (4.9)	37 (15.5)	23 (8.0)	- (-)	- (-)	65 (27.2)	62 (21.6)
數碼／新媒體 (627)^ (1 138)+	43 (6.9)	80 (7.0)	87 (13.9)	164 (14.4)	159 (25.4)	382 (33.6)	- (-)	1 (0.1)	289 (46.1)	627 (55.1)
總數 (12 986)^ (14 588)+	**631 (4.9)**	**860 (5.9)**	**949 (7.3)**	**1 180 (8.1)**	**1 501 (11.6)**	**2 012 (13.8)**	**- (-)**	**25 (0.2)**	**3 081 (23.7)**	**4 077 (28.0)**

^　2010 年調查中各門類傳媒機構僱員總數（包括廣告／公共關係／市場部僱員）。
+　2012 年調查中各門類傳媒機構僱員總數（包括廣告／公共關係／市場部僱員）。
*　佔該門類僱員總數的百分率。
註：　因四捨五入關係，各項數字相加或與總計數字略有出入。

聘用自由工作者

2.8　調查期間，聘用自由工作者擔任大眾傳播職務的公司數目如下：新聞業（包括傳媒機構內的廣告／公共關係／市場部）共有 91 間公司（佔該業現有 457 間公司的 19.9%）（2010 年調查結果為 116 間）；廣告與公共關係業有 336 間公司（佔該業 4 567 間公司的 7.4%）（2010 年調查結果為 651 間），詳情見表 2.4。按公司規模劃分，廣告業機構內僱員人數少於 10 人的公司為自由工作者提供最多職位。

表 2.4　　僱用自由工作者擔任大眾傳播職務的公司數目
（按行業、門類及公司規模劃分）

門類 ＼ 公司規模		1-9 人	10-19 人	20-49 人	50-99 人	100-299 人	300-499 人	500人或以上	整體
新聞業(1)									
報紙業	包括傳媒機構內的廣告／公共關係／市場部	7	1	-	2	2	-	-	12
雜誌業		25	25	12	7	1	-	-	70
電台／電視台新聞部		-	1	1	1	1	-	-	4
新聞通訊社		-	-	-	-	-	-	-	-
數碼／新媒體		-	1	4	-	-	-	-	5
小計 (457) +		***32***	***28***	***17***	***10***	***4***	***-***	***-***	***91***
廣告與公共關係業									
公共關係服務供應商		64	2	3	1	-	-	-	70
廣告業機構		218	23	13	2	-	-	-	256
公司或機構內企業傳訊／公共關係／廣告／市場部		-	-	-	-	-	-	10	10
小計 (4 567) +		***282***	***25***	***16***	***3***	***-***	***-***	***10***	***336***
總數 (5 024) +		**314**	**53**	**33**	**13**	**4**	**-**	**10**	**427**

\+　調查涵蓋該行業的公司數目。
註：(1)　新聞業包括傳媒機構內的廣告／公共關係／市場部。
(2)　因四捨五入關係，各項數字相加或與總計數字略有出入。

2.9　　表 2.5 顯示，如以門類及公司規模劃分，聘用自由工作者（共 1 249 人）擔任大眾傳播職務的公司中，以廣告業機構最多（503 人）；其次是雜誌業（330 人）及公共關係服務供應商（178 人）。業內的自由工作者大部分受僱為正稿製作員、攝影師、主筆、資深（高級）記者／記者、製作助理和客戶聯絡助理（2010 年調查結果：業內 767 間公司共聘用 2 116 名自由工作者）。據本會觀察，大眾傳播業的就業市場仍會以常額職位為主；然而，以定期合約或自由工作者形式受僱亦將成為本業的重要招聘策略之一。

表 2.5　受僱從事大眾傳播職務的自由工作者人數（按行業、門類及公司規模劃分）

門類 ＼ 公司規模	1-9人 (%)*	10-19人 (%)*	20-49人 (%)*	50-99人 (%)*	100-299人 (%)*	300-499人 (%)*	500人或以上 (%)*	整體 (%)*
新聞業								
報紙業 (4 951) +	25 (39.7)	10 (38.5)	- (-)	10 (6.3)	30 (3.0)	- (-)	- (-)	75 (1.5)
雜誌業 (3 142) +	54 (13.0)	108 (23.2)	48 (7.2)	85 (12.9)	35 (3.8)	- (-)	- (-)	330 (10.5)
電台／電視台新聞部 (1 682) +	- (-)	8 (13.3)	5 (13.2)	2 (3.2)	54 (7.5)	- (-)	- (-)	69 (4.1)
新聞通訊社 (225) +	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)
數碼／新媒體 (511) +	- (-)	10 (66.7)	28 (15.5)	- (-)	- (-)	- (-)	- (-)	38 (7.4)
小計 (10 511) +	***79 (14.6)***	***136 (23.4)***	***81 (7.7)***	***97 (9.5)***	***119 (4.2)***	***- (-)***	***- (-)***	***512 (4.9)***
廣告與公共關係業								
公共關係服務供應商 (2 056) +	163 (16.2)	5 (1.4)	9 (2.4)	1 (0.3)	- (-)	- (-)	- (-)	178 (8.7)
傳媒機構內的廣告／公共關係／市場部 (4 077) +	- (-)	- (-)	1 (0.2)	40 (7.1)	- (-)	- (-)	- (-)	41 (1.0)
廣告業機構 (13 122) +	340 (4.8)	101 (5.0)	57 (3.1)	5 (0.6)	- (-)	- (-)	- (-)	503 (3.8)
公司或機構內企業傳訊／公共關係／廣告／市場部 (5 129) +	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	15 (0.4)	15 (0.3)
小計 (24 384) +	***503 (6.0)***	***106 (3.8)***	***67 (2.5)***	***46 (2.6)***	***- (-)***	***- (-)***	***15 (0.3)***	***737 (3.0)***
總數 (34 895) +	**582 (6.5)**	**242 (7.1)**	**148 (3.9)**	**143 (5.1)**	**119 (2.2)**	**- (-)**	**15 (0.2)**	**1 249 (3.6)**

\+　調查涵蓋各門類的僱員人數（包括自由工作者）。
*　佔該行業相同門類及公司規模的僱員總數的百分率。
註：　因四捨五入關係，各項數字相加或與總計數字略有出入。

僱員流動率、空缺數目和人力變化

過去 12 個月離職僱員人數

2.10　如表 2.6 所示，根據僱主填報的資料，過去 12 個月新聞業及廣告與公共關係業共有 5 073 名僱員離職，佔 35 606 個大眾傳播業職位的 14.2%（2010 年調查結果：業內 32 767 個職位中，3 920 名從業員離職，佔職位總數 12.0%）。圖 3、4 分別列出過去 12 個月上述兩個行業的離職僱員人數。附錄 5 顯示過去 12 個月大眾傳播業僱員的離職人數（按門類及技能等級劃分）。

表 2.6　過去 12 個月的離職僱員人數
（按行業、技能等級及公司規模劃分）

公司規模 / 技能等級	1-4人 (%)*	5-9人 (%)*	10-19 人 (%)*	20-49 人 (%)*	50-99 人 (%)*	100-299人 (%)*	300-499人 (%)*	500人或以上 (%)*	整體 (%)*
新聞業(1)									
經理級	2 (8.0)	6 (8.7)	4 (2.6)	14 (5.6)	7 (3.8)	27 (7.7)	4 (14.8)	21 (7.7)	85 (6.4)
主任級	- (-)	6 (4.8)	8 (3.5)	44 (16.4)	27 (7.9)	65 (9.7)	3 (3.1)	62 (8.7)	215 (8.5)
編採／製作人員級	10 (7.7)	29 (9.9)	97 (17.0)	84 (10.2)	130 (14.8)	565 (25.0)	66 (13.7)	858 (25.9)	1 839 (21.0)
輔助／技術人員級	1 (2.1)	14 (17.7)	12 (11.2)	19 (7.2)	27 (13.4)	106 (13.6)	9 (6.9)	82 (13.1)	270 (12.1)
小計 (14 845) +	***13 (4.4)***	***55 (9.7)***	***121 (11.4)***	***161 (10.0)***	***191 (11.9)***	***763 (18.8)***	***82 (11.1)***	***1 023 (20.8)***	***2 409 (16.2)***
廣告與公共關係業									
經理級	- (-)	10 (4.5)	2 (0.6)	18 (5.1)	17 (7.3)	24 (13.5)	1 (0.5)	205 (22.9)	277 (10.3)
主任級	- (-)	28 (4.6)	51 (9.3)	93 (17.5)	20 (6.9)	19 (9.3)	14 (7.8)	383 (33.4)	608 (12.1)
執行人員級	94 (3.3)	177 (13.0)	283 (24.6)	309 (28.0)	66 (9.6)	66 (8.5)	39 (6.0)	275 (13.7)	1 309 (12.3)
輔助／技術人員級	98 (9.7)	70 (16.5)	73 (17.1)	195 (65.9)	- (-)	28 (13.1)	- (-)	6 (11.3)	470 (19.2)
小計 (20 761) +	***192 (3.4)***	***285 (10.8)***	***409 (16.5)***	***615 (26.9)***	***103 (8.3)***	***137 (10.0)***	***54 (5.3)***	***869 (21.2)***	***2 664 (12.8)***
總數 (35 606) +	**205 (4.0)# (3.5)**	**340 (6.7)# (10.6)**	**530 (10.4)# (15.0)**	**776 (15.3)# (20.0)**	**294 (5.8)# (10.3)**	**900 (17.7)# (16.6)**	**136 (2.7)# (7.8)**	**1 892 (37.3)# (21.0)**	**5 073 (100.0)# (14.2)**

*　佔該行業相同技能等級及公司規模的職位總數的百分率。
#　佔過去 12 個月離職僱員總數的百分率。
+　大眾傳播業職位總數。
註：(1)　新聞業包括傳媒機構內的廣告／公共關係／市場部。
(2)　大眾傳播業僱員人數包括自由工作者人數在內。
(3)　因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 3　　過去 12 個月新聞業[1]的離職僱員人數
（按門類劃分）

離職僱員總數：2 409 人

*　佔該行業該門類職位總數的百分率。
註：(1)　新聞業包括傳媒機構內的廣告／公共關係／市場部。
(2)　大眾傳播業僱員人數包括自由工作者在內。

圖 4　　過去 12 個月廣告與公共關係業的離職僱員人數
（按門類劃分）

離職僱員總數：2 664 人

*　佔該行業該門類職位總數的百分率。
圖解：A -- 公共關係服務供應商
B -- 廣告業機構
C -- 公司或機構內企業傳訊／公共關係／廣告／市場部

僱員流動率

2.11　本會觀察到業內僱員流動人數佔職位總數的百分率，從 2010 年 2 月的 12.0%（3 920 人）上升至 2012 年 2 月的 14.2%（5 073 人）。本會認為，過去兩年本港經濟發展蓬勃，因此業內的流動率亦保持平穩。圖 5 顯示各行業過去兩年的僱員流動率比較。

圖 5　各行業流動率比較
（2010 年 2 月 – 2012 年 2 月）

*　2012 年 2 月離職僱員人數。
**　2010 年 2 月離職僱員人數。
\+　2012 年 2 月各行業職位總數。
++　2010 年 2 月各行業職位總數。
註：(1)　新聞業包括傳媒機構內的廣告／公共關係／市場部。
(2)　因四捨五入關係，各項數字相加或與總計數字略有出入。

2.12　本會觀察到電台／電視台新聞部的流動率最高（22.8%），其次是報紙業（19.2%）和數碼／新媒體（18.1%）（圖 3）。按技能等級劃分，新聞業的編採／製作人員級及廣告與公共關係業的輔助／技術人員級的流動率最高（前者錄得 21.0%，後者則錄得 19.2%）（表 2.6）。

2.13　本會亦觀察到，大眾傳播業內僱員因憂慮全球經濟不明朗會影響亞太區的經濟增長，故在考慮轉職時會繼續保持謹慎。普遍來說，他們轉職的主要原因是尋求更穩定的工作環境、工作滿足感及更高的薪酬。

過去 12 個月的招聘來源

2.14 調查顯示，業界於 2011/12 年度招聘了 5 157 名大眾傳播業僱員（佔整體 35 606 個現有職位的 14.5%），當中包括 4 469 名（12.6%）在業內具備相關經驗的僱員，以及 688 名（1.9%）不具相關經驗的僱員（2010 年調查結果：共招聘 3 172 名大眾傳播業僱員，佔整體 32 767 個職位的 9.7%）。按技能等級劃分，325 人屬經理級；806 人屬主任級；3 287 人屬編採／製作／執行人員級；739 人屬輔助／技術人員級。表 2.7 顯示過去 12 個月各門類招聘僱員的來源。

表 2.7 過去 12 個月各門類招聘僱員的來源

門類		招聘來源					
		具本業經驗僱員	(%)*	不具本業經驗僱員	(%)*	招聘總人數	(%)*
新聞業[1]							
1. 報紙業 (6 080)+	包括傳媒機構內的廣告／公共關係／市場部	750	(12.3)	155	(2.5)	905	(14.9)
2. 雜誌業 (4 741)+		430	(9.1)	62	(1.3)	492	(10.4)
3. 電台／電視台新聞部 (2 574)+		644	(25.0)	39	(1.5)	683	(26.5)
4. 新聞通訊社 (287)+		13	(4.5)	4	(1.4)	17	(5.9)
5. 數碼／新媒體 (1 163)+		198	(17.0)	6	(0.5)	204	(17.5)
小計 (14 845)+		***2 035***	***(13.7)***	***266***	***(1.8)***	***2 301***	***(15.5)***
廣告與公共關係業							
6. 公共關係服務供應商 (2 136)+		312	(14.6)	22	(1.0)	334	(15.6)
7. 廣告業機構 (13 431)+		1 217	(9.1)	359	(2.7)	1 576	(11.7)
8. 公司或機構內企業傳訊／公共關係／廣告／市場部 (5 194)+		905	(17.4)	41	(0.8)	946	(18.2)
小計 (20 761)+		***2 434***	***(11.7)***	***422***	***(2.0)***	***2 856***	***(13.8)***
總數 (35 606)+		**4 469**	**(12.6)**	**688**	**(1.9)**	**5 157**	**(14.5)**

* 佔該門類職位總數的百分率。
\+ 各門類職位總數。
註： (1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.15　本會觀察到在是次調查中，新聞及廣告公關兩行業聘請具相關經驗和不具相關經驗僱員的比例分別約為 8 比 1 和 6 比 1（2010 年的比例則分別為 3 比 1 和 4 比 1），顯示過去兩年，僱主傾向聘請較多具本業相關經驗的僱員來填補空缺。圖 6 顯示各行業及技能等級的招聘來源。

圖 6　招聘來源比較
（按行業及技能等級劃分）

註：　(1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。
　　(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

過去 12 個月內部晉升情況

2.16　調查顯示，過去 12 個月，共有 286 名大眾傳播業僱員獲內部晉升至新設或原有職位，晉升者佔現有 35 606 個職位的 0.8%（2010 年調查結果：305 名從業員獲內部晉升，佔業內 32 767 個職位的 0.9%）。表 2.8 摘要列出各門類的內部晉升情況。

表 2.8　過去 12 個月各門類僱員內部晉升情況

門類 ＼ 內部晉升		由主任級晉升至經理級	由編採／製作／執行人員級晉升至主任級	由輔助／技術人員級晉升至編採／製作／執行人員級	由其他職位晉升至輔助／技術人員級	晉升總人數 (%)*
新聞業(1)						
報紙業 (6 080)+	包括傳媒機構內的廣告／公共關係／市場部	1	12	20	2	35 (0.6)
雜誌業 (4 741)+		-	2	18	2	22 (0.5)
電台／電視台新聞部 (2 574)+		-	-	-	-	- (-)
新聞通訊社 (287)+		1	-	-	-	1 (0.3)
數碼／新媒體 (1 163)+		1	7	2	-	10 (0.9)
小計 (14 845)+		***3***	***21***	***40***	***4***	***68 (0.5)***
廣告與公共關係業						
公共關係服務供應商 (2 136)+		11	15	2	-	28 (1.3)
廣告業機構 (13 431)+		18	39	20	1	78 (0.6)
公司或機構內企業傳訊／公共關係／廣告／市場部 (5 194)+		56	26	30	-	112 (2.2)
小計 (20 761)+		***85***	***80***	***52***	***1***	***218 (1.1)***
總數 (35 606)+		**88**	**101**	**92**	**5**	**286 (0.8)**

* 佔該門類職位總數的百分率。
\+ 各門類職位總數。
註：(1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.17　調查亦顯示在新增或現有空缺中，共有 88 個經理級職位（佔同級職位 2.2%）、101 個主任級職位（1.3%）、92 個編採／製作／執行人員級職位（0.5%），以及 5 個輔助／技術人員級職位（0.1%）是透過內部晉升來填補。本會觀察到業內僱主願意給予僱員合理的晉升機會，以挽留人才。本會鼓勵內部晉升，並建議僱主可向從業員提供更多培訓，裝備他們發展事業和終身學習。

空缺數目

2.18　調查期間，僱主報稱新聞業共有 146 個職位空缺（佔現有 10 657 個職位中 1.4%），廣告與公共關係業則有 565 個職位空缺（佔現有 24 949 個職位中 2.3%）。在新聞業中，報紙業的空缺最多，有 63 個；其次是雜誌業，有 41 個。至於廣告與公共關係業中，以廣告業機構的空缺最多，有 309 個；其次是傳媒機構內的廣告／公共關係／市場部，共 111 個。表 2.9 按行業／門類及技能等級顯示業內的空缺額分布情況。附錄 4 載有按門類及職稱劃分的詳細分析。

表 2.9　按行業／門類及技能等級劃分的空缺數目

技能等級 / 門類	經理級 (%)*	主任級 (%)*	編採／製作／執行人員級 (%)*	輔助／技術人員級 (%)*	總數 (%)#
新聞業					
報紙業 (5 014)+	4 (2.2)	8 (1.6)	37 (1.1)	14 (1.5)	63 (1.3)
雜誌業 (3 183)+	1 (0.5)	- (-)	27 (1.4)	13 (2.3)	41 (1.3)
電台／電視台新聞部 (1 709)+	- (-)	2 (0.7)	22 (2.2)	3 (0.8)	27 (1.6)
新聞通訊社 (225)+	- (-)	- (-)	- (-)	- (-)	- (-)
數碼／新媒體 (526)+	1 (7.1)	- (-)	8 (3.9)	6 (2.2)	15 (2.9)
小計 (10 657)+	***6 (1.3)***	***10 (0.7)***	***94 (1.4)***	***36 (1.6)***	***146 (1.4)***
廣告與公共關係業					
公共關係服務供應商 (2 136)+	5 (1.6)	2 (0.3)	73 (6.2)	- (-)	80 (3.7)
傳媒機構內的廣告／公共關係／市場部 (4 188)+	5 (0.6)	16 (1.3)	90 (4.3)	- (-)	111 (2.7)
廣告業機構 (13 431)+	6 (0.5)	32 (1.0)	158 (2.3)	113 (4.8)	309 (2.3)
公司或機構內企業傳訊／公共關係／廣告／市場部 (5 194)+	16 (1.5)	16 (1.2)	27 (1.0)	6 (10.3)	65 (1.3)
小計 (24 949)+	***32 (0.9)***	***66 (1.1)***	***348 (2.7)***	***119 (4.8)***	***565 (2.3)***
總數 (35 606)+	**38 (0.9)**	**76 (1.0)**	**442 (2.3)**	**155 (3.3)**	**711 (2.0)**

*　佔該門類該技能等級職位總數的百分率。
#　佔該門類職位總數的百分率。
+　各門類職位總數。
註：　因四捨五入關係，各項數字相加或與總計數字略有出入。

職位空缺率

2.19　雖然大眾傳播業內僱主對整體經濟情況抱審慎態度，但本業所有門類仍將香港視為增強業務發展的重要據地，並繼續積極招聘人才，填補現有職位空缺，以提升機構在全球市場的競爭力。對比 2010 年的調查結果，新聞業的職位空缺率從 1.1%（113 個）微升至 2012 年的 1.4%（146 個），但廣告與公共關係業的職位空缺率則從 1.8%（411 個）稍微上升至 2.3%（565 個）（職位總數為僱員總數與空缺的總和）。按職稱劃分，以客戶服務主任、資深（高級）記者／記者，以及數碼媒體設計員／美術設計員的空缺最多。過去兩年各行業職位空缺率的比較見圖 7。2001 年 12 月至 2012 年 2 月各行業的職位空缺分布見圖 8。

圖 7　各行業職位空缺率比較
（2010 年 2 月 – 2012 年 2 月）

*　2012 年 2 月該行業的職位空缺數目。
**　2010 年 2 月該行業的職位空缺數目。
\+　2012 年 2 月該行業的職位總數。
++　2010 年 2 月該行業的職位總數。
註：(1) 廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 8　　各行業職位空缺分布
（2001年12月 – 2012年2月）

*　佔該次調查中職位空缺總數百分率。

大眾傳播業的整體人力市場狀況

2.20　　調查發現，2012年2月，10 511名業內僱員（包括自由工作者）從事新聞業，24 384人從事廣告與公共關係業（包括傳媒機構內的廣告／公共關係／市場部）。僱主普遍預測2013年2月的人力情況將維持於2012年的水平，當中有小部分機構估計業務會收縮。預計本業的職位數目會微降0.03%至35 595個，就業率亦會跟隨輕微下降。表2.10摘錄各行業和技能等級的人力、空缺和僱主預測人力增長。2001年12月至2012年2月大眾傳播業僱員佔本港總人力的百分率見圖9。

表 2.10　大眾傳播業的人力、空缺及預測增長（按行業及技能等級劃分）

技能等級	2012年2月僱員人數（不包括自由工作者）	2012年2月自由工作者人數	2012年2月空缺數目	2012年2月人力需求(1)	僱主預測2013年2月人力增長(%)*		僱主預測2013年2月業內職位數目
新聞業							
經理級	456	-	6	462	-	(-)	462
主任級	1 218	112	10	1 340	-	(-)	1 340
編採／製作人員級	6 217	336	94	6 647	22	(0.33)	6 669
輔助／技術人員級	2 108	64	36	2 208	-	(-)	2 208
小計	***9 999***	***512***	***146***	***10 657***	***22***	***(0.21)***	***10 679***
廣告與公共關係業 +							
經理級	3 510	3	32	3 545	-3	(-0.08)	3 542
主任級	6 095	42	66	6 203	3	(0.05)	6 206
執行人員級	11 785	593	348	12 726	-37	(-0.29)	12 689
輔助／技術人員級	2 257	99	119	2 475	4	(0.16)	2 479
小計	***23 647***	***737***	***565***	***24 949***	***-33***	***(-0.13)***	***24 916***
總數	**33 646**	**1 249**	**711**	**35 606**	**-11**	**(-0.03)**	**35 595**

*　2012年2月佔該行業同級職位總數的百分率。
\+　廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。
註：(1)　人力需求即現有僱員人數（包括自由工作者）與空缺數目的總和。
(2)　因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 9　　大眾傳播業僱員佔總人力百分率
（2001 年 12 月 – 2012 年 2 月）

	2001 年 12 月	2003 年 12 月	2005 年 12 月	2008 年 2 月	2010 年 2 月	2012 年 2 月
總人力* ('000)	3 450.0	3 486.4	3 537.9	3 653.5	3 657.3	3 773.7
大眾傳播業僱員(1)	19 617	18 598	23 897	28 058	32 243	34 895
大眾傳播業僱員(1) 佔總人力百分率	0.57	0.53	0.68	0.77	0.88	0.92

大眾傳播業僱員　　大眾傳播業僱員佔總人力百分率

*　資料來源：政府統計處
註：(1) 大眾傳播業僱員人數包括自由工作者在內。

2.21　大眾傳播業的人力市場於 2005 年 12 月顯著改善（較 2003 年 12 月增加 28.5%），於 2012 年 2 月保持平穩，業內總僱員人數（包括自由工作者）上升至 34 895 人，較 2010 年 2 月（32 243 人）增加 8.2%，並較 2001 年 12 月的 19 617 人增加 77.9%。然而由於整體勞動人口亦有溫和增長，大眾傳播業僱員人數佔整體勞動人口的百分率在 2010 年 2 月至 2012 年 2 月間保持平穩，約為 0.9%。

大眾傳播職位總數

2.22　經濟持續增長繼續支持大眾傳播業創造職位。整體而言，業內的職位數目由 2010 年 2 月的 32 767 個，上升至 2012 年 2 月的 35 606 個，增幅為 8.7%（2 839 個），數字包括就業人數和空缺數目，詳情見圖 10。然而，相比於 2008 至 2010 年間業內職位數目錄得 13.3%的增長（由 28 916 個增至 32 767 個），可見香港僱主在計劃增設大眾傳播業職位時更為謹慎，這亦與歐債危機持續導致求職市場不明朗的情況相符。

圖 10　大眾傳播業職位總數（包括僱員和空缺數目）
（2003 年 12 月 – 2012 年 2 月）

大眾傳播業機構與僱員百分率分布（按公司規模劃分）

2.23　約 76.5%的新聞業從業員（包括自由工作者）受僱於僱員人數 50 人或以上的公司，惟在廣告與公共關係業，約八成公司屬小型企業，僱員人數不足 10 人，詳情見圖 11 及圖 12。

圖 11　新聞業[1]機構與僱員（包括自由工作者）百分率分布（按公司規模劃分）（2012 年 2 月）

註：(1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

圖 12　廣告與公共關係業機構與僱員（包括自由工作者）百分率分布（按公司規模劃分）（2012 年 2 月）

主要擔任網站／新媒體工作的本地大眾傳播業僱員

2.24　調查期間，518 間公司（佔是此調查 5 024 間填覆機構的 10.3%）表示有調派／招聘本地大眾傳播業僱員主要擔任網站／新媒體工作（2010 調查結果為 514 間公司，佔 5 106 間填覆機構的 10.1%）。按門類劃分的公司百分率分布見表 2.11，當中以數碼／新媒體的比重最高（86.0%），其次是電台／電視台新聞部（60.0%）及報紙業（26.7%）。

表 2.11　派遣／招聘本地大眾傳播業僱員
主要擔任網站／新媒體工作的公司數目

門類		派遣／招聘本地大眾傳播業僱員主要擔任網站／新媒體工作的公司（2012年2月）				
		有	(%)*	否	未有說明	總數
1. 報紙業	包括傳媒機構內的廣告／公共關係／市場部	12	(26.7)	29	4	45
2. 雜誌業		67	(21.1)	240	11	318
3. 電台／電視台新聞部		18	(60.0)	12	-	30
4. 新聞通訊社		5	(23.8)	16	-	21
5. 數碼／新媒體		37	(86.0)	5	1	43
小計		***139***	***(30.4)***	***302***	***16***	***457***
6. 公共關係服務供應商		22	(6.2)	326	5	353
7. 廣告業機構		289	(7.7)	3 425	26	3 740
8. 公司或機構內企業傳訊／公共關係／廣告／市場部		68	(14.3)	370	36	474
小計		***379***	***8.3***	***4 121***	***67***	***4 567***
總數		**518**	**(10.3)**	**4 423**	**83**	**5 024**

*　佔該門類公司數目的百分率。

2.25　表 2.12 顯示，新聞業（包括傳媒機構內的廣告／公共關係／市場部）和廣告與公共關係業，分別有 940 名和 769 名僱員被派遣／招聘主要擔任網站／新媒體工作。

2.26　在 1 709 名被派遣／招聘來主要擔任網站／新媒體工作的僱員中，需同時兼顧與社交網站相關工作／任務的新聞業僱員有 490 人（佔 940 人中的 52.1%），廣告與公共關係業僱員有 270 人（佔 769 人中的 35.1%）。有關數字證實本會的觀點，即在職業內僱員需配合社交媒體普及的趨勢，掌握最新的技術。業內機構亦逐漸意識到制訂清晰社交媒體策略，以配合其他較傳統媒體宣傳活動的價值及重要性。

表 2.12　主要擔任網站／新媒體工作的本地大眾傳播業僱員人數（按行業／門類及公司規模劃分）

門類		公司規模								主要擔任網站／新媒體工作，同時需兼顧與社交網站相關工作／任務的業內僱員人數
		1-9人 (%)*	10-19 人 (%)*	20-49 人 (%)*	50-99 人 (%)*	100-299人 (%)*	300-499人 (%)*	500人或以上 (%)*	整體 (%)*	
新聞業 (1)										
報紙業 (6 080)+	包括傳媒機構內的廣告／公共關係／市場部	- (-)	- (-)	- (-)	5 (1.7)	15 (1.2)	- (-)	- (-)	20 (0.3)	12
雜誌業 (4 741)+		58 (8.7)	11 (1.2)	50 (5.1)	39 (3.8)	14 (1.2)	- (-)	- (-)	172 (3.6)	89
電台／電視台新聞部 (2 574)+		1 (5.9)	4 (5.3)	3 (6.0)	5 (5.3)	124 (11.5)	- (-)	16 (1.4)	153 (5.9)	90
新聞通訊社 (287)+		1 (2.1)	1 (3.3)	4 (2.4)	- (-)	- (-)	- (-)	- (-)	6 (2.1)	3
數碼／新媒體 (1 163)+		31 (63.3)	14 (73.7)	163 (47.5)	35 (23.6)	346 (57.3)	- (-)	- (-)	589 (50.6)	296
小計 (14 845)+		***91 (10.6)***	***30 (2.8)***	***220 (13.7)***	***84 (5.2)***	***499 (12.3)***	***- (-)***	***16 (0.3)***	***940 (6.3)***	***490***
廣告與公共關係業										
公共關係服務供應商 (2 136)+		23 (2.2)	6 (1.6)	1 (0.3)	- (-)	- (-)	- (-)	- (-)	30 (1.4)	24
廣告業機構 (13 431)+		269 (3.7)	106 (5.1)	118 (6.2)	21 (2.3)	134 (10.2)	- (-)	- (-)	648 (4.8)	194
公司或機構內企業傳訊／公共關係／廣告／市場部 (5 194)+		- (-)	- (-)	3 (20.0)	1 (20.0)	3 (5.8)	29 (2.9)	55 (1.3)	91 (1.8)	52
小計 (20 761)+		***292 (3.5)***	***112 (4.5)***	***122 (5.3)***	***22 (1.8)***	***137 (10.0)***	***29 (2.9)***	***55 (1.3)***	***769 (3.7)***	***270***
總數 (35 606)+		**383 (4.2)**	**142 (4.0)**	**342 (8.8)**	**106 (3.7)**	**636 (11.7)**	**29 (1.7)**	**71 (0.8)**	**1 709 (4.8)**	**760**

*　佔該行業該門類及公司規模職位總數的百分率。
\+　各門類職位總數。
註：(1)　新聞業包括傳媒機構內的廣告／公共關係／市場部。
(2)　因四捨五入關係，各項數字相加或與總計數字略有出入。

大眾傳播業僱員所需具備的技能／知識以執行社交媒體工作

2.27 本會觀察，愈來愈多大眾傳播業僱主願意主動提供意見、規劃和管理機構內的社交媒體事務。各業內僱員所需具備的技能／知識以執行社交媒體工作的比較見表 2.13（按非常需要程度降序排列）。各行業的公司要求僱員具備相關技能／知識以執行社交媒體工作的百分率（按需要程度排列）載於附錄 6。

表 2.13 大眾傳播業僱員所需具備的技能／知識以執行社交媒體工作的比較（按非常需要程度降序排列）（按行業劃分）

排名	新聞業[1]		廣告與公共關係業	
	技能／知識（非常需要）	佔填覆機構分率	技能／知識（非常需要）	佔填覆機構百分率
1	網上搜尋	24.5	網上搜尋	14.3
2	社交網絡平台（如：Facebook、Twitter）	17.2	分享平台（如：YouTube）	10.0
3	分享平台（如：YouTube）	16.5	社交網絡平台（如：Facebook、Twitter）	10.0
4	微博	15.0	微博	6.6
5	網絡監測及監督	13.6	網站分析	4.8
6	應用程式開發	13.3	搜尋引擎優化	4.2
7	網站分析	12.8	網絡監測及監督	3.6
8	搜尋引擎優化	11.6	應用程式開發	3.4
9	QR 碼	6.8	QR 碼	2.2
10	雲端運算	4.4	雲端運算	1.4

註： (1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

挽留現有大眾傳播業僱員

2.28 調查顯示，大眾傳播業僱主（尤其是公司規模 1 至 4 人的廣告與公共關係業機構的僱主）會選擇「增加薪金」、「提升工作滿意度」、「增加工作自主權」及「內部晉升」為挽留員工的首四項有效方法。本會認為，有關意見十分具參考價值，業內機構可嘗試採取上述方法挽留現職僱員。表 2.14 比較各行業挽留現有大眾傳播業僱員所傾向採用的首選方法（按優先次序排列）。按行業、門類及公司規模劃分的詳細分析載於附錄 7。

表 2.14 業內僱主挽留現有大眾傳播業僱員所採用的首選方法比較（按行業劃分）（填覆者最多可選擇三項）

排名	新聞業[1]		廣告與公共關係業	
	首選方法	佔填覆機構百分率	首選方法	佔填覆機構百分率
1	增加薪金	88.2	增加薪金	82.5
2	提升工作滿意度	34.3	增加工作自主權	35.2
3	內部晉升	33.5	提升工作滿意度	29.3
4	增加工作自主權	24.3	內部晉升	20.0
5	縮短工作時間	20.7	縮短工作時間	17.0
6	更多有薪休假	11.5	更多有薪休假	9.1
7	提供職務輪換	5.6	提供職務輪換	2.9
8	其他： (a) 增聘人手； (b) 提供／資助技能培訓和發展； (c) 加強與現職僱員溝通，增強他們的歸屬感； (d) 建立正面的機構形象／文化。	1.8	其他： (a) 提供／資助培訓； (b) 靈活的工作時間；以及 (c) 資助接受專業培訓。	0.1

註： (1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

年輕大眾傳播業僱員的素養

2.29　僱主報告，2012 年 2 月，業內共僱有 8 400 名 30 歲以下的大眾傳播業僱員（包括自由工作者）擔任各種主要職務，佔現有 35 606 個職位的 23.6%。

2.30　調查顯示，數碼／新媒體僱有 518 名 30 歲以下的大眾傳播業僱員（包括自由工作者），佔該門類現有 1 163 個職位的 44.5%；其次為公共關係服務供應商，僱有 655 人，佔現有 2 136 個職位的 30.7%。。30 歲以下的大眾傳播業僱員人數（包括自由工作者）（按行業／門類及公司規模劃分）見表 2.15。

表 2.15　30 歲以下大眾傳播業僱員人數（包括自由工作者）（按行業／門類及公司規模劃分）

門類		公司規模							
		1-9人 (%)*	10-19 人 (%)*	20-49 人 (%)*	50-99 人 (%)*	100-299人 (%)*	300-499人 (%)*	500人或以上 (%)*	整體 (%)*
新聞業(1)									
報紙業 (6 080)+	包括傳媒機構內的廣告／公共關係／市場部	4 (4.9)	3 (8.3)	- (-)	48 (16.1)	148 (12.3)	- (-)	618 (16.4)	821 (13.5)
雜誌業 (4 741)+		113 (17.0)	271 (30.2)	294 (29.9)	299 (29.3)	161 (13.7)	- (-)	- (-)	1 138 (24.0)
電台／電視台新聞部 (2 574)+		2 (11.8)	19 (25.3)	15 (30.0)	30 (31.9)	411 (38.0)	- (-)	107 (9.3)	584 (22.7)
新聞通訊社 (287)+		7 (14.9)	1 (3.3)	18 (10.9)	5 (11.1)	- (-)	- (-)	- (-)	31 (10.8)
數碼／新媒體 (1 163)+		16 (32.7)	3 (15.8)	121 (35.3)	7 (4.7)	371 (61.4)	- (-)	- (-)	518 (44.5)
小計 (14 845)+		***142 (16.5)***	***297 (28.1)***	***448 (27.9)***	***389 (24.2)***	***1 091 (26.9)***	***- (-)***	***725 (14.7)***	***3 092 (20.8)***
廣告與公共關係業									
公共關係服務供應商 (2 136)+		266 (25.0)	158 (42.4)	107 (28.1)	124 (38.8)	- (-)	- (-)	- (-)	655 (30.7)
廣告業機構 (13 431)+		1 763 (24.4)	682 (32.5)	643 (34.0)	51 (5.6)	237 (18.0)	- (-)	- (-)	3 376 (25.1)
公司或機構內企業傳訊／公共關係／廣告／市場部 (5 194)+		- (-)	- (-)	8 (53.3)	- (-)	10 (19.2)	223 (21.9)	1 036 (25.2)	1 277 (24.6)
小計 (20 761)+		***2 029 (24.5)***	***840 (34.0)***	***758 (33.2)***	***175 (14.2)***	***247 (18.0)***	***223 (21.9)***	***1 036 (25.2)***	***5 308 (25.6)***
總數 (35 606)+		**2 171 (25.8)# (23.8)**	**1 137 (13.5)# (32.2)**	**1 206 (14.4)# (31.0)**	**564 (6.7)# (19.9)**	**1 338 (15.9)# (24.6)**	**223 (2.7)# (12.7)**	**1 761 (21.0)# (19.5)**	**8 400 (100.0)# (23.6)**

*　佔該行業／門類及公司規模職位總數的百分率。
#　佔 30 歲以下大眾傳播業僱員總數的百分率。
+　各門類職位總數。
註：(1)　新聞業包括傳媒機構內的廣告／公共關係／市場部。
(2)　大眾傳播業僱員人數包括自由工作者在內。
(3)　因四捨五入關係，各項數字相加或與總計數字略有出入。

2.31　本會發現，有關如何使僱員可對公司有更大貢獻，業內僱主普遍樂意填覆對年輕大眾傳播業僱員素養培訓重要程度方面的意見。各行業年輕大眾傳播業僱員素養培訓的重要程度（按高度重要程度降序排列）的比較見表 2.16。公司對年輕大眾傳播業僱員素養培訓方面重要程度評價的百分率分布（按行業劃分）載於附錄 8。

表 2.16　年輕大眾傳播業僱員素養培訓重要程度比較
（按高度重要程度降序排列）
（按行業劃分）

排名	新聞業[1]		廣告與公共關係業	
	素養培訓（高度重要）	佔填覆機構百分率	素養培訓（高度重要）	佔填覆機構百分率
1	工作態度與專心工作	68.5	工作態度	69.7
2	團隊合作	64.3	專心工作	60.9
3	守時	58.3	團隊合作	54.8
4	保護公司有形及無形資產（或知識產權）	55.3	人際溝通技巧	53.6
5	人際溝通技巧	51.5	守時	51.6
6	保障私隱	48.5	保護公司有形及無形資產（或知識產權）	50.9
7	禮儀	43.0	保障私隱	49.2
8	情緒管理	37.9	情緒管理	40.2
9	-	-	禮儀	38.5
10	-	-	其他： (a) 創意及熱誠； (b) 責任感； (c) 耐性； (d) 忠誠度； (e) 學習態度；以及 (f) 安全意識。	0.9

註：(1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

各技能等級人力變化

2.32 對比上一次調查，幾乎所有技能等級的大眾傳播業僱員人數均有所上升。當中，從事新聞業的僱員增加 626 人，由 2010 年 2 月的 9 885 人上升至 2012 年 2 月的 10 511 人，兩年的增幅為 6.3%。在廣告與公共關係業方面，整體人力增加 2 026 人，由 2010 年 2 月的 22 358 人，上升至 2012 年 2 月的 24 384 人，兩年的增幅為 9.1%。2010 年 2 月至 2012 年 2 月間，大眾傳播業僱員人數的變化（按行業及技能等級劃分）見表 2.17。

表 2.17 大眾傳播業僱員人數變化（包括自由工作者）（按行業及技能等級劃分）（2010 年 2 月 – 2012 年 2 月）

技能等級	大眾傳播業僱員人數			
	2010年2月	2012年2月	增／減	轉變（%）
新聞業				
經理級	355	456	101	28.5
主任級	1 252	1 330	78	6.2
編採／製作人員級	6 197	6 553	356	5.7
輔助／技術人員級	2 081	2 172	91	4.4
小計	***9 885 (30.7 %)*** #	***10 511 (30.1)*** #	***626***	***6.3***
廣告與公共關係業+				
經理級	2 817	3 513	696	24.7
主任級	5 259	6 137	878	16.7
執行人員級	12 887	12 378	-509	-4.0
輔助／技術人員級	1 395	2 356	961	68.9
小計	***22 358 (69.3)*** #	***24 384 (69.9)*** #	***2 026***	***9.1***
總數	***32 243 (100.0%)*** #	***34 895 (100.0%)*** #	***2 652***	**8.2**

\# 佔該次調查中大眾傳播業僱員人數的百分率。
\+ 廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。
註： 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.33　調查結果顯示，業內僱員由 2010 年 2 月的 32 243 人增至 2012 年 2 月的 34 895 人，整體增幅為 8.2%，本會認為頗能反映調查期間業內的人力情況。與 2008 年 2 月至 2010 年 2 月相比（由 28 058 人增至 32 243 人，整體增幅 14.9%），本會認為大眾傳播業的人力市場於過去兩年繼續呈現整固跡象。

2.34　各技能等級的僱員中，廣告與公共關係業的輔助／技術人員級僱員人數增幅最大，由 1 395 人上升至 2 356 人，增幅達 68.9%。本會認為在是次調查中，該行業，尤其是廣告業機構門類，僱用大量輔助／技術人員級僱員（如美術設計員、數碼媒體設計員、網主及推廣員），因而使有關數字大增。

各行業及門類的人力變化

2.35　過去兩年，大眾傳播業僱員人數上升 8.2%（2 652 人），增幅主要見於廣告與公共關係業[(1)]。2001 年 12 月至 2012 年 2 月各行業的人力分布見圖 13。2010 年 2 月至 2012 年 2 月期間，按行業及門類劃分的僱員人數變化見表 2.18。

圖 13　各行業僱員分布
（2001 年 12 月 – 2012 年 2 月）

*　佔該次調查中大眾傳播業僱員人數的百分率。
註：(1)　廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。

圖 2.18　各行業及門類僱員人數變化（包括自由工作者）
（2010 年 2 月 – 2012 年 2 月）

門類	大眾傳播業僱員人數			
	2010年2月	2012年2月	增／減	轉變（%）
新聞業				
報紙業	4 548	4 951	403	8.9
雜誌業	3 085	3 142	57	1.9
電台／電視台新聞部	1 740	1 682	-58	-3.3
新聞通訊社	174	225	51	29.3
數碼／新媒體	338	511	173	51.2
小計	***9 885 (30.7 %) #***	***10 511 (30.1) #***	***626***	***6.3***
廣告與公共關係業				
公共關係服務供應商	1 952	2 056	104	5.3
傳媒機構內的廣告／公共關係／市場部	3 101	4 077	976	31.5
廣告業機構	13 025	13 122	97	0.7
公司或機構內企業傳訊／公共關係／廣告／市場部	4 280	5 129	849	19.8
小計	***22 358 (69.3) #***	***24 384 (69.9) #***	***2 026***	***9.1***
總數	***32 243 (100.0%) #***	***34 895 (100.0%) #***	***2 652***	**8.2**

\# 佔該次調查中大眾傳播業僱員人數的百分率。
註： 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.36　受惠於強勁的廣告收益，以及新媒體平台瀏覽人數上升，2010 年 2 月至 2012 年 2 月間，從事數碼／新媒體的業內僱員人數錄得最大升幅，達 51.2%（173 人）；其次為傳媒機構內的廣告／公共關係／市場部，達 31.5%（976 人）和新聞通訊社，達 29.3%（51 人）。電台／電視台新聞部過去兩年間的業務發展一般，出現職位流失（3.3%，即 58 個職位）。

僱員宜有才能與每月平均收入

僱員宜有教育程度

2.37　調查顯示，僱主普遍屬意各級僱員具備學士學位，只有輔助／技術級人員宜有文憑／高級證書／證書程度。大眾傳播業僱員宜有教育程度（按行業及技能等級劃分）見表 2.19，按門類及職稱劃分的詳細分析見附錄 9。

表 2.19　僱員宜有教育程度（按行業及技能等級劃分）

技能等級	行業	宜有教育程度	佔僱員總數百分率（按行業及技能等級劃分）
經理級	新聞業 (456)*	學士學位 (374)#	82.0%
	廣告與公共關係業 (3 513)*	學士學位 (2 854)#	81.2%
主任級	新聞業 (1 330)*	學士學位 (963)#	72.4%
	廣告與公共關係業 (6 137)*	學士學位 (3 498)#	57.0%
編採／製作／執行人員級	新聞業 (6 553)*	學士學位 (3 346)#	51.1%
	廣告與公共關係業 (12 378)*	文憑／高級證書／證書 (4 410)#	33.5%
輔助／技術人員級	新聞業 (2 172)*	文憑／高級證書／證書 (628)#	28.9%
	廣告與公共關係業 (2 356)*	文憑／高級證書／證書 (1 287)#	54.6%
整體	**新聞業 (10 511)***	**學士學位 (4 899)#**	**46.6%**
	廣告與公共關係業 (24 384)*	**學士學位 (9 954)#**	**40.8%**

*　該行業同級僱員總數。
\#　該行業該技能等級僱員宜有該教育程度的總人數。
註：　大眾傳播業僱員人數包括自由工作者在內。

2.38　本會發現，僱主普遍認為業內僱員（85.2%）宜有大專程度學歷（如文憑／高級證書／證書或以上學歷）。例如：85.6% 及 2.4% 社長／董事經理／總裁分別需擁有學士學位或副學士學位／高級文憑程度（2010 年調查結果：74.8%及 6.7%)。

2.39　過去六年，僱主對僱員宜有教育程度的要求分別不大。2012年的調查顯示，僱主認為43.6%僱員宜有學士學位或更高學歷，41.6%僱員宜有副學士學位／高級文憑／文憑／高級證書／證書程度（2010年調查結果：49.0% 及29.6%）。有關比例遠高於2012年第一季的15歲及以上，且擁有大專學歷的勞動人口比率（27.7% 達學士學位程度、8.9% 達非學士學位程度）（資料來源：摘自《綜合住戶統計調查按季統計報告》的人力統計數字－2012年1月至3月，香港政府統計處出版）。本會認為大眾傳播業屬知識密集型行業，需要聘用更多受過高等教育的人才。圖14比較過去六年業內僱主對僱員宜有教育程度的要求。

圖14　僱員宜有教育程度
（2003年12月－2012年2月）

僱員宜有相關年資

2.40　調查顯示，新聞業僱主一般認為經理級人員宜有 10 年至 15 年以下相關年資，主任級人員宜有 5 年至 7 年以下相關年資，編採／製作人員級僱員宜有 2 年至 5 年以下相關年資，而輔助／技術人員級僱員宜有 2 年以下相關年資；廣告與公共關係業僱主則認為，經理級人員宜有 7 年至 15 年以下相關年資，主任級宜有 5 年至 7 年以下相關年資，執行人員級僱員宜有 2 年至 5 年以下相關年資，輔助／技術人員級僱員宜有 2 年以下相關年資。大眾傳播業僱員宜有相關年資（按行業／門類及技能等級劃分）摘錄於表 2.20；按門類及職稱劃分的詳細分析載於附錄 10。

表 2.20　僱員宜有相關年資
（按行業／門類及技能等級劃分）

技能等級 / 門類	經理級	主任級	編採／製作／執行人員級	輔助／技術人員級
新聞業				
報紙業	10 至 15 年以下	7 至 10 年以下	2 至 5 年以下	2 年以下
雜誌業	10 至 15 年以下	5 至 7 年以下	5 至 7 年以下	2 至 5 年以下
電台／電視台新聞部	15 年或以上	10 至 15 年以下	5 至 7 年以下	2 年以下
新聞通訊社	15 年或以上	5 至 7 年以下	2 至 5 年以下	5 年以下
數碼／新媒體	7 至 10 年以下	5 至 7 年以下	2 至 5 年以下	2 至 5 年以下
廣告與公共關係業				
公共關係服務供應商	7 至 10 年以下	5 至 7 年以下	2 至 5 年以下	2 年以下
傳媒機構內的廣告／公共關係／市場部	10 至 15 年以下	7 至 10 年以下	2 至 5 年以下	2 年以下
廣告業機構	10 至 15 年以下	5 至 7 年以下	2 至 5 年以下	2至 5年以下
公司或機構內企業傳訊／公共關係／廣告／市場部	7 至 10 年以下	5 至 7 年以下	2 至 5 年以下	2年以下

2.41　本會發現，僱主普遍屬意僱員具備豐富業內經驗，例如：36.1%高級（資深）記者／記者職位需具備 2 年至 5 年以下相關年資，35.4%則需具備 2 年以下相關年資。

薪酬幅度

2.42　各級新聞業僱員的平均每月總收入（包括底薪、超時工資、生活津貼、膳食津貼、佣金與花紅）如下：經理級由 30,001 元至 80,000 元不等，主任級由 12,001 元至 50,000 元不等，編採／製作人員級由 8,001 元至 30,000 元不等，輔助／技術人員級由 8,001 元至 30,000 元不等。新聞業僱員的平均每月收入幅度（按門類及技能等級劃分）見表 2.21。由於是次並非薪酬調查，所得資料僅供參考之用。

表 2.21　新聞業僱員平均每月收入幅度（不包括自由工作者）（按門類及技能等級劃分）

大眾傳播業僱員人數

技能等級	$8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 或以上	未有註明	總數
報紙業									
經理級	-	-	1	9	11	69	35	50	175
主任級	-	6	37	108	208	2	1	134	496
編採／製作人員級	-	107	2 196	331	-	-	-	623	3 257
輔助／技術人員級	3	421	350	4	-	-	-	170	948
小計	***3***	***534***	***2 584***	***452***	***219***	***71***	***36***	***977***	***4 876***
雜誌業									
經理級	-	-	8	35	55	27	25	54	204
主任級	-	29	62	131	86	2	-	58	368
編採／製作人員級	6	147	846	525	46	-	-	146	1 716
輔助／技術人員級	10	146	268	38	2	-	-	60	524
小計	***16***	***322***	***1 184***	***729***	***189***	***29***	***25***	***318***	***2 812***
電台／電視台新聞部									
經理級	-	-	-	2	6	4	33	2	47
主任級	-	-	-	145	86	28	-	22	281
編採／製作人員級	-	-	432	427	-	-	-	73	932
輔助／技術人員級	1	61	234	4	-	-	-	53	353
小計	***1***	***61***	***666***	***578***	***92***	***32***	***33***	***150***	***1 613***

技能等級	$8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 或以上	未有註明	總數
新聞通訊社									
經理級	-	-	5	1	6	4	-	1	17
主任級	-	-	10	3	22	1	-	2	38
編採／製作人員級	-	5	45	86	5	-	-	10	151
輔助／技術人員級	-	2	16	-	-	-	-	1	19
小計	***-***	***7***	***76***	***90***	***33***	***5***	***-***	***14***	***225***
數碼／新媒體									
經理級	-	-	-	3	1	-	1	8	13
主任級	-	-	3	15	-	-	-	17	35
編採／製作人員級	2	6	77	13	32	-	-	31	161
輔助／技術人員級	-	76	33	108	-	-	-	47	264
小計	***2***	***82***	***113***	***139***	***33***	***-***	***1***	***103***	***473***
總數	**22 (0.2)***	**1 006 (10.1)***	**4 623 (46.2)***	**1 988 (19.9)***	**566 (5.7)***	**137 (1.4)***	**95 (1.0)***	**1 562 (15.6)***	**9 999 (100.0)***

* 佔新聞業大眾傳播業僱員人數的百分率。

2.43 各級廣告與公共關係業僱員的平均每月總收入如下：經理級由 20,001 元至 50,000 元不等，主任級由 12,001 元至 50,000 元不等，執行人員級由 8,001 元至 30,000 元不等，輔助／技術人員級由 8,001 元至 20,000 元不等。廣告與公共關係業僱員的平均每月收入幅度（按門類及技能等級劃分）見表 2.22；按門類及職稱劃分的詳細分析載於附錄 11。

表 2.22 廣告與公共關係業僱員平均每月收入幅度
（不包括自由工作者）
（按門類及技能等級劃分）

大眾傳播業僱員人數

技能等級	$8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 或以上	未有說明	總數
公共關係服務供應商									
經理級	-	-	5	45	98	43	46	77	314
主任級	5	38	133	177	86	21	-	93	553
執行人員級	6	195	473	78	19	-	-	202	973
輔助／技術人員級	27	-	11	-	-	-	-	-	38
小計	***38***	***233***	***622***	***300***	***203***	***64***	***46***	***372***	***1 878***

技能等級	$8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 或以上	未有說明	總數
傳媒機構內的廣告／公共關係／市場部									
經理級	-	1	15	231	231	169	90	123	860
主任級	-	10	257	361	272	61	-	218	1 179
執行人員級	5	339	879	294	168	-	-	287	1 972
輔助／技術人員級	-	14	8	-	-	-	-	3	25
小計	***5***	***364***	***1 159***	***886***	***671***	***230***	***90***	***631***	***4 036***
廣告業機構									
經理級	-	-	105	270	325	196	98	262	1 256
主任級	48	208	744	1 197	250	2	-	594	3 043
執行人員級	245	1 779	2 263	651	65	2	-	1 158	6 163
輔助／技術人員級	35	998	876	28	-	-	-	220	2 157
小計	***328***	***2 985***	***3 988***	***2 146***	***640***	***200***	***98***	***2 234***	***12 619***
公司或機構內企業傳訊／公共關係／廣告／市場部									
經理級	-	-	16	49	501	159	108	247	1 080
主任級	-	-	190	698	149	4	-	279	1 320
執行人員級	-	273	1 563	297	18	-	-	526	2 677
輔助／技術人員級	-	26	5	5	-	-	-	1	37
小計	***-***	***299***	***1 774***	***1 049***	***668***	***163***	***108***	***1 053***	***5 114***
總數	**371 (1.6)***	**3 881 (16.4)***	**7 543 (31.9)***	**4 381 (18.5)***	**2 182 (9.2)***	**657 (2.8)***	**342 (1.4)***	**4 290 (18.1)***	**23 647 (100.0)***

* 佔廣告與公共關係業大眾傳播業僱員人數的百分率。

2.44 表 2.23 顯示業內僱員的薪酬自 2010 年 2 月起一直穩步上揚。本會認為在是次調查中，新聞及廣告與公關兩行業內分別有 0.2%及 1.6%僱員的平均月入維持於 8,000 元或以下（2010 年調查結果：4.0 %及 7.1%），主要是因為人數眾多的自由工作者並沒有計算在內，其收入或以時薪、日薪或按項目收費計算。

表 2.23　　各行業僱員薪酬分布情況
（2010 年 2 月 – 2012 年 2 月）

年份	平均月入							
	$8,000 或以下 (%)*	$8,001 - $12,000 (%)*	$12,001 - $20,000 (%)*	$20,001 - $30,000 (%)*	$30,001 - $50,000 (%)*	$50,001 - $80,000 (%)*	$80,001 或以上 (%)*	未有說明 (%)*
新聞業								
2010 年 (9 905) #	400 (4.0)	1 171 (11.8)	4 227 (42.7)	1 839 (18.6)	628 (6.3)	207 (2.1)	54 (0.6)	1 379 (13.9)
2012 年 (9 999) +	22 (0.2)	1 006 (10.1)	4 623 (46.2)	1 988 (19.9)	566 (5.7)	137 (1.4)	95 (1.0)	1 562 (15.6)
廣告與公共關係業(1)								
2010 年 (22 338) #	1 594 (7.1)	3 535 (15.8)	6 154 (27.6)	3 057 (13.7)	1 723 (7.7)	532 (2.4)	303 (1.4)	5 440 (24.4)
2012 年 (23 647) +	371 (1.6)	2 881 (16.4)	7 543 (31.9)	4 381 (18.5)	2 182 (9.2)	657 (2.8)	342 (1.4)	4 290 (18.1)

*　佔該年該行業僱員人數的百分率。
\#　2010 年該行業僱員總數（包括自由工作者）。
\+　2012 年該行業僱員總數（不包括自由工作者）。
註：　(1)　廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。

2.45　政府統計處近期的《綜合住戶統計調查》數據顯示，於 2012 年首季，按貨幣計算整體平均每月就業入息中位數（不包括外傭）有所增長，按年增幅 8.3%。本會觀察到於 2010 年 2 月至 2012 年 2 月期間，業內幾乎所有技能等級均有增薪。然而由於供求情況有異，新聞業及廣告與公共關係業各門類各技能等級的僱員平均月入均有所不同（見表 2.21 及表 2.22）。

現職僱員需要提升的技能與知識

2.46　調查顯示，業內僱主普遍滿意在職從業員所具備的技能／知識，然而部分僱主表示屬下員工有需要加強技能／知識，以應付各種轉變（包括本港轉型為資訊及知識型經濟等）。各行業的公司表示僱員需加強技能／知識的百分率（按普及程度降序排列）摘要見表 2.24。各技能等級及門類劃分的詳細分析載於附錄 12。

表 2.24　各行業公司表示大眾傳播業僱員需加強技能／知識的百分率（按普及程度降序排列）

技能／知識	整體		新聞業[1]		廣告與公共關係業	
	排名	%*	排名	%*	排名	%*
多媒體的知識及應用	1	55.1	28	11.5	1	59.0
普通話	2	50.0	2	51.6	2	49.9
英語會話	3	41.1	4	44.4	4	40.8
銷售／市場推廣策略規劃	4	40.2	21	19.1	3	42.1
公關的諮詢／表達技巧	5	37.2	30	9.5	5	39.7
對創意及文化的瞭解	6	36.6	32	8.3	6	39.1
英文書寫能力	7	36.0	8	37.7	7	35.9
製作管理	8	34.2	7	38.1	9	33.9
在中國內地的行業常規	9	33.7	9	36.1	10	33.4
市場管理	10	33.3	1	52.0	11	31.6
客戶策略規劃	11	32.7	22	18.7	8	34.0
在中國內地的政治制度、社會和經濟發展	12	31.9	7	38.1	12	31.4
客戶資料庫管理	13	29.1	25	14.3	13	30.4
創新媒體的研究及應用	14	28.9	27	13.5	14	30.3
網站設計及支援技巧	15	25.9	31	8.7	15	27.5
中文書寫能力	16	25.4	8	37.7	16	24.3
策略計劃管理	17	23.0	6	41.7	22	21.3
項目管理	18	22.4	34	4.8	17	24.0
企業傳訊／公共關係／公共事務管理	19	22.3	13	29.0	21	21.7
傳媒規劃及市場研究	20	22.2	31	8.7	18	23.5
市場調查的應用	21	22.1	29	10.3	20	23.2
社交媒體營銷	22	22.1	33	7.5	19	23.4
財務管理	23	21.3	16	25.0	23	20.9
自我管理	24	20.5	15	26.6	24	19.9
危機管理	25	19.7	11	30.6	25	18.7
人力資源管理	26	16.2	17	21.8	26	15.7
電腦應用技巧	27	14.7	3	47.6	27	11.7
翻譯	28	8.5	24	15.1	28	7.9
新媒體科技在編採工作上的應用	29	4.5	5	42.1	29	1.2
知識產權及版權法	30	3.9	10	34.5	29	1.2
編採技巧	31	3.4	12	29.4	32	1.0

技能／知識	整體		新聞業[1]		廣告與公共關係業	
	排名	%*	排名	%*	排名	%*
新科技與新聞工作流程結合	32	3.0	14	27.8	35	0.8
創新媒體科技產品	33	2.8	17	21.8	30	1.1
一身多職的能力	34	2.6	18	21.0	34	1.0
國際視野	35	2.6	19	19.8	33	1.0
受眾調查	36	2.3	23	15.5	29	1.2
傳媒法規與操守	37	2.2	20	19.4	37	0.7
印刷／電視／媒體製作技巧	38	2.1	26	13.9	31	1.1
互聯網與新聞的結合	39	1.9	24	15.1	37	0.7
新聞規劃	40	1.6	27	13.5	38	0.6
批判性思考技巧及跨學科知識	41	1.3	33	7.5	36	0.7
其他語文技能（包括日語及西班牙語）	42	0.4	35	0.8	39	0.4
其他業內專業技能（新聞業）（包括金融市場之趨勢及變化）	43	0.0	36	0.4	-	-

* 佔表示需加強僱員技能／知識公司總數的百分率。
註： (1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

2.47 本會認為，要在全球資訊型經濟中保持競爭力和取得成功，關鍵在大眾傳播人力的質素和技能，因此培養充足的幹練人才，提升他們在職場的專業操守，對本港的長遠發展至為重要。各行業僱員首要加強的基礎技能／知識的比較（按普及程度降序排列）見表 2.25。

表 2.25 各行業僱員首要加強的基礎技能／知識比較（按普及程度降序排列）

排名	新聞業[1]	廣告與公共關係業
1	市場管理	多媒體的知識及應用
2	普通話	普通話
3	電腦應用技巧	銷售／市場推廣策略規劃
4	英語會話	英語會話
5	新媒體科技在編採工作上的應用	公關的諮詢／表達技巧
6	策略計劃管理	對創意及文化的瞭解
7	製作管理	英文書寫能力
8	在中國內地的政治制度、社會和經濟發展	客戶策略規劃

註： (1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

2.48　本會觀察到新聞及廣告公關兩行業最重視的基礎技能／知識分別為「市場管理」和「多媒體的知識及應用」。此外，本會亦觀察到首八項基礎技能／知識包括多種管理、媒體科技和語文技能，反映業內機構更重視發展上述技能／知識，以增強在全球市場的競爭力。

培訓需求與發展計劃

在職從業員培訓需求

2.49　調查顯示，僱主計劃於未來 12 個月向 7 906 名大眾傳播業僱員（以人次計）提供／資助參加技能和知識培訓（2010 年調查為 4 652 名）。大量僱員需要進修，肯定了本會的看法，即僱主認為大眾傳播培訓十分重要，有助加強僱員的技能，並在全球經濟中保持競爭力。未來 12 個月僱主計劃提供／資助的培訓名額（按行業、技能等級及技能／知識類別劃分）見表 2.26。按行業、門類、技能等級及技能／知識類別劃分的詳細分析則載於附錄 13。

表 2.26　未來 12 個月僱主計劃提供／資助的培訓名額（按行業、技能等級及技能／知識類別劃分）

技能／知識的類別 / 技能等級	管理技能	有關中國的知識	語文技能	創新媒體科技		業內專業技能		整體
				新聞業	廣告與公共關係業	新聞業	廣告與公共關係業	
新聞業[1]								
經理級	70	92	21	37	12	70	12	314
主任級	30	29	14	59	18	67	14	231
編採／製作人員級	14	95	50	66	45	50	38	358
輔助／技術人員級	11	17	18	59	17	24	17	163
小計	***125***	***233***	***103***	***221***	***92***	***211***	***81***	***1 066***
排名	***4***	***1***	***5***	***2***	***6***	***3***	***7***	***-***

技能／知識的類別 技能等級	管理技能	有關中國的知識	語文技能	創新媒體科技		業內專業技能		整體
				新聞業	廣告與公共關係業	新聞業	廣告與公共關係業	
廣告與公共關係業								
經理級	471	203	95	49	179	48	221	1 266
主任級	522	388	343	56	452	56	601	2 418
執行人員級	182	64	540	73	718	73	843	2 493
輔助／技術人員級	45	48	79	11	264	10	206	663
小計	***1 220***	***703***	***1 057***	***189***	***1 613***	***187***	***1 871***	***6 840***
排名	***3***	***5***	***4***	***6***	***2***	***7***	***1***	***-***
總數	**1 345**	**936**	**1 160**	**410**	**1 705**	**398**	**1 952**	**7 906**

註：(1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

2.50 本會認為在正常情況下，僱主均樂意資助在職僱員接受任何對其業務有重要影響的新科技培訓。僱員可預期，在瞬息萬變的大眾傳播環境下，他們需要終身學習以面對新技術的挑戰。

人力增長與預測

僱主預測 2013 年 2 月的人力需求

2.51 據僱主預測，至 2013 年 2 月時，業內的職位數目將達 35 595 個，較目前的 35 606 個微跌 0.03%（11 個）。按行業劃分，新聞業職位總數將微增 0.21%(22 個)，而廣告與公共關係業職位則會微跌 0.13%（33 個），當中預計廣告業機構內的客戶主任會減少 26 個，其次為媒介採購員（減少 24 個），顯示這類機構正在整合人手，以配合市場的需要。本會認為全球經濟狀況對大眾傳播機構的業務和人力增長構成一些或重大的影響。歐債危機尚未解決，加上若干主要國家正經歷領導人更替（如中國內地和美國），因此大部分業內機構在制訂人力規劃時不如以往樂觀。表 2.27 顯示僱主對 2013 年 2 月時業內的人力需求預測（按行業及技能等級劃分）；附錄 4 載有按門類及職稱劃分的詳細分析。

表 2.27　僱主預測 2013 年 2 月時業內人力需求
（按行業及技能等級劃分）

技能等級	2012 年 2 月的人力需求[1]	2013 年 2 月的預測人力增長	(%)*	2013 年 2 月的預測人力需求
新聞業				
經理級	462	-	(-)	462
主任級	1 340	-	(-)	1 340
編採／製作人員級	6 647	22	(0.33)	6 669
輔助／技術人員級	2 208	-	(-)	2 208
小計	***10 657***	***22***	***(0.21)***	***10 679***
廣告與公共關係業 +				
經理級	3 545	-3	(-0.08)	3 542
主任級	6 203	3	(0.05)	6 206
執行人員級	12 726	-37	(-0.29)	12 689
輔助／技術人員級	2 475	4	(0.16)	2 479
小計	***24 949***	***-33***	***(-0.13)***	***24 916***
總數	**35 606**	**-11**	**(-0.03)**	**35 595**

*　佔 2012 年 2 月該行業該職級大眾傳播業僱員的百分率。
\+　廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。
註：(1) 人力需求即現有僱員人數（包括自由工作者）與空缺數目的總和。
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2013 年 2 月額外人力需求

2.52　根據僱主對 2013 年 2 月時的人力增長預測（見表 2.27），以及每年 3.0%的估計流失率，本會推算出 2013 年 2 月時新聞業及廣告與公共關係業的額外人力需求（按門類及技能等級劃分），詳情見表 2.28 及表 2.29。

表 2.28　　2013 年 2 月新聞業的額外人力需求
（按門類及技能等級劃分）

技能等級	2012 年 2 月的大眾傳播業僱員總數（包括自由工作者）	僱主預測 2013 年 2 月的人力增長	為填補流失* 空缺而須增聘的僱員人數	預計 2013 年 2 月的額外人力需求
報紙業				
經理級	175	-	5	5
主任級	506	-	15	15
編採／製作人員級	3 321	-	100	100
輔助／技術人員級	949	-	28	28
小計	***4 951***	***-***	***148***	***148***
雜誌業				
經理級	204	-	6	6
主任級	470	-	14	14
編採／製作人員級	1 916	16	57	73
輔助／技術人員級	552	-	17	17
小計	***3 142***	***16***	***94***	***110***
電台／電視台新聞部				
經理級	47	-	1	1
主任級	281	-	8	8
編採／製作人員級	967	-	29	29
輔助／技術人員級	387	-	12	12
小計	***1 682***	***-***	***50***	***50***
新聞通訊社				
經理級	17	-	1	1
主任級	38	-	1	1
編採／製作人員級	151	2	5	7
輔助／技術人員級	19	-	1	1
小計	***225***	***2***	***8***	***10***
數碼／新媒體				
經理級	13	-	-	-
主任級	35	-	1	1
編採／製作人員級	198	4	6	10
輔助／技術人員級	265	-	8	8
小計	***511***	***4***	***15***	***19***
總數	**10 511**	**22**	**315**	**337**

* 假定每年流失率為 3.0%。

表 2.29　2013 年 2 月廣告與公共關係業的額外人力需求（按門類及技能等級劃分）

技能等級	2012 年 2 月的大眾傳播業僱員總數（包括自由工作者）	僱主預測 2013 年 2 月的人力增長	為填補流失* 空缺而須增聘的僱員人數	預計 2013 年 2 月的額外人力需求
公共關係服務供應商				
經理級	314	-	9	9
主任級	579	5	17	22
執行人員級	1 111	5	33	38
輔助／技術人員級	52	-	2	2
小計	***2 056***	***10***	***61***	***71***
傳媒機構內的廣告／公共關係／市場部				
經理級	860	-2	26	24
主任級	1 180	-	35	35
執行人員級	2 012	4	60	64
輔助／技術人員級	25	-	1	1
小計	***4 077***	***2***	***122***	***124***
廣告業機構				
經理級	1 259	-1	38	37
主任級	3 058	-2	92	90
執行人員級	6 578	-46	197	151
輔助／技術人員級	2 227	4	67	71
小計	***13 122***	***-45***	***394***	***349***
公司或機構內企業傳訊／公共關係／廣告／市場部				
經理級	1 080	-	32	32
主任級	1 320	-	40	40
執行人員級	2 677	-	80	80
輔助／技術人員級	52	-	2	2
小計	***5 129***	***-***	***154***	***154***
總數	**24 384**	**-33**	**731**	**698**

*　假定每年流失率(1)為 3.0%。

註：(1)「流失率」是指因轉行以及其他原因離開本業者佔業內僱員總數的百分率。

(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2012 至 16 年的額外人力需求預測

2.53　在推算大眾傳播業人力需求時，我們必須考慮人力市場情況，以及社會和經濟的迅速轉變。評估未來人力需求的工作殊不容易，須先作若干假設，衡量各項經濟因素，再作出判斷。預測大眾傳播業人力需求的基本假設如下：

(i) 經濟活動和就業情況持續維持於較佳水平；

(ii) 科技不斷進步，生產方式、教育培訓服務及消費模式隨之改變；

(iii) 本港並無發生戰亂或其他動盪事件，經濟增長情況不致大變。

2.54　大眾傳播業發展迅速，準確的人力預測方法有助業界未雨籌謀，確定人才培育計劃。由於教育及培訓業內人才需時經年，實有必要盡早預測行業需求，把握時間培養合適人才；否則，大眾傳播業如缺乏所需優秀人才，或會令本港的經濟發展受到頗大影響。

2.55　本會採用調節過濾法，根據過去及是次調查結果（對較近期的數據給予較大比重），推算新聞業 2012 至 16 年間的每年人力需求。本會經考慮整體社會和經濟發展及行業前景、僱主所作一年預測及僱員每年流失率等因素，選出最適當的推算數字。新聞業於 2012 至 16 年間的每年人力需求推算（採用調節過濾方法）見圖 15。

圖 15　　2012 至 16 年新聞業的人力預測
（採用調節過濾方法推算）

*　括弧內的數字為 2010 年調查中對新聞業於 2012 年的人力推算數據。

註：(1)　2012、2013、2014、2015 及 2016 年的數字為翌年 1 月及 2 月的推算數據。

(2)　2007、2009 及 2011 年的數字為翌年 1 月及 2 月的實際調查數據。

(3)　1993、1995、1997、1999、2001、2003 及 2005 年的數字為當年 11 月及 12 月的實際調查數據。

2.56　此外，本會亦採用人力市場分析法（LMA），預測廣告與公共關係業每年人力需求，方法是審視一組反映本港經濟、人口及人力市場重要轉變的主要統計數據／經濟指標，而這些數據或指標均由信譽可靠的獨立機構蒐集所得。之後，再採用「主要因素分析」的變數篩選方法，從多個經濟指標選取和決定相關的變數／因子，從而建立和維持統計模型。廣告與公共關係業於 2012 至 16 年間的人力預測（採用人力市場分析方法）見圖 16，詳細資料載於附錄 14。

圖 16　　2012 至 16 年廣告與公共關係業的人力預測
（採用人力市場分析方法推算）

*　括弧內的數字為 2010 年調查中對廣告與公共關係業於 2012 年的人力推算數據。

註：(1)　2012、2013、2014、2015 及 2016 年的數字為翌年 1 月及 2 月的推算數據。
(2)　2007、2009 及 2011 年的數字為翌年 1 月及 2 月的實際調查數據。
(3)　1993、1995、1997、1999、2001、2003 及 2005 年的數字為當年 11 月及 12 月的實際調查數據。

2.57　本會從圖 15 及 16 觀察到，於 2012 年初，新聞業及廣告與公共關係業的實際人力需求數字（即 10 511 人及 24 384 人）與 2010 年調查的推算數據（11 017 人及 24 367 人）非常接近，絕對百分率誤差分別為 4.8%及 0.1%。本會相信，隨着全球經濟一體化步伐持續加速，加上內部需求及《內地與香港關於建立更緊密經貿關係的安排》(CEPA）的帶動，長遠來說大眾傳播業人力需求將會穩步上揚。表 2.30 以圖 15 及圖 16 的數據為基礎，列出各行業於 2012 至 16 年間的每年額外人力需求。

表 2.30　2012 至 16 年各行業額外人力需求預測

行業	每年平均 人力需求預測 (A)	每年平均 人力增長預測 (B)	為填補流失* 空缺而須增聘 的僱員人數 (C) = (A) x 0.03	每年額外 人力需求預測 (D) = (B) + (C)
新聞業	11 366	272	341	613
廣告與公共關係業+	28 841	1 267	865	2 132
總數	**40 207**	**1 539**	**1 206**	**2 745**

\+　廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。
*　假定每年流失率為 3.0%。
註：因四捨五入關係，各項數字相加或與總計數字略有出入。

預測 2012 至 16 年每年額外人力需求分布情況（按行業及宜有教育程度劃分）

2.58　本會根據第 2.39 段及附錄 9 所顯示的大眾傳播業僱員宜有教育程度，預測 2012 至 16 年的每年額外人力需求分布情況（按行業及宜有教育程度劃分），詳見表 2.31。

表 2.31　預測 2012 至 16 年每年額外人力需求分布情況（按行業及宜有教育程度劃分）

教育程度 / 行業	碩士學位或以上	學士學位	高級文憑／副學士	高級證書／文憑／證書	預科	中五	中五以下	總數
新聞業	6	267	111	151	31	44	3	613
廣告與公共關係業 +	22	930	383	524	109	153	11	2 132
總數 (%)*	**28 (1.02)**	**1 197 (43.60)**	**494 (18.01)**	**675 (24.57)**	**140 (5.12)**	**197 (7.17)**	**14 (0.51)**	**2 745 (100.0)**

+　廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。
*　大眾傳播業每年額外人力需求預測百分率。
註：　未有註明宜有教育程度的僱員已按比例撥歸各程度內。

本地院校大眾傳播課程預計畢業生供應人數

2.59　根據大學教育資助委員會（UGC）院校、香港專業教育學院及其他本地大專院校提供的資料，表 2.32 及附錄 15、16 按教育程度，分類列出 2012 至 16 年 UGC／政府資助及自負盈虧大眾傳播課程的預計畢業生人數。

表 2.32　2012 至 16 年 UGC／政府資助及自負盈虧大眾傳播課程的預計畢業生人數（按教育程度劃分）

年份 / 教育程度	2012		2013		2014		2015		2016		預計平均每年的畢業生人數		
	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	總數
PgD	25	996	35	896	30	898	33	862	32	862	31	903	934
DEG	373	422	348	447	359	450	362	460	372	530	363	462	825
AD	-	45	-	40	-	40	-	40	-	40	-	41	41
HD	485	636	398	516	869	1 228	495	911	495	911	548	840	1 388
全年總數	**883**	**2 099**	**781**	**1 899**	**1 258**	**2 616**	**890**	**2 273**	**899**	**2 343**	**942**	**2 246**	**3 188**

DEG - 學士學位　　PgD - 研究院學位／文憑／證書
AD - 副學士學位　　HD - 高級文憑
GF - UGC／政府資助課程　　SF - 自負盈虧課程

2.60　畢業生供應人數（包括入讀增修課程的現職從業員）與入職率有關；「入職率」指真正投身本業的大眾傳播課程畢業生的百分率。本會研究過圖 18 的全日制 UGC 院校畢業生就業調查後，認為於 2012 至 16 年間，全日制學士學位畢業生的成功入職率不會低於 72.4%，全日制副學位畢業生則不會低於 49.0%。根據有關數據，表 2.33 列出本地教育及培訓機構大眾傳播課程畢業生的預計平均每年供應人數（按教育程度劃分）。

表 2.33　預計 2012 至 16 年大眾傳播課程畢業生平均每年供應人數（按教育程度劃分）

教育程度	預計平均每年的畢業生人數		平均* 成功入職率	預計平均每年畢業生供應人數			
	GF	SF		GF	SF	總數	
研究院學位／文憑／證書	31	903	0.60	19	542	561	1 155
學士學位	363	462	0.72	261	333	594	
副學士	-	41	0.49	-	20	20	701
高級文憑	548	840	0.49	269	412	681	
總數	**942**	**2 246**		**549**	**1 307**	**1 856**	

* 根據 2010/11 學年 UGC 院校、香港專業教育學院及香港知專設計學院全日制大眾傳播課程畢業生就業統計調查的數據。

註：GF = UGC／政府資助課程　　SF = 自負盈虧課程

人力供求分析

2.61　是項分析主要目的是根據僱員教育程度，評估大眾傳播業2012至16年間每年的額外人力供求情況，詳情見圖17。

圖17　2012至16年大眾傳播業每年額外人力供求情況（按教育程度劃分）

圖 18　　全日制大眾傳播課程畢業生的初期就業情況

*　與入職率無關的職業不在此列。因此，計算出的全日制學士課程畢業生的成功入職率為 72.4%（即 81.1% x 89.3%)。

資料來源：2010/11 學年 UGC 院校全日制課程畢業生就業調查。

2.62　表 2.31、2.33 及圖 17 的資料顯示，本地學士或以上程度大眾傳播課程的畢業生每年平均只得 1 155 名，而業界預計每年需增聘 1 225 名具該程度學歷的僱員，故本地人力供應將不能滿足市場需求，而每年未能填補的 70 個空缺將會由海外歸來的大眾傳播課程畢業生或曾接受相關深入訓練的其他課程畢業生填補。圖 19 列出其他學科及教育程度畢業生受僱擔任作者、新聞工作者及相關寫作人的情況。

2.63　至於副學士／高級文憑，以及文憑／高級證書／證書程度的職位，預計每年未能填補的 468 個文憑／高級證書／證書程度人力空缺，一般可由其他學科畢業生填補。很多本地其他學科畢業生均願意修讀本地院校開辦的相關課程，然後加入大眾傳播行列。

2.64　本業每年需招聘 351 人負責各項大眾傳播工作，這方面的需求可由中七或以下程度的畢業生填補。但他們大多需要接受合適的相關技術訓練才能勝任工作要求。教育及培訓機構與僱主可為他們提供基本技能訓練。

圖 19　非大眾傳播學科畢業生受僱擔任作者、新聞工作者及相關寫作人的情況（按學科及教育程度劃分）

全日制 UGC 資助課程畢業生人數

學科 / 教育程度	社會科學	商業與管理學	人文學	語文及相關課程	藝術、設計及表演藝術	其他[1]	總數
研究院學位	1	-	2	2	-	5	10
學士學位	51	40	36	119	27	29	302
副學位程度	1	-	-	-	3	2	6
總數	**53**	**40**	**38**	**121**	**30**	**36**	**318**

註：　(1) 其他包括生物科學、物理科學、數學、電腦科學與資訊科技、工程與科技、法學及教育等學科。

(2) 由於部分 UGC 資助課程涉及多個學科，學生會按比例撥歸相關的學科，因此學生數目或不會是整數。上表的數字已按四捨五入原則化為整數。

資料來源：2010/11 學年 UGC 院校全日制課程畢業生就業調查。

主要發展及業務展望

大眾傳播業的主要發展

2.65　根據2010及2012年調查所反映的人力變化及其他觀察所得，本會歸納出大眾傳播業有以下的主要發展：

網上／新媒體的發展對業務和人力需求的影響

(i) 隨着數碼／新媒體業務持續發展，包括推出社交媒體應用程式及流動服務等，有關範疇的就業機會最為理想。此外，本地報章／雜誌會提供電子版本，電台提供數碼聲頻廣播或網上廣播，加上電視台發展數碼電視廣播等，這些發展亦為有志成為記者、編輯及正稿製作員的人士提供更佳就業機會（見附錄 4 表 4.1、4.2 及 4.3）。

(ii) 數碼／新媒體服務不斷提升，工作數量和複雜程度亦增加，使資深（高級）記者／記者、網絡編輯、網頁製作員、數碼媒體設計員及網主的需求大增，尤其是具備社交媒體網絡經驗的人員（見附錄 4 表 4.5）。

(iii) 由於社交網站（如 Facebook、微博、Twitter 等）愈來愈受歡迎，本地大眾傳播業僱員需掌握網上搜尋／網站分析、社交網絡／分享平台及微博等方面的技能／知識，以執行社交媒體工作，配合社交網絡營銷時代的來臨，及滿足廣告客戶日新月異的喜好（見表 2.13）。

(vi) 互動網站／電視與數碼平台將促進數碼廣告、電子宣傳活動及移動營銷的發展，同時為傳媒機構內的廣告／公共關係／市場部從業員（包括自由工作者）帶來更多就業機會（見表 2.3 及附錄 4 表 4.7）。

(v) 部分廣告業機構已聘用自由工作者擔任屬於輔助／技術人員級的美術設計員及數碼媒體設計員，以協助執行人員級的正稿製作員設計網頁(見附錄 4 表 4.8)。

(vi) 隨着數碼／新媒體業務發展，加上部分職位會合併或取消，目前的大眾傳播從業員須擁有多方面技能，以應付各種不同職務（見表 2.12）。例如：記者需負責新聞製作（包括拍攝照片／影片及撰稿）；編輯需負責戶外採訪和拍照；數碼媒體設計員及網主則需互相分擔網上編輯工作。

(vii) 業內對負責沖曬照片／製作影片的黑房技術人員及負責依稿件植字的植字員的需求，隨着有關工序電腦化而降低（見附錄 4 表 4.1）。

<u>進一步轉型至知識型社會的影響</u>

(viii) 在招聘人手時，業內僱主似乎傾向謹慎。此外，僱主亦提高入職門檻，要求求職者具備較佳學歷（見表 2.19 及圖 14）及相關經驗（見表 2.20）。

(ix) 大眾傳播業機構傾向精簡人手，因而需要聘請更多能身兼多職的業內人員（見表 2.2），如雜誌業的排版員及文稿編輯需分別負責網頁更新與網頁設計工作；公共關係服務供應商的撰稿員需兼顧與翻譯相關的工作。

(x) 雜誌門類中，更多本地公司僱用自由工作者從事各種大眾傳播職務（如主筆、編輯、攝影師、記者與美術設計員等），以應付人手及技能不足的問題，同時減省開支（見附錄 4 表 4.2）。

(xi) 更多廣告／公共關係／市場推廣僱員與傳媒伙伴緊密合作，舉辦宣傳研討會／活動，務求增加媒體渠道的數目和種類，以接觸目標顧客。

(xii) 更多公司或機構的企業傳訊／公共關係／廣告／市場部屬意聘用能身兼多職及富經驗的新聞業人員，負責機構內的廣告／公關／市場／銷售工作（見附錄 4 表 4.9）。

(xiii) 更多本地廣告與公共關係機構將輔助／技術相關的職務外判（例如：平面及視覺設計、印刷、網頁設計及更新等），以便專注核心業務、迅速拓展新領域、解決人力及技能不足的問題，同時減省成本。

(xiv) 在競爭愈趨激烈、顧客要求日高的情況下，更多設有廣告／公共關係／市場部的本地傳媒機構體會到廣告宣傳、品牌建立及機構形象的重要性，同時更重視市場／業務情報，因而聘用更多廣告銷售／客戶經理，以及廣告銷售助理／客戶主任（見附錄 4 表 4.7）。

(xv) 大眾傳播從業員需要具備不同知識技能（例如：多媒體的知識及應用、普通話、英語講寫能力、銷售／市場推廣策略規劃、公關的諮詢／表達技巧、對創意及文化的瞭解、製作管理、內地行規等），以勝任不同的工作（見表 2.24）。能應付轉變或把握新機遇的僱員，是大眾傳播業僱主一直渴求的人才。

業務展望

就業趨勢

2.66　大眾傳播業在過去 11 年穩定增長，僱員人數自 2001 年的 19 617 人增至 2012 年的 34 895 人，年均複合增長率為 5.4%，詳情載於表 2.34。

表 2.34　2001 年 12 月至 2012 年 2 月
大眾傳播業僱員人數變化
（按行業劃分）

	受僱人數						年均複合增長率		
	2001 年 12 月	2003 年 12 月	2005 年 12 月	2008 年 2 月	2010 年 2 月	2012 年 2 月	2001 至 2005 年 (%)	2008 至 2012 年 (%)	2001 至 2012 年 (%)
大眾傳播業僱員(1)	19 617	18 598	23 897	28 058	32 243	34 895	5.1	5.6	5.4
包括：									
新聞業	6 749	5 793	7 603	7 828	9 885	10 511	3.0	7.6	4.1
廣告與公共關係業(2)	12 868	12 805	16 294	20 230	22 358	24 384	6.1	4.8	6.0

註：(1) 大眾傳播業僱員人數包括自由工作者在內。
(2) 廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。
(3) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.67　受內部需求暢旺所支持，本港勞工市場於 2012 年第一季繼續表現理想，保持堅挺。僱主的招聘意欲普遍維持正面，使職位持續快速增長。因此，經季節性調整後的失業率於第一季跌至 3.4%，就業不足率亦跌至 1.4%（資料來源：政府統計處）。由於勞工市場偏緊，以及政府於 2011 年 5 月實施法定最低工資所帶來的額外推動效應，工資及收入續見顯著升幅。大眾傳播業未來的就業情況仍取決於整體經濟增長及企業創造職位的步伐。此外，存在於外圍環境的變數依然令人關注，特別是主要經濟體表現疲弱，以及歐元區債務危機持續。

新聞業

進一步轉型至知識型社會的影響

2.68 香港擁有最先進的電訊科技（如雲端運算技術），加上國際十分關注香港事務，因此吸引不少國際通訊社、報章及海外廣播公司在香港設立亞太區總部或辦事處。現代人喜歡透過電視、電台、數碼／新媒體等渠道，追蹤國際大事新動態，深入分析時事；此外，還有林林總總的雜誌，涉及題材廣泛，包括專題報導、一般興趣與消閒等。本會認為更多廣告客戶將會採用雜誌／新媒體作為推廣產品銷售的工具，導致更多出版商及報業機構考慮擴展雜誌／新媒體業務。多份區域刊物在本港印製，反映香港作為金融、貿易、媒體及通訊中心的重要地位。

2.69 吸收、處理新知識及技術並應用於業務上以創造新價值，是創新及知識型經濟下機構保持競爭力的致勝之道。有助創造商機的具體措施包括：簽署《內地與香港關於建立更緊密經貿關係的安排》（CEPA）補充協議九，把受惠的服務行業領域擴大，並加強珠三角地區內的硬件聯繫;短期及中期而言,香港的經濟均會受惠於這類發展。香港的設施完備，擁有善於管理及推行項目，並具備與傳媒相關的廣告／銷售／公關／市場推廣知識及經驗的人才；保護知識產權的法規完備並嚴格執行；這些因素均有助本地公司與內地伙伴或國際機構加強技術合作及貿易。

網上／新媒體發展的影響

2.70 隨着互聯網及手機在大眾傳播市場的影響日增，大部分傳媒機構均設有網站。本會相信大眾傳播業必須適應新媒體／社交網站（採用 Web 3.0 技術）所帶來的新挑戰，才能繼續順利發展。這些新媒體讓本地及海外的用戶可經由各種媒介隨時隨地欣賞不同類型的製作。此外，數碼／新媒體亦有助流動服務營辦商提供更豐富廣泛的多媒體內容、促進新技術研發，並創造更多就業機會。

2.71　本會認為新聞業一直需要物色願意接受挑戰的人才（特別是具素養和專長的年輕從業員），能夠製作優質的新聞與娛樂資訊，滿足要求極高的讀者與觀眾。然而，影響新聞業未來數年增長的因素包括行業整合，引進新科技、採用更多業外服務、以及其他新興媒體平台的競爭。因此，新聞業內各門類機構均積極增強員工實力、減省成本、改善與顧客的聯繫（透過數碼／社交媒體），以及投放經費發展技術以創造新機遇。

廣告與公共關係業

進一步轉型至知識型社會的影響

2.72　全球經濟一體化、知識型經濟的來臨、CEPA 進一步開放服務貿易，加上內地的經濟迅速發展，為廣告與公共關係業帶來龐大的發展空間。一項業內調查顯示，2012 年廣告預算較 2011 年的實際廣告開支只有輕微增幅，而 2011 年的廣告開支主要用於建構品牌和加強客戶關係。本會觀察到廣告客戶投放更多經費於本地廣告中，遍及不同媒體／頻道（如電視、報章、互聯網、雜誌、戶外宣傳、活動營銷、手機、直銷函件、電台等），以充分利用資源，並更快達到宣傳效果。本會相信，經濟增長將帶來更多產品和服務，對市場推廣和公關宣傳的需求因而增加，並要透過更多不同種類的宣傳媒體接觸目標客戶及建立品牌知名度，這將有助創造新職位。

2.73　本會觀察到更多國際廣告與公關公司將以外國獨資企業的模式進入中國市場，並加強與本地廣告與公關公司的合作。本地廣告與公共關係業具有充分優勢，既協助內地公司打入海外市場，也能助海外公司進軍內地。此外，預期廣告與公關公司將加速整合業務資源，並加強與同業的合作，善用為香港打開大門的 CEPA，開拓更蓬勃的業務。本會相信，有關發展將刺激本地的專業公關服務和廣告市場，建議本地的大眾傳播從業員應學習中國相關的技能與知識（如內地的政治制度、社會與經濟發展情況，以及行業常規等），確保他們在內地的項目和投資管理得宜。

網上／新媒體發展的影響

2.74　本會亦觀察到，2011 年年底，全港共有 1 490 萬個流動服務用戶，普及率（用戶與人口的比例）相等於約 210%，是全球最高的地區之一（資料來源：政府統計處）。這將有助促進網上推廣／手機市場推廣（如電郵、短訊服務和網上廣告）的發展及應用，不僅成本較低，亦能為廣告與公共關係業締造商機，可發展和提供更多產品和服務，接觸活躍於數碼世界的年輕目標顧客。公司近年趨向使用社交媒體／手機社交媒體、手機應用程式、網上廣告短片、每日特選優惠／團購等方法宣傳產品，這類推廣模式未來數年會迅速發展。本會認為，僱主（特別是僱員人數不足 50 人的廣告業機構）將會聘請更多具素養及專長的年輕大眾傳播業僱員，從事與設計、製作美術稿及客戶聯絡相關的工作，以配合業內的高速發展趨勢。

第三章

建 議

每年額外培訓需求

3.1 本報告內的調查結果反映調查進行期間大眾傳播業的人力情況；然而，現時環球金融市場的前景並不明朗，會對大眾傳播業的人力需求帶來影響。讀者參考報告內的人力數字及預測時需留意這一點。

3.2 根據每年平均人力增長預測、預計的僱員流失率（見第 2.57 段表 2.30）、近期大眾傳播業發展趨勢和業界人士的經驗，本會預期 2012 至 16 年新聞業及廣告與公共關係業各技能等級的每年額外培訓需求如下：

表 3.1 大眾傳播業 2012 至 16 年各行業及技能等級的每年額外培訓需求

技能等級	預計每年額外培訓需求	(%)*
新聞業		
經理級	24	(3.9)
主任級	71	(11.6)
編採／製作人員級	398	(64.9)
輔助／技術人員級	120	(19.6)
小計	***613***	***(100.0)***
廣告與公共關係業+		
經理級	311	(14.6)
主任級	571	(26.8)
執行人員級	1 017	(47.7)
輔助／技術人員級	233	(10.9)
小計	***2 132***	***(100.0)***
總數	**2 745**	

\+ 廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。

* 「每年額外培訓需求」乃根據該行業不同技能等級 2013 年 2 月時額外僱員需求的百分率分布計算。

註： 因四捨五入關係，各項數字相加或與總計數字略有出入。

配合新科技環境、知識型經濟及全球經濟一體化所需的技能、素養培訓及工作誘因

技能類別

3.3 新通訊科技的發展、全球經濟一體化、知識型經濟的出現、落實《內地與香港關於建立更緊密經貿關係的安排》（CEPA）、中國經濟高速增長等因素，為大眾傳播業提供極大的發展空間。現今的大眾傳播從業員工作範疇多元化，需要具備不同知識，包括多媒體的知識及應用、語文能力（如普通話及英語）、銷售／市場推廣策略規劃、公關的諮詢／表達技巧、對創意及文化的瞭解、製作及市場管理、在中國內地的行業常規／政治制度、社會和經濟發展等，有關的培訓需求將大幅增加（見第 2.46 段表 2.24）。

社交媒體與流動通訊

3.4 香港已邁入 Web 2.0 時代，並正邁向 Web 3.0 年代。手機應用程式使全球的手機市場迅速發展，影響遍及生活各個範疇。手提電話的強勁平台，若結合互動性極高的社交媒體，可讓品牌能隨時隨地更有效地吸引客戶。隨着社交媒體藉着手提電話而普及，本會建議大眾傳播從業員應把握機會，透過加強培訓，以及汲取更多有關數碼／新媒體新趨勢的經驗（如網上搜尋、社交網絡平台、分享平台、微博、網站分析、網絡監測及監督等）（見第 2.27 段表 2.13），並了解「手機商貿」，以此推廣服務和產品，接觸全球市場。

媒體與資訊素養培訓

3.5 香港逐漸由工業社會蛻變成知識型社會。無論在社會、政治或經濟層面，接收、製作和傳送資訊均變得十分重要。隨著資訊及通訊科技發展愈趨成熟，資訊量及種類激增。資料新聞學、新聞策展及社交媒體營銷的發展為傳媒面貌帶來改變。本地大眾傳播從業員正面對更複雜的媒體及資訊環境，他們需具備更卓越的技能，以取得、評估、篩選、分析、使用及創造資訊和知識。本會建議開辦「媒體與資訊素養」培訓課程，協助從業員提升專業才幹。

年輕大眾傳播業僱員的素養培訓

3.6　本會認為業內的年輕僱員（30歲以下／「80後」和「90後」）須有正面態度，並要坐言起行，設定和實踐人生目標。為此，他們宜接受相關的素養培訓及自我管理技巧訓練（包括工作態度、專心工作、團隊合作、人際溝通技巧、守時、保護公司有形及無形資產（或知識產權）等）（見第2.31段表2.16），以便對公司作出更大貢獻。

高級管理人員的培訓

3.7　本會認為，年輕大眾傳播業僱員奉行個人主義，強調在生活和工作之間取得平衡，並重視工作滿足感。相比之下，僱主／年長一輩較看重努力工作。因此，本會建議大眾傳播業僱主應了解自己與年輕僱員在處事態度及行為方面的差別，並嘗試消除代溝問題（如參加相關的科技知識及管理技巧工作坊／課程）。此外，僱主亦可委派具相關工作經驗及管理技巧的員工擔任輔導員，透過在職培訓，協助及指導年輕大眾傳播業僱員。

挽留現有大眾傳播業僱員的工作誘因

3.8　以本會觀察，逾80.0%僱主填報「增加薪金」為挽留現有大眾傳播業僱員的首選方法，其次為「提升工作滿意度」（約32.0%）、「增加工作自主權」（約30.0%）及「內部晉升」（約27.0%）。部分大眾傳播業僱主表示公司並未投放足夠的資源於人力培訓和發展、建立溝通渠道、維持正面的機構形象／文化（見第2.28段表2.14）。本會認為有關意見十分具參考價值，業內僱主應積極尋求解決辦法，切入重點（如提供誘因、輔導、挽留方案、科技培訓等），以挽留人才。

3.9　本會認為，本港經濟有所改善，僱主樂意重新投放資源於員工培訓及發展計劃，並透過技能提升計劃挽留人才，這絕對是個好兆頭，有利於個別公司／機構以至整個大眾傳播業持續發展。本會建議業內僱主應向在職大眾傳播僱員提供內部訓練或給予津貼或有薪假期，資助僱員接受外間培訓。

教育及培訓機構的角色

本地教育院校

3.10　以本會觀察，大眾傳播課程畢業生宜接受深入訓練，加強培養專門的行業技能（如多媒體的知識及應用、全球傳媒文化／觸覺、媒體管理及商業智慧）；學習中國相關知識（如內地的行業常規等）；並掌握通用技能（如通識智慧、批判思考、商業心態、專業操守、以及溝通技巧等），以建立他們在行內的專業地位。此外，業內僱員可把多年來累積的工作經驗傳授予新晉。

3.11　本會建議本地教育院校提供更多政府資助的大眾傳播學位及副學位課程，以鼓勵更多中學畢業生修讀專上程度的大眾傳播相關課程；從而配合業內要求 85.2%僱員宜有文憑或以上程度學歷（見第 2.39 段圖 14）的需求。同時亦建議僱主聘用有關院校的大眾傳播學科畢業生，並透過提供內部培訓和外間培訓課程提高他們的技能，以加強公司的競爭力（見 2.49 段表 2.26）。

跨境行業考察

3.12　面對未來的機遇與挑戰，包括本港與內地經濟進一步融合，本會建議本港與內地業界人士定期舉辦跨境考察活動，交流業內知識和經驗。範圍包括管理技能（包括製作、市場推廣、策略規劃、項目、企業傳訊／公共關係／公共事務、顧客資料庫），以及中國相關的知識（如中國內地的行業常規、政治制度、社會和經濟發展等），預期這些範疇的培訓需求將會增加。本地的教育及培訓機構應為從業員提供相關的短期課程／研討會或夜間課程（可採用課堂或網上授課），協助他們終身學習、掌握上述技能。

學生實習培訓計劃

3.13　實習培訓有助學生汲取相關工作經驗，在大眾傳播學科的課程中一直需求甚殷。為解決僱主在招聘僱員時遇到的主要困難，特別是應徵者缺乏相關經驗與技能／專業知識，本會建議應與內地組織／機構合作，向就讀有關學科的學生提供更多實習培訓計劃。本會相信，憑藉大專院校／香港知專設計學院／香港專業教育學院與專業團體／行業組織間的緊密聯繫，安排實習培訓計劃可為學生帶來寶貴的學習機會，讓他們在實際的大眾傳播／商業環境中加強技能，從而提升日後的受聘機會。本會建議僱主、專業組織／行業協會和政府應全力支持這些計劃。

職業訓練局的外間培訓課程

3.14　大眾傳播業內的新媒體科技／環境瞬息萬變，促使在職從業員（包括高級管理人員）繼續提升技能。為協助他們掌握所需技能，更勝任份內工作，本會一直與教育院校、行業組織及專業團體合作，為大眾傳播業僱員開辦實用短期課程和研討會。本會相信，在加強僱員技術能力和工作效能方面，職業訓練局（VTC）的外間培訓課程是靈活而具成本效益的方法。

3.15　本會建議相關的行業組織及專業團體可利用現有網上學習平台發展培訓計劃／方案（如通用能力或可轉移技能等），透過職業訓練局（VTC）的外間培訓課程計劃，加強大眾傳播業內年輕僱員的全人發展，以配合本業對僱員的在職培訓最新趨勢及需求（如持續專業培訓時數）。

職業訓練局與外地專家合作

3.16　為協助在職大眾傳播從業員達到本業的技能要求，更勝任份內的工作，本會建議職業訓練局（VTC）應繼續與主要的業內機構、行業組織及專業團體合作，為不同程度人士開辦認可課程，協助他們完成培訓，並獲取專業資格。本會認為這類在職培訓課程／研討會應繼續開辦，重點主要放在先進科技、管理技巧及業內良好營運模式新趨勢的培訓上。

3.17　為提高訓練質素，滿足業界的培訓需求，本會將與不同國家／地區（包括內地）的業界專家／教育院校／專業學會合作，結合各方資源，透過職業訓練局（VTC）的外間培訓課程或研討會，為大眾傳播從業員提供進階訓練。

職業訓練局的新科技培訓計劃

3.18　職業訓練局（VTC）技師訓練委員會屬下新科技培訓小組委員會負責推行及執行《新科技培訓計劃》。就該計劃而言，新科技是指在香港仍未獲廣泛應用的科技，而吸納和應用這些科技會對本港大有裨益。此計劃旨在向本地僱主提供財政資助，鼓勵他們讓僱員學習有助業務的新科技（包括資訊科技），而有關資助會以培訓津貼形式發放，金額最高可達總培訓成本的 50%。本地僱主如欲引進新科技作工商用途，均可申請計劃下的訓練津貼。

未來的人力調查

3.19　大眾傳播業發展迅速，採用的科技、產品及服務發展日新月異，因此，本會認為應繼續進行每兩年一度的人力調查，協助評估大眾傳播業未來的人力需求。

Membership List

Mass Communications Training Board
(As in November 2012)

Chairlady:

Ms CHAN Suk-mei, May, BBS, JP	(ad personam)

Members:

Ms CHIU Lai-yu, Bonnie	(nominated by a Local Tertiary Institution)
Dr FU King-wa	(nominated by a Local Tertiary Institution)
Mr FUNG Chung-leung	(nominated by the Hong Kong Federation of Journalists)
Mr HO Chun-hung, Keith	(nominated by the Association of Accredited Advertising Agents of Hong Kong)
Ms HO Ming-wai, Celine	(nominated by the Hong Kong Advertisers Association)
Ms IP Kit-ying, Jean	(representing the Director of Information Services)
Mr IP Wai-kwok, William	(nominated by the Hong Kong Public Relations Professionals' Association Limited)
Mr KAM Woon-ting, Keith	(nominated by the Newspaper Society of Hong Kong)
Mr LAI Ting-yiu	(nominated by a Local Magazine Organization)
Dr LAM Wun-sum, Sam	(nominated by a Local Tertiary Institution)
Mr LEUNG Kam-hung, Stanley	(nominated by the Hong Kong Journalists Association)
Mr LO Kok-lun, Alan	(nominated by a Local Newspaper)
Ms MA Kin-san, Bianca	(nominated by a Radio Broadcasting Company)

Mr MA Man-king, Patrick	(representing the Director of Broadcasting)
Mr MAU Kim-fai, Ben	(representing the Hong Kong Design Institute and the Executive Director of the Vocational Training Council)
Mr POON Siu-kuen	(ad personam)
Mr SO Kai-chi, Edgar	(nominated by a Pay TV Station)
Mr TAM Wai-chi, Marco	(nominated by the Public Relations Association of Hong Kong)
Ms TAM Wai-yi, Tammy	(nominated by the Hong Kong News Executives' Association)
Mr TSOI Po-tak, Alfred	(nominated by an On-line Media)
Mr WONG Chun-tung, David	(nominated by a Local Tertiary Institution)
Mr YU Kin-wah, Patrick	(nominated by the Hong Kong Independent Advertising Agencies Association)
Mr YUEN Chi-wai	(nominated by a Television Broadcasting Company)

In Attendance:

Mr YU Kwok-chu, Edmond	(representing the Hong Kong Institute of Vocational Education)
Ms CHEN Sin-lok, Angela	(Vocational Training Council)

Secretary:

Mr SUEN Gar-yun, Garry	(Vocational Training Council)

Membership List

Working Party on 2012 Manpower Survey of the Mass Communication Industry
(As in November 2012)

Convener:

Ms CHAN Suk-mei, May, BBS, JP	(ad personam)

Members:

Dr FU King-wa	(nominated by a Local Tertiary Institution)
Mr HO Chun-hung, Keith	(nominated by the Association of Accredited Advertising Agents of Hong Kong)
Ms IP Kit-ying, Jean	(representing the Director of Information Services)
Mr IP Wai-kwok, William	(nominated by the Hong Kong Public Relations Professionals' Association Limited)
Mr KAM Woon-ting, Keith	(nominated by the Newspaper Society of Hong Kong)
Mr LAI Ting-yiu	(nominated by a Local Magazine Organization)
Mr LEUNG Kam-hung, Stanley	(nominated by the Hong Kong Journalists Association)
Mr LO Kok-lun, Alan	(nominated by a Local Newspaper)
Mr MAU Kim-fai, Ben	(representing the Executive Director of the Vocational Training Council)
Mr SO Kai-chi, Edgar	(nominated by a Pay TV Station)
Mr TAM Wai-chi, Marco	(nominated by the Public Relations Association of Hong Kong)
Mr TSOI Po-tak, Alfred	(nominated by an On-line Media)
Mr YUEN Chi-wai	(nominated by a Television Broadcasting Company)

Co-opted Members:

Prof LEE LAI Chun-hing, Annisa	(The Chinese University of Hong Kong)
Dr LEE Yuet-lin, Alice	(Hong Kong Baptist University)

In Attendance:

Ms LAI Yuk-ling, Carly	(Census and Statistics Department)
Ms CHEN Sin-lok, Angela	(Vocational Training Council)

Secretary:

Mr SUEN Gar-yun, Garry	(Vocational Training Council)

附錄 1

大眾傳播業訓練委員會
委員名單
(2012 年 11 月)

主席：

陳淑薇女士, BBS, JP	(獨立人士)

委員：

趙麗如女士	(某本地大專院校提名)
傅景華博士	(某本地大專院校提名)
馮仲良先生	(香港新聞工作者聯會提名)
何振鴻先生	(香港廣告商會提名)
何明惠女士	(香港廣告客戶協會提名)
葉潔英女士	(政府新聞處處長代表)
葉衛國先生	(香港公共關係專業人員協會提名)
甘煥騰先生	(香港報業公會提名)
黎廷瑤先生	(某本地雜誌機構提名)
林援森博士	(某本地大專院校提名)
梁錦雄先生	(香港記者協會提名)
盧覺麟先生	(某本地報社提名)
馬健生女士	(某間商業電台提名)
馬文敬先生	(廣播處處長代表)
繆劍輝先生	(香港知專設計學院及職業訓練局執行幹事代表)
潘少權先生	(獨立人士)
蘇啟智先生	(某收費電視台提名)
譚煒志先生	(香港公共關係學會提名)

譚衛兒女士	(香港新聞行政人員協會提名)
蔡寶德先生	(某網上傳媒提名)
黃俊東先生	(某本地大專院校提名)
余建華先生	(香港人廣告協會提名)
袁志偉先生	(某間電視廣播公司提名)

列席者：

余國柱先生	(香港專業教育學院代表)
陳仙樂女士	(職業訓練局)

秘書：

孫嘉恩先生	(職業訓練局)

大眾傳播業 2012 年
人力調查工作小組

委員名單
(2012 年 11 月)

召集人：

陳淑薇女士, BBS, JP	(獨立人士)

委員：

傅景華博士	(某本地大專院校提名)
何振鴻先生	(香港廣告商會提名)
葉潔英女士	(政府新聞處處長代表)
葉衛國先生	(香港公共關係專業人員協會提名)
甘煥騰先生	(香港報業公會提名)
黎廷瑤先生	(某本地雜誌機構提名)
梁錦雄先生	(香港記者協會提名)
盧覺麟先生	(某本地報社提名)
繆劍輝先生	(職業訓練局執行幹事代表)
蘇啟智先生	(某收費電視台提名)
譚煒志先生	(香港公共關係學會提名)
蔡寶德先生	(某網上傳媒提名)
袁志偉先生	(某間電視廣播公司提名)

增選委員：

李賴俊卿教授	(香港中文大學)
李月蓮博士	(香港浸會大學)

列席者：

黎玉玲女士 (政府統計處)

陳仙樂女士 (職業訓練局)

秘書：

孫嘉恩先生 (職業訓練局)

Terms of Reference

Mass 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 development of vocational education and training facilities to meet the assessed manpower demand.

4. To advise the Hong Kong Institute of Vocational Education (IVE) and training & development centres on the direction and strategic development of their programmes in the relevant disciplines.

5. To advise on the course planning, curriculum development and quality assurance systems of the IVE and training & development centres.

6. To prescribe job specifications for the principal jobs in the industry defining the skills, knowledge and training required.

7. To advise on training programmes for the principal jobs in the industry specifying the time a trainee needs to spend on each skill elements.

8. 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.

9. To advise on the conduct of skill competitions in key trades in the industry for the promotion of vocational education and training as well as participation in international competitions.

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

11. To organize seminars/conferences/symposia on vocational education and training for the industry.

12. To advise on the publicity relating to the activities of the Training Board and relevant vocational education and training programmes of the VTC.

13. 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.

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

大眾傳播業訓練委員會

職權範圍

1. 確定業內的人力需求，包括收集、分析相關的人力和學生／學員統計數字，以及關於社會經濟、科技及人力市場發展的資料。

2. 評估及研究本業的人力供求是否平衡。

3. 就發展業內專業教育及訓練設施應付人力需求，向職業訓練局提供意見。

4. 就相關學科的課程發展方向及策略，向香港專業教育學院(IVE)、訓練及發展中心提出建議。

5. 就 IVE、訓練及發展中心的課程策劃、課程發展及質素保證制度提供意見。

6. 擬訂本業主要職務的工作範圍，界定所需的技能、知識及訓練。

7. 建議本業主要職務訓練方案，訂定每種技能所需的訓練期。

8. 對技術評估、技能測驗及證書頒發制度提供意見，以確定從業員、學徒及見習員的技能水平。

9. 就本業主要行業舉辦技能比賽提供意見，以推廣專業教育與訓練和派員參加國際賽事。

10. 就本業專業教育及訓練的發展與推廣事宜，與僱主、僱主聯會、工會、專業團體、訓練及教育機構、政府部門等聯絡。

11. 為本業舉辦有關專業教育及訓練的研討會與會議。

12. 就業內訓練委員會工作、有關職業訓練局專業教育及訓練課程的宣傳事宜提供意見。

13. 每年向局方呈交訓練委員會工作報告，以及相關學科課程發展策略建議。

14. 根據《職業訓練局條例》第 7 條，負責局方所委派的其他工作。

Vocational Training Council 職業訓練局

Headquarters Division 2 總辦事處二科
20F, Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong
香港九龍九龍灣宏光道39號宏天廣場20樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Appendix 3

Our Reference 本局檔號 MC/4/2 (2012)

Your Reference 來函檔號

28th December 2011

Dear Sir/Madam,

2012 Manpower Survey of the
Mass Communication Industry

The Mass Communications Training Board of the Vocational Training Council (VTC) is appointed by the Government to be responsible for matters pertaining to the manpower and training needs of the mass communication industry in Hong Kong. Comprising representatives of the craft, academics and government officials, the Training Board is required, among other functions, to recommend to the Council the development of training strategy to meet the increasing demand for trained personnel.

With the assistance of the Census and Statistics Department, the Training Board will conduct the Manpower Survey of the Mass Communication Industry from 3rd January 2012 to 2nd February 2012. The purpose of this survey is to obtain accurate data concerning the present and future manpower situation and training information so as to enable the Training Board to formulate appropriate training plans to meet the needs of the industry. The survey findings will serve as reliable guidelines for employers' manpower planning and also advise on the training strategies of the companies. Your co-operation in supplying the information will be very much appreciated.

---- I enclose the following documents for your reference and completion:

(a) Questionnaire – Parts I and II (Appendix A);

(b) Explanatory notes (Appendix B); and

(c) Descriptions of principal jobs in the mass communication industry (Appendix C).

Please note that for Questions (6) and (7) of Part II on the "employees' skills/knowledge need to be enhanced" and the "manpower training and development plan", you may wish to seek confirmation/advice from your relevant departments or personnel.

During the survey period, an officer of the Census and Statistics Department will contact your office. The interviewing officer will answer any questions you may have and assist in the completion of the questionnaire if necessary.

You may wish to download the previous version of the Manpower Survey Report on the Mass Communication Industry from the VTC website at http://mctb.vtc.edu.hk. The 2012 Manpower Survey Report will also be uploaded when it is ready.

I wish to assure you that the information collected will be handled in strict confidence and will be published only in the form of statistical summaries without reference to individual organisations.

Should you have any questions regarding the survey, please contact the Manpower Statistics Section of the Census and Statistics Department at 2116 8324.

Yours faithfully,

(Ms CHAN Suk-mei, May)
Chairlady
Mass Communications Training Board

Vocational Training Council 職業訓練局

Headquarters Division 2 總辦事處二科
20F, Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong
香港九龍九龍灣宏光道39號宏天廣場20樓
www.vtc.edu.hk

Telephone No 電話　　Facsimile No 傳真

Our Reference 本局檔號 MC/4/2 (2012)　　Your Reference 來函檔號

附錄 3

執事先生／女士：

大眾傳播業
二〇一二年人力調查

職業訓練局之大眾傳播業訓練委員會乃由政府委任，負責本港有關大眾傳播業的人力及訓練事宜。本訓練委員會由行業代表、學者及政府人員出任委員，工作之一是向局方提供有關發展訓練策略的建議，以應付業內對幹練人員日增的需求。

本會得政府統計處協助，將於二〇一二年一月三日至二〇一二年二月二日期間，進行大眾傳播業人力調查。是次調查旨在搜集現時及未來人力的準確數據及訓練資料，以便制定適當的訓練計劃，切合行業的需求。調查結果將會為僱主的人力規劃提供可靠指引，及向公司建議可行的訓練策略。為此，懇請貴公司惠予協助，提供資料。

…… 現附上以下文件，以供參閱及填寫：

1. 調查表 – 第一、二部份（見附錄 A）；
2. 調查表附註（見附錄 B）；及
3. 大眾傳播業主要職務工作說明（見附錄 C）。

調查表第二部份第（6）及（7）題，填覆有關「僱員需加強的技能／知識」及「人力培訓及發展計劃」問題時，或需徵詢公司內有關部門或負責人的意見，核實所填寫的資料。

調查期間，政府統計處會派員聯絡貴公司。如有需要，該處人員亦會解答問題，並協助填表。

上一期出版的大眾傳播業人力調查報告已經上載於職業訓練局網頁（網址：http://mctb.vtc.edu.hk）；而二〇一二年人力調查報告完成後，亦會上載於上述網址，歡迎下載。

是次調查所得資料絕對保密，只以摘要統計數字發表，並不會提及個別公司。如對是次調查有任何疑問，請致電 2116 8324 與政府統計處人力統計組聯絡。

陳淑薇

大眾傳播業訓練委員會主席
陳淑薇

二〇一一年十二月二十八日

M

CONFIDENTIAL WHEN ENTERED WITH DATA	填入數據後即成 機密文件

Appendix A
附錄 A

VOCATIONAL TRAINING COUNCIL
職 業 訓 練 局

THE 2012 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY
大眾傳播業二〇一二年人力調查

MASS MEDIA
大眾傳媒

QUESTIONNAIRE
調 查 表

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE
填表前，請參閱附註

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此欄毋須填寫

Rec. Type	Survey Code	Industry Code	Establishment No.	Enumerator's No.	Editor's No.	Check Digit	No. of Employees Covered by the Questionnaire
1	2 6						
1	2 3	4 5 6 7 8 9	10 11 12 13 14 15	16 17	18 19	20 21 22	23 24 25 26 27

NAME OF COMPANY: _____ TOTAL NO. OF PERSONS ENGAGED: _____
公司名稱 僱員總人數

ADDRESS: _____
地 址

PRINCIPAL LINE OF BUSINESS:
主要業務

- ◯ (1) Newspaper 報紙
- ◯ (2) Magazine 雜誌
- ◯ (3) Radio Station 電台
- ◯ (3) TV Station 電視台
- ◯ (4) News Agency 通訊社
- ◯ (5) Digital / New Media 數碼／新媒體
- ◯ (6) Public Relations Services 公共關係服務
- ◯ (7) Advertising / Media Agency 廣告商／媒介代理商
- ◯ (8) Others 其他 _____

NAME OF PERSON TO CONTACT: _____ (28–47) POSITION: _____
聯絡人姓名 職 位

TEL. NO.: _____ (48–55) - _____ (56–63) FAX NO.: _____
電 話 圖文傳真

E-MAIL: _____ (64–98)
電 郵

VTC-MC-01

PART I 第一部份

	(A) Job 職務			(B) Average Monthly Income 平均每月收入	(C) No. of Employees at Date of Survey (Excl. Freelancers#) 現有僱員人數(不包括自由工作者#)	(D) No. of Freelancers# at Date of Survey 現有自由工作者#人數	(E) No. of Vacancies at Date of Survey 現有空缺額	(F) Forecast of No. Employed 12 Months from Now (Incl. Freelancers#) 估計十二個月後的僱員人數(包括自由工作者#)	(G) Preferred Education of Employees 僱員宜有的教育程度	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資
	Job Title 職稱 (See Appendix C) （參閱附錄C）	Rec. Type	Job Code 職位編號	Code 編號					Code 編號	Code 編號
			8-10	11	12-15	16-18	19-21	22-25	26	27
1.		2								
2.		2								
3.		2								
4.		2								
5.		2								
6.		2								
7.		2								
8.		2								
9.		2								
10.		2								
11.		2								
12.		2								
13.		2								
14.		2								
15.		2								
16.		2								
17.		2								
18.		2								
19.		2								
20.		2								
21.		2								
22.		2								
23.		2								
24.		2								
25.		2								
26.		2								
27.		2								
28.		2								

Enter in column (B) employee's monthly income range code as follows:
請將僱員每月收入幅度按下列編號填入（B）欄內：

Code 編號	Monthly Income Range 每月收入幅度
1	$8,000 or below 或以下
2	$8,001 - $12,000
3	$12,001 - $20,000
4	$20,001 - $30,000
5	$30,001 - $50,000
6	$50,001 - $80,000
7	$80,001 or above 或以上

Enter in column (G) the preferred education which an employee should have according to the following code:
請將僱員宜有的教育程度按下列編號填入（G）欄內：

Code 編號	Preferred Education 宜有的教育程度
1	Master Degree or above 碩士學位或以上
2	Bachelor Degree 學士學位
3	Associate Degree/ Higher Diploma or equivalent 副學士學位／高級文憑或同等學歷
4	Diploma/Higher Certificate/ Certificate or equivalent 文憑／高級證書／證書或同等學歷
5	Matriculation 大學預科
6	Secondary 5 中五
7	Below Secondary 5 中五以下

Enter in column (H) the preferred years of relevant experience which an employee should have according to the following code:
請將僱員宜有的相關年資按下列編號填入（H）欄內：

Code 編號	Preferred Years of Relevant Experience 宜有的相關年資
1	15 years or over 十五年或以上
2	10 years to less than 15 years 十年至十五年以下
3	7 years to less than 10 years 七年至十年以下
4	5 years to less than 7 years 五年至七年以下
5	2 years to less than 5 years 二年至五年以下
6	Less than 2 years 兩年以下
7	No experience required 無需經驗

Note : # A freelancer is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector and the advertising and public relations sector. Freelancers may be charged on a daily, an hourly or a project basis.

註： # 「自由工作者」指並無與新聞及廣告與公共關係兩行業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。

If additional lines are necessary, please tick here ☐ and enter on supplementary sheet(s).

如此頁已填滿，請先將（✓）號填入此 ☐ 內，然後在附頁繼續填寫。

THE 2012 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY
大 眾 傳 播 業 二 〇 一 二 年 人 力 調 查

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Est. No. _____
Er. No. _____

PART II 第二部份

Number of MC Employees Leaving/Recruited/Promoted in the Industry
離職／新聘／晉升的大眾傳播業僱員人數

(1) Number of MC employees in the industry leaving your company and the number recruited or promoted in respect of new or existing posts during the past 12 months:
過去十二個月內離職的大眾傳播業僱員人數，及新聘或晉升以填補增設職位或現有空缺的本業僱員人數：

Job Level (1) 職級(1)	**Leaving** **離職**	**Sources of Recruitment** **新聘僱員的來源**		**Promotion** **晉升**
	Number of Employees Leaving the Company 離職的僱員人數	Number of Experienced Employees Recruited in this Industry 具本業經驗的新聘僱員人數	Number of Non-experienced Employees Recruited in this Industry 不具本業經驗的新聘僱員人數	Number of Internal Promotion 內部晉升人數
(a) Managerial 經理級	8	11	14	17
(b) Supervisory 主任級	19	22	25	28
(c) Editorial/Production/ Executional 編採／製作／執行人員級	30	33	36	39
(d) Supporting/Technical 輔助／技術人員級	41	44	47	50

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	52	53	54	55
	56 (1(a) - 1(d))			

Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.
註： (1) 新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

Local MC Employees Deployed/Recruited to Work Major for the Website or New Media
本地大眾傳播業僱員被派遣／招聘主要擔任網站或新媒體工作的情況

(2) (a) Does your company deploy/recruit any local MC employees to work major for the website or new media?
貴公司是否有派遣／招聘本地大眾傳播業僱員主要擔任網站或新媒體的工作？

☐ Yes 有 ☐ No 沒有 Please go to Q(3) directly
請直接答第(3)題

(b) If yes, please give the number of local MC employees deployed/recruited to work major for the website or new media.
如有，請說明被派遣／招聘主要擔任網站或新媒體工作的本地大眾傳播業僱員人數。

Job Level[1] 職級[1]	Number of Local MC Employees Deployed/Recruited to Work Major for the Website or New Media (As in January 2012) 二〇一二年一月本地大眾傳播業僱員被派遣／招聘主要擔任網站或新媒體工作的人數
(i) Managerial 經理級	☐☐☐ 60
(ii) Supervisory 主任級	☐☐☐ 63
(iii) Editorial/Production/Executional 編採／製作／執行人員級	☐☐☐ 66
(iv) Supporting/Technical 輔助／技術人員級	☐☐☐ 69

(c) Among the MC employees deployed/recruited to work major for the website or new media, how many of them are engaged in tasks/duties related to the social networking websites at your company?
在貴公司內所有被派遣／招聘主要擔任網站或新媒體工作的大眾傳播業僱員中，有多少名員工從事與社交網站有關的工作／任務？

☐☐☐☐☐ 72

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Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.
註： (1) 新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

Needs for Skills/Knowledge to Perform Social Media Functions
以執行社交媒體功能的技能／知識需要

(3) Does your company's employees require the following skills/knowledge to perform the social media functions? (Please code the degree in demand as shown at the bottom of the page for each skill/knowledge)
貴公司的僱員是否需要下列的技能／知識以執行社交媒體的功能？
(請參看本頁下端編號，填入每項技能／知識的需要程度)

(i)	Apps development 應用程式開發	79
(ii)	Web monitoring and surveillance 網絡監測及監督	80
(iii)	Web searching 網上搜尋	81
(iv)	Web analytics 網站分析	82
(v)	Search engine optimisation 搜尋引擎優化	83
(vi)	Microblogging 微博	84
(vii)	Social networking platform (e.g. Facebook, Twitter) 社交網絡平台	85
(viii)	Sharing platform (e.g. YouTube) 分享平台	86
(ix)	QR code (2) QR碼 (2)	87
(x)	Cloud computing 雲端運算	88
(xi)	Others (Please Specify) _____ 其他 (請註明)	89

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Code 編號	1	2	3	4
Degree in Demand 需要程度	Least in Demand 極不需要	Not in Demand 不需要	Somewhat in Demand 有些需要	Most in Demand 非常需要

Note: (2) A QR code (abbreviated from Quick Response code) is a type of two-dimensional code. More recently, the system has become popular due to its fast readability and comparatively large storage capacity. The code consists of black modules arranged in a square pattern on a white background.

註： (2) QR碼是二維條碼的一種，是英文「Quick Response」的縮寫。最近，由於其快速的可讀性和比較大的存儲容量，已使該系統逐漸流行。QR碼呈正方形，只有黑白兩色。

Retention of Existing MC Employees
現有大眾傳播業僱員的挽留

(4) Please choose the preferred methods for retaining your MC employees.
(You may tick up to three options.)
請選擇貴公司在挽留大眾傳播業僱員時的首選方法。
(可選取最多三項)

(i) Salary increment
增加薪金 ☐ 91

(ii) Shortening working hours
縮短工作時間 ☐ 92

(iii) More paid leave
更多有薪休假 ☐ 93

(iv) Providing job rotation
提供職務輪換 ☐ 94

(v) Internal promotion
內部晉升 ☐ 95

(vi) Enhancing job satisfaction
提升工作滿意度 ☐ 96

(vii) Increasing job autonomy
增加工作自主權 ☐ 97

(viii) Others (Please Specify) _____
其他 (請註明) ☐ 98

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Accomplishments of the Young Employees
年輕僱員的素養

(5) (a) Please state the total number of MC employees aged below 30 in your company.
請提供貴公司30歲以下的大眾傳播業僱員人數。

Number of MC Employees Aged Below 30
30歲以下的大眾傳播業僱員人數 ☐☐☐☐ 100

(b) Please specify the degree of importance in respect of the following accomplishment training for your young MC employees so that they can have greater contributions to the company. (Please refer to the codes as shown at the bottom of the page)
請標示貴公司對年輕大眾傳播業僱員在下列各素養培訓方面的重要程度，以使他們對貴公司作出更大貢獻。(請參看本頁下端編號)

(i) Working attitude
工作態度 ☐ 104

(ii) Team work
團隊合作 ☐ 105

(iii) Protection of company's tangible and intangible assets (or intellectual property right)
保護公司有形及無形資產（或知識產權） ☐ 106

(iv) Interpersonal communication skills
人際溝通技巧 ☐ 107

(v) Emotional management
情緒管理 ☐ 108

(vi) Etiquette
禮儀 ☐ 109

(vii) Protection of privacy
保障私隱 ☐ 110

(viii) Punctual
守時 ☐ 111

(ix) Concentration on work
專心工作 ☐ 112

(x) Others (Please Specify) _____
其他 (請註明) ☐ 113

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Code 編號	1	2	3	4
Degree of Importance 重要程度	Not at All Important 極不重要	Unimportant 不重要	Somewhat Important 有些重要	Highly Important 高度重要

Employees' Skills/Knowledge Need to be Enhanced
僱員需加強的技能／知識

(6) What types of skills/knowledge do your existing MC employees need to be enhanced in response to the various changes (including Hong Kong's transformation into a knowledge-based economy and China's 12th Five-Year Plan)?
(You may tick more than one option for each job level)
為迎合各方面的轉變（包括香港轉型至知識型經濟及中國的《十二五規劃》），貴公司現職大眾傳播業僱員需加強哪方面的技能／知識？
（每職級可選取多於一項）

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level (1) 職級 (1) Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／執行人員級	Supporting/ Technical 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	☐ 116	☐ 117	☐ 118	☐ 119
102	Production management 製作管理	☐ 120	☐ 121	☐ 122	☐ 123
103	Marketing management 市場管理	☐ 124	☐ 125	☐ 126	☐ 127
104	Human resources management 人力資源管理	☐ 128	☐ 129	☐ 130	☐ 131
105	Financial management 財務管理	☐ 132	☐ 133	☐ 134	☐ 135
106	Strategic planning management 策略計劃管理	☐ 136	☐ 137	☐ 138	☐ 139
107	Crisis management 危機管理	☐ 140	☐ 141	☐ 142	☐ 143
108	Self-management 自我管理	☐ 144	☐ 145	☐ 146	☐ 147
109	Others (Please Specify) _____ 其他（請註明）	☐ 148	☐ 149	☐ 150	☐ 151
	For official use only 此欄毋須填寫	☐ 152	☐ 153	☐ 154	☐ 155
	China-related Knowledge 有關中國的知識				
201	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	☐ 156	☐ 157	☐ 158	☐ 159
202	Industry practices in the mainland of China 在中國內地的行業常規	☐ 160	☐ 161	☐ 162	☐ 163
203	Others (Please Specify) _____ 其他（請註明）	☐ 164	☐ 165	☐ 166	☐ 167
	For official use only 此欄毋須填寫	☐ 168	☐ 169	☐ 170	☐ 171

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level (1) 職級 (1) Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／執行人員級	Supporting/ Technical 輔助／技術人員級
	Language Skills 語文技能				
301	Spoken English 英語會話	☐ 172	☐ 173	☐ 174	☐ 175
302	Putonghua 普通話	☐ 176	☐ 177	☐ 178	☐ 179
303	Written English 英文書寫能力	☐ 180	☐ 181	☐ 182	☐ 183
304	Written Chinese 中文書寫能力	☐ 184	☐ 185	☐ 186	☐ 187
305	Translation 翻譯	☐ 188	☐ 189	☐ 190	☐ 191
306	Others (Please Specify) _____ 其他（請註明）	☐ 192	☐ 193	☐ 194	☐ 195
	For official use only 此欄毋須填寫	☐ 196	☐ 197	☐ 198	☐ 199
	Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）				
401	Innovative media technology products 創新媒體科技產品	☐ 200	☐ 201	☐ 202	☐ 203
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production, Internet transmission and mobile device application) 新媒體科技在編採工作上的應用（如數碼拍攝、數碼製作、網路傳輸及流動通訊應用等）	☐ 204	☐ 205	☐ 206	☐ 207
403	Computer literacy skills (e.g. digital graphics and Chinese word processing) 電腦應用技巧（如數碼圖像處理及中文輸入法等）	☐ 208	☐ 209	☐ 210	☐ 211
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	☐ 212	☐ 213	☐ 214	☐ 215
405	Others (Please Specify) _____ 其他（請註明）	☐ 216	☐ 217	☐ 218	☐ 219
	For official use only 此欄毋須填寫	☐ 220	☐ 221	☐ 222	☐ 223

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level (1) 職級 (1) Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／執行人員級	Supporting/ Technical 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）				
501	Website design and supporting skills 網站設計及支援技巧	☐ 224	☐ 225	☐ 226	☐ 227
502	Market research applications 市場調查的應用	☐ 228	☐ 229	☐ 230	☐ 231
503	Consumer database management 客戶資料庫管理	☐ 232	☐ 233	☐ 234	☐ 235
504	Innovative media research and applications 創新媒體的研究及應用	☐ 236	☐ 237	☐ 238	☐ 239
505	Multimedia knowledge and applications 多媒體的知識及應用	☐ 240	☐ 241	☐ 242	☐ 243
506	Social media marketing 社交媒體營銷	☐ 244	☐ 245	☐ 246	☐ 247
507	Others (Please Specify) _____ 其他（請註明）	☐ 248	☐ 249	☐ 250	☐ 251
	For official use only 此欄毋須填寫	☐ 252	☐ 253	☐ 254	☐ 255
	Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）				
601	Reporting and editing skills 編採技巧	☐ 256	☐ 257	☐ 258	☐ 259
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	☐ 260	☐ 261	☐ 262	☐ 263
603	Media law and ethics 傳媒法規與操守	☐ 264	☐ 265	☐ 266	☐ 267
604	Intellectual property and copyright law 知識產權及版權法	☐ 268	☐ 269	☐ 270	☐ 271
605	Strategic news planning 新聞規劃	☐ 272	☐ 273	☐ 274	☐ 275
606	Integration of the Internet with journalism 互聯網與新聞的結合	☐ 276	☐ 277	☐ 278	☐ 279
607	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	☐ 280	☐ 281	☐ 282	☐ 283
608	Audience research 受眾調查	☐ 284	☐ 285	☐ 286	☐ 287
609	Multi-tasking skills 一身多職的能力	☐ 288	☐ 289	☐ 290	☐ 291
610	Global vision 國際視野	☐ 292	☐ 293	☐ 294	☐ 295
611	Others (Please Specify) _____ 其他（請註明）	☐ 296	☐ 297	☐ 298	☐ 299
	For official use only 此欄毋須填寫	☐ 300	☐ 301	☐ 302	☐ 303

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level (1) 職級 (1) Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／執行人員級	Supporting/ Technical 輔助／技術人員級
	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）				
701	Account strategic planning 客戶策略規劃	☐ 304	☐ 305	☐ 306	☐ 307
702	Sales/marketing strategic planning 銷售／市場推廣策略規劃	☐ 308	☐ 309	☐ 310	☐ 311
703	Media planning and market research 傳媒規劃及市場研究	☐ 312	☐ 313	☐ 314	☐ 315
704	Creativity and cultural insights 對創意及文化的瞭解	☐ 316	☐ 317	☐ 318	☐ 319
705	PR consultation/presentation skills 公關的諮詢／表達技巧	☐ 320	☐ 321	☐ 322	☐ 323
706	Project management 項目管理	☐ 324	☐ 325	☐ 326	☐ 327
707	Others (Please Specify) _____ 其他（請註明）	☐ 328	☐ 329	☐ 330	☐ 331
	For official use only 此欄毋須填寫	☐ 332	☐ 333	☐ 334	☐ 335

Note : (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.

註： (1) 新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

Manpower Training and Development Plan
人力培訓及發展計劃

(7) 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?
在未來十二個月內，貴公司將會計劃提供／資助多少名額予現職大眾傳播業僱員修讀下列各技能及知識的培訓課程？

Type of Skills/Knowledge 技能／知識的類別	Number of Training Places 培訓名額: Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／執行人員級	Supporting/ Technical 輔助／技術人員級
(a) Management Skills 管理技能	336	340	344	348
(b) China-related Knowledge 有關中國的知識	352	356	360	364
(c) Language Skills 語文技能	368	372	376	380
(d) Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）	384	388	392	396
(e) Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）	400	404	408	412
(f) Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	416	420	424	428
(g) Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	432	436	440	444
(h) Others (Please Specify) 其他（請註明）	448	452	456	460

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464 465 466 467
468

End of questionnaire. Thank you for your co-operation.
問卷完，多謝合作。

P

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Appendix A
附錄 A

VOCATIONAL TRAINING COUNCIL
職 業 訓 練 局

THE 2012 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY
大眾傳播業二〇一二年人力調查

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

QUESTIONNAIRE
調 查 表

PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE
填表前，請參閱附註

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Rec. Type	Survey Code	Industry Code	Establishment No.	Enumerator's No.	Editor's No.	Check Digit	No. of Employees Covered by the Questionnaire
1	2 6						
1	2 3	4 5 6 7 8 9	10 11 12 13 14 15	16 17	18 19	20 21 22	23 24 25 26 27

NAME OF COMPANY: _____
公司名稱

ADDRESS: _____
地 址

PRINCIPAL LINE OF BUSINESS: _____
主要業務

TOTAL NO. OF PERSONS ENGAGED: _____
僱員總人數

DEPARTMENT ESTABLISHED:
設立部門包括

- ◯ Corporate Communications 企業傳訊 (81)
- ◯ Public Relations 公共關係 (82)
- ◯ Advertising 廣告 (83)
- ◯ Marketing 市場 (84)
- ◯ None of Above 全無上述部門

NAME OF PERSON TO CONTACT: _____ (28–47)
聯絡人姓名

POSITION: _____
職 位

TEL. NO. : _____ (48–55) - _____ (56–63)
電 話

FAX NO.: _____
圖文傳真

E-MAIL: _____ (64–98)
電 郵

VTC-MC-02

PART I 第一部份

	(A) Job 職務			(B) Average Monthly Income 平均每月收入	(C) No. of Employees at Date of Survey (Excl. Freelancers#) 現有僱員人數(不包括自由工作者#)	(D) No. of Freelancers# at Date of Survey 現有自由工作者#人數	(E) No. of Vacancies at Date of Survey 現有空缺額	(F) Forecast of No. Employed 12 Months from Now (Incl. Freelancers#) 估計十二個月後的僱員人數(包括自由工作者#)	(G) Preferred Education of Employees 僱員宜有的教育程度	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資
	Job Title 職稱 (See Appendix C) (參閱附錄C)	Rec. Type	Job Code 職位編號	Code 編號					Code 編號	Code 編號
			8-10	11	12-15	16-18	19-21	22-25	26	27
1.		2								
2.		2								
3.		2								
4.		2								
5.		2								
6.		2								
7.		2								
8.		2								
9.		2								
10.		2								
11.		2								
12.		2								
13.		2								
14.		2								
15.		2								
16.		2								
17.		2								
18.		2								
19.		2								
20.		2								
21.		2								
22.		2								
23.		2								
24.		2								
25.		2								
26.		2								
27.		2								
28.		2								

Enter in column (B) employee's monthly income range code as follows:
請將僱員每月收入幅度按下列編號填入（B）欄內：

Code 編號	Monthly Income Range 每月收入幅度
1	$8,000 or below 或以下
2	$8,001 - $12,000
3	$12,001 - $20,000
4	$20,001 - $30,000
5	$30,001 - $50,000
6	$50,001 - $80,000
7	$80,001 or above 或以上

Enter in column (G) the preferred education which an employee should have according to the following code:
請將僱員宜有的教育程度按下列編號填入（G）欄內：

Code 編號	Preferred Education 宜有的教育程度
1	Master Degree or above 碩士學位或以上
2	Bachelor Degree 學士學位
3	Associate Degree/ Higher Diploma or equivalent 副學士學位／高級文憑或同等學歷
4	Diploma/Higher Certificate/ Certificate or equivalent 文憑／高級證書／證書或同等學歷
5	Matriculation 大學預科
6	Secondary 5 中五
7	Below Secondary 5 中五以下

Enter in column (H) the preferred years of relevant experience which an employee should have according to the following code:
請將僱員宜有的相關年資按下列編號填入（H）欄內：

Code 編號	Preferred Years of Relevant Experience 宜有的相關年資
1	15 years or over 十五年或以上
2	10 years to less than 15 years 十年至十五年以下
3	7 years to less than 10 years 七年至十年以下
4	5 years to less than 7 years 五年至七年以下
5	2 years to less than 5 years 二年至五年以下
6	Less than 2 years 兩年以下
7	No experience required 無需經驗

Note : # A freelancer is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector and the advertising and public relations sector. Freelancers may be charged on a daily, an hourly or a project basis.

註： # 「自由工作者」指並無與新聞及廣告與公共關係兩行業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。

If additional lines are necessary, please tick here ☐ and enter on supplementary sheet(s).

如此頁已填滿，請先將（✓）號填入此 ☐ 內，然後在附頁繼續填寫。

THE 2012 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY
大 眾 傳 播 業 二 〇 一 二 年 人 力 調 查

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Est. No. _____
Er. No. _____

PART II 第二部份

Number of MC Employees Leaving/Recruited/Promoted in the Industry
離職／新聘／晉升的大眾傳播業僱員人數

(1) Number of MC employees in the industry leaving your company and the number recruited or promoted in respect of new or existing posts during the past 12 months:
過去十二個月內離職的大眾傳播業僱員人數，及新聘或晉升以填補增設職位或現有空缺的本業僱員人數：

Job Level (1) 職級(1)	**Leaving 離職**	**Sources of Recruitment 新聘僱員的來源**		**Promotion 晉升**
	Number of Employees Leaving the Company 離職的僱員人數	Number of Experienced Employees Recruited in this Industry 具本業經驗的新聘僱員人數	Number of Non-experienced Employees Recruited in this Industry 不具本業經驗的新聘僱員人數	Number of Internal Promotion 內部晉升人數
(a) Managerial 經理級	8	11	14	17
(b) Supervisory 主任級	19	22	25	28
(c) Editorial/Production/ Executional 編採／製作／執行人員級	30	33	36	39
(d) Supporting/Technical 輔助／技術人員級	41	44	47	50

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52 53 54 55

56 1(a) - 1(d)

Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.
註： (1) 新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

Local MC Employees Deployed/Recruited to Work Major for the Website or New Media
本地大眾傳播業僱員被派遣／招聘主要擔任網站或新媒體工作的情況

(2) (a) Does your company deploy/recruit any local MC employees to work major for the website or new media?
貴公司是否有派遣／招聘本地大眾傳播業僱員主要擔任網站或新媒體的工作？

☐ Yes 有 ☐ No 沒有 Please go to Q(3) directly
請直接答第(3)題

(b) If yes, please give the number of local MC employees deployed/recruited to work major for the website or new media.
如有，請說明被派遣／招聘主要擔任網站或新媒體工作的本地大眾傳播業僱員人數。

Job Level[1] 職級[1]	Number of Local MC Employees Deployed/Recruited to Work Major for the Website or New Media (As in January 2012) 二〇一二年一月本地大眾傳播業僱員被派遣／招聘主要擔任網站或新媒體工作的人數
(i) Managerial 經理級	☐☐☐ 60
(ii) Supervisory 主任級	☐☐☐ 63
(iii) Editorial/Production/Executional 編採／製作／執行人員級	☐☐☐ 66
(iv) Supporting/Technical 輔助／技術人員級	☐☐☐ 69

(c) Among the MC employees deployed/recruited to work major for the website or new media, how many of them are engaged in tasks/duties related to the social networking websites at your company?
在貴公司內所有被派遣／招聘主要擔任網站或新媒體工作的大眾傳播業僱員中，有多少名員工從事與社交網站有關的工作／任務？

☐☐☐☐☐ 72

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Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.
註： (1) 新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

Needs for Skills/Knowledge to Perform Social Media Functions
以執行社交媒體功能的技能／知識需要

(3) Does your company's employees require the following skills/knowledge to perform the social media functions? (Please code the degree in demand as shown at the bottom of the page for each skill/knowledge)
貴公司的僱員是否需要下列的技能／知識以執行社交媒體的功能？
(請參看本頁下端編號，填入每項技能／知識的需要程度)

(i)	Apps development 應用程式開發	79
(ii)	Web monitoring and surveillance 網絡監測及監督	80
(iii)	Web searching 網上搜尋	81
(iv)	Web analytics 網站分析	82
(v)	Search engine optimisation 搜尋引擎優化	83
(vi)	Microblogging 微博	84
(vii)	Social networking platform (e.g. Facebook, Twitter) 社交網絡平台	85
(viii)	Sharing platform (e.g. YouTube) 分享平台	86
(ix)	QR code [(2)] QR碼 [(2)]	87
(x)	Cloud computing 雲端運算	88
(xi)	Others (Please Specify) _____ 其他 (請註明)	89

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Code 編號	1	2	3	4
Degree in Demand 需要程度	Least in Demand 極不需要	Not in Demand 不需要	Somewhat in Demand 有些需要	Most in Demand 非常需要

Note: (2) A QR code (abbreviated from Quick Response code) is a type of two-dimensional code. More recently, the system has become popular due to its fast readability and comparatively large storage capacity. The code consists of black modules arranged in a square pattern on a white background.

註： (2) QR碼是二維條碼的一種，是英文「Quick Response」的縮寫。最近，由於其快速的可讀性和比較大的存儲容量，已使該系統逐漸流行。QR碼呈正方形，只有黑白兩色。

Retention of Existing MC Employees
現有大眾傳播業僱員的挽留

(4) Please choose the preferred methods for retaining your MC employees.
(You may tick up to three options.)
請選擇貴公司在挽留大眾傳播業僱員時的首選方法。
(可選取最多三項)

(i)	Salary increment 增加薪金	☐ 91
(ii)	Shortening working hours 縮短工作時間	☐ 92
(iii)	More paid leave 更多有薪休假	☐ 93
(iv)	Providing job rotation 提供職務輪換	☐ 94
(v)	Internal promotion 內部晉升	☐ 95
(vi)	Enhancing job satisfaction 提升工作滿意度	☐ 96
(vii)	Increasing job autonomy 增加工作自主權	☐ 97
(viii)	Others (Please Specify) _____ 其他 (請註明)	☐ 98

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Accomplishments of the Young Employees
年輕僱員的素養

(5) (a) Please state the total number of MC employees aged below 30 in your company.
請提供貴公司30歲以下的大眾傳播業僱員人數。

Number of MC Employees Aged Below 30
30歲以下的大眾傳播業僱員人數 ☐☐☐☐ 100

(b) Please specify the degree of importance in respect of the following accomplishment training for your young MC employees so that they can have greater contributions to the company. (Please refer to the codes as shown at the bottom of the page)
請標示貴公司對年輕大眾傳播業僱員在下列各素養培訓方面的重要程度，以使他們對貴公司作出更大貢獻。(請參看本頁下端編號)

(i) Working attitude
工作態度 ☐ 104

(ii) Team work
團隊合作 ☐ 105

(iii) Protection of company's tangible and intangible assets (or intellectual property right)
保護公司有形及無形資產（或知識產權） ☐ 106

(iv) Interpersonal communication skills
人際溝通技巧 ☐ 107

(v) Emotional management
情緒管理 ☐ 108

(vi) Etiquette
禮儀 ☐ 109

(vii) Protection of privacy
保障私隱 ☐ 110

(viii) Punctual
守時 ☐ 111

(ix) Concentration on work
專心工作 ☐ 112

(x) Others (Please Specify) _____
其他 (請註明) ☐ 113

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Code 編號	1	2	3	4
Degree of Importance 重要程度	Not at All Important 極不重要	Unimportant 不重要	Somewhat Important 有些重要	Highly Important 高度重要

Employees' Skills/Knowledge Need to be Enhanced
僱員需加強的技能／知識

(6) What types of skills/knowledge do your existing MC employees need to be enhanced in response to the various changes (including Hong Kong's transformation into a knowledge-based economy and China's 12th Five-Year Plan)?
(You may tick more than one option for each job level)
為迎合各方面的轉變（包括香港轉型至知識型經濟及中國的《十二五規劃》），貴公司現職大眾傳播業僱員需加強哪方面的技能／知識？
（每職級可選取多於一項）

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level (1) 職級 (1) Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／執行人員級	Supporting/ Technical 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	☐ 116	☐ 117	☐ 118	☐ 119
102	Production management 製作管理	☐ 120	☐ 121	☐ 122	☐ 123
103	Marketing management 市場管理	☐ 124	☐ 125	☐ 126	☐ 127
104	Human resources management 人力資源管理	☐ 128	☐ 129	☐ 130	☐ 131
105	Financial management 財務管理	☐ 132	☐ 133	☐ 134	☐ 135
106	Strategic planning management 策略計劃管理	☐ 136	☐ 137	☐ 138	☐ 139
107	Crisis management 危機管理	☐ 140	☐ 141	☐ 142	☐ 143
108	Self-management 自我管理	☐ 144	☐ 145	☐ 146	☐ 147
109	Others (Please Specify) _____ 其他（請註明）	☐ 148	☐ 149	☐ 150	☐ 151
	For official use only 此欄毋須填寫	☐ 152	☐ 153	☐ 154	☐ 155
	China-related Knowledge 有關中國的知識				
201	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	☐ 156	☐ 157	☐ 158	☐ 159
202	Industry practices in the mainland of China 在中國內地的行業常規	☐ 160	☐ 161	☐ 162	☐ 163
203	Others (Please Specify) _____ 其他（請註明）	☐ 164	☐ 165	☐ 166	☐ 167
	For official use only 此欄毋須填寫	☐ 168	☐ 169	☐ 170	☐ 171

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level (1) 職級 (1) Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／執行人員級	Supporting/ Technical 輔助／技術人員級
	Language Skills 語文技能				
301	Spoken English 英語會話	☐ 172	☐ 173	☐ 174	☐ 175
302	Putonghua 普通話	☐ 176	☐ 177	☐ 178	☐ 179
303	Written English 英文書寫能力	☐ 180	☐ 181	☐ 182	☐ 183
304	Written Chinese 中文書寫能力	☐ 184	☐ 185	☐ 186	☐ 187
305	Translation 翻譯	☐ 188	☐ 189	☐ 190	☐ 191
306	Others (Please Specify) _____ 其他（請註明）	☐ 192	☐ 193	☐ 194	☐ 195
	For official use only 此欄毋須填寫	☐ 196	☐ 197	☐ 198	☐ 199
	Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）				
401	Innovative media technology products 創新媒體科技產品	☐ 200	☐ 201	☐ 202	☐ 203
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production, Internet transmission and mobile device application) 新媒體科技在編採工作上的應用（如數碼拍攝、數碼製作、網路傳輸及流動通訊應用等）	☐ 204	☐ 205	☐ 206	☐ 207
403	Computer literacy skills (e.g. digital graphics and Chinese word processing) 電腦應用技巧（如數碼圖像處理及中文輸入法等）	☐ 208	☐ 209	☐ 210	☐ 211
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	☐ 212	☐ 213	☐ 214	☐ 215
405	Others (Please Specify) _____ 其他（請註明）	☐ 216	☐ 217	☐ 218	☐ 219
	For official use only 此欄毋須填寫	☐ 220	☐ 221	☐ 222	☐ 223

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level (1) 職級 (1) Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／執行人員級	Supporting/ Technical 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）**				
501	Website design and supporting skills 網站設計及支援技巧	☐ 224	☐ 225	☐ 226	☐ 227
502	Market research applications 市場調查的應用	☐ 228	☐ 229	☐ 230	☐ 231
503	Consumer database management 客戶資料庫管理	☐ 232	☐ 233	☐ 234	☐ 235
504	Innovative media research and applications 創新媒體的研究及應用	☐ 236	☐ 237	☐ 238	☐ 239
505	Multimedia knowledge and applications 多媒體的知識及應用	☐ 240	☐ 241	☐ 242	☐ 243
506	Social media marketing 社交媒體營銷	☐ 244	☐ 245	☐ 246	☐ 247
507	Others (Please Specify) _____ 其他（請註明）	☐ 248	☐ 249	☐ 250	☐ 251
	For official use only 此欄毋須填寫	☐ 252	☐ 253	☐ 254	☐ 255
	Industry Specific Skills (Journalism Sector) **業內專業技能（新聞業）**				
601	Reporting and editing skills 編採技巧	☐ 256	☐ 257	☐ 258	☐ 259
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	☐ 260	☐ 261	☐ 262	☐ 263
603	Media law and ethics 傳媒法規與操守	☐ 264	☐ 265	☐ 266	☐ 267
604	Intellectual property and copyright law 知識產權及版權法	☐ 268	☐ 269	☐ 270	☐ 271
605	Strategic news planning 新聞規劃	☐ 272	☐ 273	☐ 274	☐ 275
606	Integration of the Internet with journalism 互聯網與新聞的結合	☐ 276	☐ 277	☐ 278	☐ 279
607	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	☐ 280	☐ 281	☐ 282	☐ 283
608	Audience research 受眾調查	☐ 284	☐ 285	☐ 286	☐ 287
609	Multi-tasking skills 一身多職的能力	☐ 288	☐ 289	☐ 290	☐ 291
610	Global vision 國際視野	☐ 292	☐ 293	☐ 294	☐ 295
611	Others (Please Specify) _____ 其他（請註明）	☐ 296	☐ 297	☐ 298	☐ 299
	For official use only 此欄毋須填寫	☐ 300	☐ 301	☐ 302	☐ 303

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level (1) 職級 (1) Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／執行人員級	Supporting/ Technical 輔助／技術人員級
	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）				
701	Account strategic planning 客戶策略規劃	☐ 304	☐ 305	☐ 306	☐ 307
702	Sales/marketing strategic planning 銷售／市場推廣策略規劃	☐ 308	☐ 309	☐ 310	☐ 311
703	Media planning and market research 傳媒規劃及市場研究	☐ 312	☐ 313	☐ 314	☐ 315
704	Creativity and cultural insights 對創意及文化的瞭解	☐ 316	☐ 317	☐ 318	☐ 319
705	PR consultation/presentation skills 公關的諮詢／表達技巧	☐ 320	☐ 321	☐ 322	☐ 323
706	Project management 項目管理	☐ 324	☐ 325	☐ 326	☐ 327
707	Others (Please Specify) _____ 其他（請註明）	☐ 328	☐ 329	☐ 330	☐ 331
	For official use only 此欄毋須填寫	☐ 332	☐ 333	☐ 334	☐ 335

Note : (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.

註： (1) 新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

Manpower Training and Development Plan
人力培訓及發展計劃

(7) 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?
在未來十二個月內，貴公司將會計劃提供／資助多少名額予現職大眾傳播業僱員修讀下列各技能及知識的培訓課程？

Type of Skills/Knowledge 技能／知識的類別	Number of Training Places 培訓名額: Managerial 經理級	Supervisory 主任級	Editorial/ Production/ Executional 編採／製作／執行人員級	Supporting/ Technical 輔助／技術人員級
(a) Management Skills 管理技能	336	340	344	348
(b) China-related Knowledge 有關中國的知識	352	356	360	364
(c) Language Skills 語文技能	368	372	376	380
(d) Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）	384	388	392	396
(e) Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）	400	404	408	412
(f) Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	416	420	424	428
(g) Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	432	436	440	444
(h) Others (Please Specify) 其他（請註明）	448	452	456	460

_____

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464 465 466 467

468

End of questionnaire. Thank you for your co-operation.
問卷完，多謝合作。

Appendix B

The 2012 Manpower Survey of the
Mass Communication Industry

Explanatory Notes

1. Front Page of the Questionnaire

(a) On the front page of the questionnaire, you are requested to fill in your company profile (including the principal line of business and the total number of persons engaged in the company).

(b) The total number of persons engaged in the company covers the following categories:

(i) Full-time staff directly paid by the company who are either at work or temporarily absent from work, viz sick leave, maternity leave, annual vacation, casual leave or on strike;

(ii) Unpaid family workers;

(iii) Working/active proprietors; and

(iv) Temporary workers (including freelancers) who have worked one hour or more at date of survey.

2. Questionnaire (Part I)

(a) Before completing the questionnaire, please read carefully the job titles and job descriptions in Appendix C.

(b) Please complete columns (A) to (H) of the questionnaire and insert a zero (0) in any column which is not applicable.

(c) Column (A) - Job Title/Code

(i) Please enter into column (A) those job titles, together with their appropriate code numbers specified in Appendix C, applicable to your company in order of their job levels (i.e. Managerial level first, followed by supervisory level).

(ii) Please note that some of the job titles may not be the same as those used in your company, but if the jobs have similar or related functions, please treat them as the same and supply the required information in the questionnaire.

(iii) Please classify an employee according to his/her major duty irrespective of any additional secondary duties he/she may be required to perform.

(iv) Please add in column (A) titles of any principal mass communication jobs not mentioned in Appendix C, and briefly describe them in respect of the appropriate job levels.

(d) Column (B) – Average Monthly Income of Employees

Please select the appropriate code number showing the range of the average monthly income in the past 12 months for the existing employee(s). The average monthly income should include basic salary, overtime pay, cost of living allowance, meal allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average figure.

Average Monthly Income	Code Number to be Entered into Column (B)
$8,000 or below	1
$8,001 - $12,000	2
$12,001 - $20,000	3
$20,001 - $30,000	4
$30,001 - $50,000	5
$50,001 - $80,000	6
$80,001 or above	7

(e) Column (C) - Number of Employees at Date of Survey (Excl. Freelancers)

Please fill in the total number of mass communication employees (excluding freelancers) against each principal job at the time of the survey. The permanent employees include all those under the company's payroll, irrespective of whether the employees are deployed to work in offices outside Hong Kong (including the mainland of China).

(f) Column (D) - Number of Freelancers at Date of Survey

Please fill in the total number of freelancers against each principal job at the time of the survey. A freelancer is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector and the advertising and public relations sector. Freelancers may be charged on a daily, an hourly or a project basis.

(g) Column (E) - Number of Vacancies at Date of Survey

Please fill in the number of existing vacancies you may have against each principal job of the mass communication industry. "Existing Vacancies" refer to those unfilled, immediately available job openings for which the company is actively trying to recruit personnel at date of survey.

(h) Column (F) - Forecast of Number Employed
12 Months from Now (Incl. Freelancers)

The forecast of number employed means the number of mass communication employees (including freelancers) you will be employing 12 months from now. The number given could be less than that in columns (C) + (D) + (E) if a contraction is expected.

(i) Column (G) - Preferred Education of Employees

Please indicate the preferred education, which your company requires a mass communication employee in a particular position to have by referring to the coding descriptions as shown below.

Preferred Education	Code
Master Degree or above	1
Bachelor Degree	2
Associate Degree / Higher Diploma or equivalent	3
Diploma / Higher Certificate / Certificate or equivalent	4
Matriculation	5
Secondary 5	6
Below Secondary 5	7

(j) Column (H) - Preferred Years of Relevant Experience

Please indicate the preferred years of relevant experience which your company requires a mass communication employee in a particular position to have by referring to the coding descriptions as shown below.

Preferred Years of Relevant Experience	Code
15 years or over	1
10 years to less than 15 years	2
7 years to less than 10 years	3
5 years to less than 7 years	4
2 years to less than 5 years	5
Less than 2 years	6
No experience required	7

3. Questionnaire (Part II)

(a) Question (1) – Number of MC Employees Leaving/Recruited/Promoted in the Industry

(i) Please fill in the number of mass communication employees leaving/ recruited/promoted in the past 12 months by job level based upon the job titles as prescribed at Appendix C.

(ii) "Experienced Employees" should be regarded as employees with mass communication experience.

(iii) If an employee has more than one promotion during the year in a company, only the last and one promotion should be counted.

(b) Question (2) – Local MC Employees Deployed/Recruited to Work Major for the Website or New Media

Please complete this question if your company deploys/recruits local MC employees to work major for the website or new media.

(c) Question (3) – Needs for Skills/Knowledge to Perform Social Media Functions

Please specify the degree of demand in needs for skills/knowledge of your mass communication employees to perform social media functions.

(d) Question (4) – Retention of Existing MC Employees

Please choose the preferred methods (by ticking up to three options) for retaining your MC employees.

(e) Question (5) – Accomplishments of the Young Employees

Please specify the degree of importance in respect of the accomplishment training of your young mass communication employees so that they can have greater contributions to the company.

(f) Question (6) – Employees' Skills/Knowledge Need to be Enhanced

Please indicate the types of skills/knowledge which your mass communication employees need to be enhanced.

(g) Question (7) – Manpower Training and Development Plan

Please fill in the number of training places for each job level against each type of skills and knowledge that your company will plan to provide/sponsor to your existing mass communication employees in the next 12 months.

Note: The information received will be treated in strict confidence and will be published only in the form of statistical summaries without reference to any individual company.

附 錄 B

大眾傳播業
二〇一二年人力調查

附 註

1. 調查表(首頁)

(a) 請在調查表首頁填上貴公司資料(包括主要業務及僱員總人數)。

(b) 貴公司僱員總人數包括以下各類員工：

(i) 由貴公司直接支付薪金的全職員工，包括現時仍在工作，或因病、放取產假、年假、事假、罷工而暫停工作的員工；

(ii) 非受薪的家庭成員；

(iii) 參與工作的東主；及

(iv) 於調查日期當天工作最少一小時的兼職員工(包括自由工作者)。

2. 調查表(第一部份)

(a) 填寫調查表前，請先細心閱讀附錄 C 的職稱及工作說明。

(b) 請填寫調查表內各欄(A)至(H)，如不適用，請填上(0)。

(c) (A) 欄 — 職稱／職位編號

(i) 請按職級先後(例如先填經理級，後填主任級等)，在(A)欄填上適用於貴公司的各個職稱及編號(見附錄 C)。

(ii) 調查表所列的部分職稱可能與貴公司所採用的有別，但如職務內容相同或類似，仍請歸類為同一職務，填上所需資料。

(iii) 請根據主要職務把僱員分類，無需考慮其所兼任的其他職務。

(iv) 請在(A)欄加上附錄 C 沒有提及的主要大眾傳播業職稱，並簡述其所屬的職級。

(d) (B) 欄 — 僱員平均每月收入

請就現有僱員的平均每月收入，按下列編號選出適當的收入幅度，填入(B)欄內。僱員每月總收入包括底薪、超時工作工資、生活津貼、膳食津貼、佣金及花紅等。如貴公司有多於一名僱員擔任同一職務，請填上其平均數。

平均每月收入	填入(B)欄的編號
$8,000 或以下	1
$8,001 - $12,000	2
$12,001 - $20,000	3
$20,001 - $30,000	4
$30,001 - $50,000	5
$50,001 - $80,000	6
$80,001 或以上	7

(e) (C) 欄 — 現有僱員人數(不包括自由工作者)

請填上調查期間每一主要大眾傳播業職務的僱員總數(不包括自由工作者)。長期僱員包括在貴公司人事編制內的所有僱員，不論是否有調往其他地方工作(包括中國內地)。

(f) (D) 欄 — 現有自由工作者人數

請填上調查期間每一主要大眾傳播業職務的自由工作者總數。「自由工作者」指並無與新聞及廣告與公共關係兩行業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。

(g) (E) 欄 — 現有空缺額

請填入貴公司每一主要大眾傳播業職務的現有空缺額。「現有空缺額」指該職位仍懸空，需立刻填補而現正積極招聘。

(h) (F) 欄 — 估計十二個月後的僱員人數(包括自由工作者)

「估計十二個月後的僱員人數」指貴公司在十二個月後所將聘用的大眾傳播業僱員人數(包括自由工作者)。如估計屆時業務將會收縮，此欄所填人數可少於(C)+(D)+(E)欄。

(i) (G) 欄 — 僱員宜有的教育程度

請按下列編號，填上貴公司對個別職務的大眾傳播業僱員宜有的教育程度的要求。

宜有的教育程度	編號
碩士學位或以上	1
學士學位	2
副學士學位／高級文憑或同等學歷	3
文憑／高級證書／證書或同等學歷	4
大學預科	5
中五	6
中五以下	7

(j) (H) 欄 — 僱員宜有的相關年資

請按下列編號，填上貴公司對個別職務的大眾傳播業僱員宜有的相關工作年資的要求。

宜有的相關年資	編號
十五年或以上	1
十年至十五年以下	2
七年至十年以下	3
五年至七年以下	4
二年至五年以下	5
兩年以下	6
無需經驗	7

3. 調查表(第二部份)

(a) 第(1)題 — 離職／新聘／晉升的大眾傳播業僱員人數

(i) 請填入貴公司在過去十二個月內各職級離職／新聘／晉升的大眾傳播業僱員人數(各職稱可參看附錄C)。

(ii) 「具本業經驗僱員」指具有大眾傳播行業經驗的僱員。

(iii) 如貴公司僱員在一年內有多過一次晉升機會，只需計算最後一次晉升在調查表內。

(b) 第(2)題 — 本地大眾傳播業僱員被派遣／招聘主要擔任網站或新媒體工作的情況

如貴公司有派遣／招聘本地大眾傳播業僱員主要擔任網站或新媒體的工作，請回答這問題。

(c) 第(3)題 — 以執行社交媒體功能的技能／知識需要

請標示貴公司對大眾傳播業僱員在執行社交媒體功能的技能／知識方面的需要程度。

(d) 第(4)題 — 現有大眾傳播業僱員的挽留

請選擇貴公司在挽留大眾傳播業僱員時的首選方法(可選取最多三項)。

(e) 第(5)題 — 年輕僱員的素養

請標示貴公司對年輕(30歲以下)大眾傳播業僱員在各素養培訓方面的重要程度。

(f) 第(6)題 — 僱員需加強的技能／知識

請標示貴公司的大眾傳播業僱員需要加強的技能／知識。

(g) 第(7)題 — 人力培訓及發展計劃

請填寫貴公司在未來十二個月內將會計劃提供／資助多少名額予現職大眾傳播業僱員修讀各技能及知識的培訓課程。

註： 調查所得資料絕對保密，只以摘要統計數字發表，並不會提及個別公司。

Newspapers, Magazines, News Agencies and Digital / New Media
報紙、雜誌、新聞通訊社及數碼／新媒體

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	Decides editorial policy and attitude of the publication/organisation on various issues. Ensures that articles conform to the policy of the publication/ organisation. Allocates priority to different news items. Undertakes the general administration of the Editorial Department. For magazine, duties also include overall content management, layout co-ordination, commissioning features from correspondents, allocating stories to writers, liaising with printers, keeping deadline and editorial budgets.
	總編輯	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；決定不同新聞項目的優先次序；負責編輯部的一般行政工作。雜誌社總編輯的職務亦包括整體內容策劃、各版協調、約寫特稿、分派寫稿工作、與印刷商聯絡、定出截稿限期和預算。
102	Deputy Editor; Deputy Editor-in-Chief	Manages the day-to-day output and running of the Editorial Department. Assists the Editor/Executive Editor with content development, leadership in editing various layouts, budget controls and staff matters. Examines materials for conformity with established policy and standards and revises it as necessary.
	副總編輯	負責編輯部的日常工作與管理；協助總編輯／執行總編輯落實內容、領導不同版面的編輯工作、控制預算及處理人事問題；審核發表資料，確保符合一貫方針及標準，必要時加以修改。
103	News Director	Manages the day-to-day operation and running of the news room. Assists the management with budget controls and staff matters. Examines material for conformity with established policy and standards and revises it as necessary.
	新聞總監	負責新聞部的日常工作與管理；協助管理層控制預算及處理人事問題；審查發表資料，確保符合一貫方針及標準，必要時加以修改。

Code No. 編號	Job Title 職稱	Job Description 工作說明
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 / 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) 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。
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
301	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。
302	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。
303	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。
304	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。
305	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）		
306	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。
307	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。
308	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。
309	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。
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。

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）		
404	Proof-Reader 校對員	Proof-reads assembled articles and corrects errors. 校對排版文章，並改正錯誤。
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. 依照編輯或記者的要求，進行資料蒐集。
408	Web Page Designer 網頁製作員	Produces and updates the Web Page in consultation with the Webmaster or Online Editor. 與網主或網絡編輯商議，製作和更新網頁。
409	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。

News Department in Radio and Television Stations
電台及電視台的新聞部

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
111	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。
112	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。
SUPERVISORY LEVEL 主任級		
211	Executive News / Assignment / 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, 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、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。
212	Deputy / Assistant News, Assignment or 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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級（續）		
213	Managing Editor	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.
	編輯主任	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。
214	Deputy / Assistant Managing Editor	Assists the Managing Editor's work. Assists in compiling and editing news magazines and bulleting. Corrects sub-editors' copies and edits reporters' scripts.
	副編輯主任	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。
215	Executive Producer	Undertakes the overall production design and development (including its scale, cost and contents). Directs the producers to create the news programmes.
	執行監製／製作主任	負責整個製作的設計及開發(包括其規模、成本及內容)；指導監製製作新聞節目。
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
311	Senior Sub-editor; Sub-editor	Writes and edits news stories (local and international) for broadcast. Compiles news bulletins. Edits reporters' scripts.
	高級編輯；編輯	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。
312	News Reader / Announcer	Reads news, conducts interviews and acts as compere of current affairs or relevant news programmes.
	新聞報告員	報告新聞、進行訪問以及主持公共事務或新聞相關節目。
313	News Translator	Translates selected news items.
	新聞翻譯員	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）		
314	Senior Reporter; Reporter 高級記者；記者	Seeks 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. 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。
315	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。
316	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。
317	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。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
411	Production Assistant / Technician 製作助理	Assists the editors/reporters in all aspects in the production of news programme including manning of the panel. 在各方面協助編輯／記者製作節目，包括操控錄音儀器。

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）		
412	Web Page Designer 網頁製作員	Produces and updates the Web Page in consultation with the Webmaster or Online Editor. 與網主或網絡編輯商議，製作和更新網頁。
413	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。

Public Relations Services Suppliers
公共關係服務供應商

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
131	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。
132	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		
231	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. Monitors the news and handles media enquiries on behalf of clients. 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；密切監察新聞消息，代客戶應付及處理傳媒查詢。
232	Chief Editor; Editor 總編輯；編輯	Prepares, screens and approves all press releases, speeches and documents. 撰寫及審閱所有新聞稿、講詞及文件。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級（續）		
233	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。
EXECUTIONAL LEVEL 執行人員級		
331	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。
332	Multimedia / IT Manager 多媒體／資訊科技經理	Undertakes the planning and setup of audio/visual and computer equipment in PR activities. Plans and monitors the production of multi-media materials (either by in-house or external suppliers). 負責策劃及安排公關活動之音響、影視及電腦器材。統籌及監察多媒體資料的製作(內部或外判公司之製成品)。
333	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。
334	Translator 翻譯員	Translates press releases, speeches and documents. 翻譯新聞稿、講詞及文件。
335	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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級（續）		
336	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。
337	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)。
338	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。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
431	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitioner. 負責在展覽會、超級市場或百貨公司推廣產品及分發廣告傳單；協助介紹參展廠商。

Advertising Sales / PR / Marketing Department in Media Organizations
傳媒機構內的廣告／公共關係／市場部

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
181	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。
182	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。
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／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。
184	Circulation Sales / Circulation Marketing Director 發行／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。
185	Marketing / Marketing Services / Program Director 市場／市場服務／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。
186	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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級（續）		
187	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。
188	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。
189	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。
SUPERVISORY LEVEL 主任級		
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／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。
282	Circulation Sales / Circulation Marketing Manager 發行／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。
283	Marketing / Marketing Services / Program Manager 市場／市場服務／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，以支援廣告或銷量銷售。
284	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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級（續）		
285	Traffic / 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。
286	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。
287	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		
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理／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。
382	Marketing Assistant / Executive 市場助理／主任	Assists Marketing Manager/Director for marketing activities/events, data collection and clerical support functions. 協助市場總監推行市場活動／項目、數據收集與文書支援工作。
383	Research Assistant / Executive 市場調查助理／主任	Assists Research Manager/Director for market researches, readership survey, data collection and clerical support functions. 協助市場調查總監進行市場調查、讀者調查、數據收集與文書支援工作。
384	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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級（續）		
385	Public Relations Assistant / Executive 公共關係助理／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		
481	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitioner. 負責在展覽會、超級市場或百貨公司推廣產品及分發廣告傳單；協助介紹參展廠商。

Advertising Companies, Agencies and Other Advertising Services
廣告業機構

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
161	Managing Director; General Manager 董事經理；總經理	Undertakes the overall management and development of the advertising agency. 負責廣告公司整體的管理及業務發展事宜。
162	Director of Client Services / Account Servicing 客戶服務總監	Assumes an overall responsibility for the management of the account service function. Hires and supervises the account service personnel. 負責客戶服務部的管理事宜；挑選並監督屬員。
163	Group Account Director; Account Director 客戶總監	Undertakes the overall account management and budget control of client's portfolio. Formulates client's marketing policies, and develops advertising objectives and strategies. Supervises account managers. 負責管理客戶帳目，並控制其廣告預算；制定客戶的市場推廣政策，並訂立廣告目標和策略；督導客戶經理。
164	Director of Strategic Planning 品牌策劃總監	Identifies business opportunities. Conducts market and attitude research. Formulates strategies and business plans for submission to the management. 確定業務的發展機會；進行市場及客戶意向調查；制定業務發展的策略及計劃，以便呈交管理階層。
165	Executive Creative Director 執行創作總監	Undertakes the overall responsibility (including standards setting) for the management of the creative department. Hires and supervises the creative personnel. 管理創作部，並制定工作標準；挑選並監督創作部屬員。
166	Creative Director 創作總監	Formulates creative strategies according to advertiser's requirements. Supervises the art directors and/or copy writers in the advertising creative process. 按廣告商要求，制定創作策略；督導美術總監及／或撰稿員創作電視廣告及其他類型廣告。
167	Creative Group Head 創作主任	Takes charge of a group of accounts and works with writers and art directors. Supervises staff members in the creative department. 負責一組客戶的創作事宜，並與撰稿員和美術總監合作；督導創作部的員工。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級（續）		
168	Head of TV Production 電視廣告製作主任	Plans, organises and executes production of commercials and TV films according to scripts. Supervises staff members in TV production department. 根據劇本，策劃、組織並執行廣告與電視廣告片製作；督導電視廣告製作部的員工。
169	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；制定策略性計劃，並向客戶提供選用媒體的意見；參與發展新的業務計劃及其推介。
170	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. 負責全盤管理媒介採購工作，監督媒介採購員；與各不同媒體洽商有關條件。
171	Media Group Head; Group Director; Associate Director 媒介組主任； 客戶總監；副總監	Approves the selection of media, space and schedule proposed by media planners. 批核由媒介策劃人員所建議的媒介、版面及時間編排。
SUPERVISORY LEVEL 主任級		
261	Associate Account Director; Account Manager 副客戶總監； 客戶經理	Carries out work between client and agency. Attends client meetings, prepares contract reports, and liaises with creative and production personnel. 負責客戶與代理商之間的工作；與客戶商談；準備合約報告；並與創作部和製作部員工連繫。
262	Art Director 美術總監	Develops graphics and concepts. Involves in art direction of TV commercials, press advertisements and other art productions. Maintains the quality in graphic executions. 構思平面設計和構圖概念，督導電視廣告、平面廣告及其他美術製作；維持美術設計的水平。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級（續）		
263	Studio Manager 正稿製作經理	Supervises the production of advertising and promotional materials and artwork under a studio setting. 監督畫室內的廣告和宣傳資料製作及美術設計。
264	Production Manager 製作經理	Controls press and printing within the agency. Works closely with graphic artists and traffic personnel. Gives advices on print techniques. 監管廣告公司內部的印刷工作；與正稿製作員及流程統籌人員保持密切的合作，並就印刷技術提供意見。
265	Traffic Manager 流程統籌經理	Monitors the whole progress of advertising production. 協助監管整個廣告製作工作進度。
266	TV Producer 廣告製片	Negotiates and liaises with production houses to produce TV commercials under the direction of creative personnel. 按創作部屬員的指示製作廣告；與製作公司聯絡，並洽商製作事宜。
267	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的細節，制定策略性計劃，並向客戶提供新構思；參與發展新的業務計劃，並草擬有關文件。
268	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媒介採購工作；監督媒介採購員；與媒體洽商有關條件。
269	Research Manager; Strategic Planner 市場調查經理；策略策劃員	Plans and conducts market researches. Compiles and presents research reports. 策劃並進行市場調查；編制及講解調查報告。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級（續）		
270	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. 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；密切監察新聞消息，代客戶應付及處理傳媒諮詢。
271	Marketing / Marketing Services / Program Manager 市場／市場服務／ 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，以支援廣告或銷量銷售。
EXECUTIONAL LEVEL 執行人員級		
361	Account Executive 客戶主任	Co-ordinates the agency's skills and maintains day-to-day communication with its clients. 協調廣告公司各部門的工作；並與客戶保持日常的連繫。
362	Visualiser 草稿製作員	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，繪畫及製作電視故事板、平面廣告及其他廣告製作的版樣或草圖。
363	Graphic Artist 正稿製作員	Produces artwork according to design specified by art directors. Compiles artwork from layout. 按照美術總監定下的設計，製作美術稿；將版樣整理為美術稿。
364	Copywriter 撰稿員	Writes advertising contents (copy) under the direction of Creative Director. 按照創作總監的指示，草擬廣告內容 (稿件)。
365	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. 為一組客戶草擬有關傳媒計劃，及其推行的事宜；協助向客戶講解設計構思。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級（續）		
366	Media Buyer 媒介採購員	Negotiates with suppliers for press space or airtime according to the approved schedule and media plan. 根據核定的程序及傳媒計劃，與供應商洽談版面面積或播放時間的有關事宜。
367	Traffic Co-ordinator 流程統籌	Keeps track of work in progress. Collects and distributes layouts and artwork. 了解並控制工作的進度；收集與分發廣告草稿與畫稿。
368	Production Assistant 製作助理	Orders materials and controls their quality standards. Assists Production Manager in liaison with suppliers. 訂購物料，並控制其品質；協助製作經理與供應商聯絡。
369	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。
370	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. 拍攝各類主題的照片(例如建築物、模特兒、商品及風景)用於各種媒介，包括書籍、報告、廣告及商品目錄，以宣傳公司／客戶的產品或服務。
371	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。
372	Marketing Assistant / Executive 市場助理／主任	Assists Marketing Manager/Director for marketing activities/events, data collection and clerical support functions. 協助市場總監推行市場活動／項目、數據收集與文書支援工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
461	Designer 美術設計員	Prepares/designs artworks for publication. 預備／設計美術繪圖以便付印。
462	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。
463	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。
464	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。
465	Promoter 推廣員	Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitioner. 負責在展覽會、超級市場或百貨公司推廣產品及分發廣告傳單；協助介紹參展廠商。

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

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
141	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。
142	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。
143	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 <u>includes advertising</u>. 全盤負責<u>包括廣告</u>在內的市場、產品開發與／或品牌推廣活動。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級（續）		
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／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. Prepares and issues press releases, 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。
145	Advertising / Marketing Communications Manager 廣告／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。
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	Undertakes the implementation of marketing and/or product development activities which <u>include advertising.</u> 負責推行市場與／或產品推廣活動，其中<u>包括廣告宣傳</u>。
147	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。
148	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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級（續）		
149	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。
150	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		
241	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。
242	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。
243	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。
244	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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級（續）		
245	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。
246	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。
EXECUTIONAL LEVEL 執行人員級		
341	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。
342	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。
343	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。
344	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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級（續）		
345	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。
346	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。
347	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。
348	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。
349	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；撰寫標題。
350	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。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
441	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。
442	Web Page Designer 網頁製作員	Produces and updates the Web Page. 製作和更新網頁。

Table 4.1 MC Manpower, Vacancy and Forecast Growth by Job Title (Newspapers)

表 4.1 大眾傳播人力情況、空缺數目及人力增長預測（報紙業）

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目(不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	51	-	-	-	51
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	116	-	4	-	120
103	News Director 新聞總監	8	-	-	-	8
Sub-Total 小計		***175***	***-***	***4***	***-***	***179***
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	137	-	4	-	141
202	News / Assignment Editor 總採訪／採訪主任	233	-	4	-	237
203	International News Editor 國際新聞主任	31	-	-	-	31
204	China / National News Editor 中國新聞主任	25	-	-	-	25
205	Assignment Editor (Photography) 攝影主任	28	-	-	-	28
206	Editorial / Leader Writer 主筆	42	10	-	-	52
Sub-Total 小計		***496***	***10***	***8***	***-***	***514***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級						
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	452	-	-	-	452
302	Sub-editor / Copy Editor 文稿編輯	498	38	4	-	540
303	Senior Reporter; Reporter 資深（高級）記者；記者	1 691	26	31	-	1 748

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目(不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
EDITORIAL / PRODUCTION LEVEL (Continued) **編採／製作人員級（續）**						
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	303	-	2	-	305
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	79	-	-	-	79
306	Online Editor 網絡編輯	51	-	-	-	51
307	Senior Designer 資深（高級）美術設計員	145	-	-	-	145
308	Graphic Artist 正稿製作員	32	-	-	-	32
309	Senior Producer; Producer 高級監製；監製	6	-	-	-	6
Sub-Total 小計		***3 257***	***64***	***37***	***-***	***3 358***
SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**						
401	Designer 美術設計員	243	-	-	-	243
402	Typesetter 植字員	34	-	-	-	34
403	Layout Artist 排版員	348	1	4	-	353
404	Proof-Reader 校對員	136	-	-	-	136
405	Darkroom Person 黑房工作人員	18	-	-	-	18
406	Librarian 資料室人員	78	-	4	-	82
407	Researcher 資料蒐集員	40	-	-	-	40
408	Web Page Designer 網頁製作員	45	-	6	-	51
409	Webmaster 網主	6	-	-	-	6
Sub-Total 小計		***948***	***1***	***14***	***-***	***963***
GRAND TOTAL 總計		**4 876**	**75**	**63**	**-**	**5 014**

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

Table 4.2 MC Manpower, Vacancy and Forecast Growth by Job Title (Magazines)

表 4.2 大眾傳播人力情況、空缺數目及人力增長預測（雜誌業）

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	120	-	1	-	121
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	77	-	-	-	77
166	Creative Director 創作總監	7	-	-	-	7
Sub-Total 小計		***204***	***-***	***1***	***-***	***205***
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	248	-	-	-	248
202	News / Assignment Editor 總採訪／採訪主任	44	-	-	-	44
203	International News Editor 國際新聞主任	6	-	-	-	6
205	Assignment Editor (Photography) 攝影主任	31	-	-	-	31
206	Editorial / Leader Writer 主筆	37	102	-	-	139
264	Production Manager 製作經理	2	-	-	-	2
Sub-Total 小計		***368***	***102***	***-***	***-***	***470***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級						
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	302	12	2	-	316
302	Sub-editor / Copy Editor 文稿編輯	293	42	16	4	355
303	Senior Reporter; Reporter 資深（高級）記者；記者	507	51	4	8	570

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
EDITORIAL / PRODUCTION LEVEL (Continued) **編採／製作人員級（續）**						
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	285	44	2	-	331
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	13	24	-	-	37
306	Online Editor 網絡編輯	39	7	-	-	46
307	Senior Designer 資深（高級）美術設計員	132	10	-	-	142
308	Graphic Artist 正稿製作員	100	10	3	4	117
309	Senior Producer; Producer 高級監製；監製	19	-	-	-	19
364	Copywriter 撰稿員	26	-	-	-	26
Sub-Total 小計		***1 716***	***200***	***27***	***16***	***1 959***
SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**						
401	Designer 美術設計員	271	21	3	-	295
402	Typesetter 植字員	8	-	-	-	8
403	Layout Artist 排版員	79	-	-	-	79
404	Proof-Reader 校對員	56	7	-	-	63
406	Librarian 資料室人員	6	-	-	-	6
407	Researcher 資料蒐集員	22	-	-	-	22
408	Web Page Designer 網頁製作員	66	-	10	-	76
409	Webmaster 網主	16	-	-	-	16
Sub-Total 小計		***524***	***28***	***13***	***-***	***565***
GRAND TOTAL 總計		**2 812**	**330**	**41**	**16**	**3 199**

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

Table 4.3 MC Manpower, Vacancy and Forecast Growth by Job Title (News Department in Radio and Television Stations)

表 4.3 大眾傳播人力情況、空缺數目及人力增長預測（電台及電視台的新聞部）

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
111	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	34	-	-	-	34
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	13	-	-	-	13
Sub-Total 小計		***47***	***-***	***-***	***-***	***47***
SUPERVISORY LEVEL 主任級						
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	30	-	-	-	30
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	153	-	-	-	153
213	Managing Editor 編輯主任	24	-	-	-	24
214	Deputy / Assistant Managing Editor 副編輯主任	17	-	-	-	17
215	Executive Producer 執行監製／製作主任	57	-	2	-	59
Sub-Total 小計		***281***	***-***	***2***	***-***	***283***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級						
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	124	-	2	-	126
312	News Reader / Announcer 新聞報告員	48	-	-	-	48
313	News Translator 新聞翻譯員	7	-	-	-	7

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
EDITORIAL / PRODUCTION LEVEL (Continued) **編採／製作人員級（續）**						
314	Senior Reporter; Reporter 高級記者；記者	340	8	7	-	355
315	Cameraman 電視攝影師	198	2	9	-	209
316	Senior Producer; Producer 高級監製；監製	200	-	2	-	202
317	Online Editor 網絡編輯	15	20	2	-	37
363	Graphic Artist 正稿製作員	-	5	-	-	5
Sub-Total 小計		***932***	***35***	***22***	***-***	***989***
SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**						
407	Researcher 資料蒐集員	-	14	-	-	14
411	Production Assistant / Technician 製作助理	302	15	3	-	320
412	Web Page Designer 網頁製作員	36	5	-	-	41
413	Webmaster 網主	15	-	-	-	15
Sub-Total 小計		***353***	***34***	***3***	***-***	***390***
GRAND TOTAL 總計		**1 613**	**69**	**27**	**-**	**1 709**

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

Table 4.4 MC Manpower, Vacancy and Forecast Growth by Job Title (News Agencies)

表 4.4 大眾傳播人力情況、空缺數目及人力增長預測（新聞通訊社）

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	7	-	-	-	7
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	9	-	-	-	9
103	News Director 新聞總監	1	-	-	-	1
Sub-Total 小計		***17***	***-***	***-***	***-***	***17***
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	14	-	-	-	14
202	News / Assignment Editor 總採訪／採訪主任	19	-	-	-	19
205	Assignment Editor (Photography) 攝影主任	5	-	-	-	5
Sub-Total 小計		***38***	***-***	***-***	***-***	***38***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級						
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	14	-	-	-	14
302	Sub-editor / Copy Editor 文稿編輯	23	-	-	-	23
303	Senior Reporter; Reporter 資深（高級）記者；記者	72	-	-	2	74
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	23	-	-	-	23
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	16	-	-	-	16

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
EDITORIAL / PRODUCTION LEVEL (Continued) **編採／製作人員級（續）**						
306	Online Editor 網絡編輯	2	-	-	-	2
307	Senior Designer 資深（高級）美術設計員	1	-	-	-	1
Sub-Total 小計		***151***	***-***	***-***	***2***	***153***
SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**						
401	Designer 美術設計員	3	-	-	-	3
402	Typesetter 植字員	2	-	-	-	2
403	Layout Artist 排版員	2	-	-	-	2
404	Proof-Reader 校對員	4	-	-	-	4
408	Web Page Designer 網頁製作員	6	-	-	-	6
409	Webmaster 網主	2	-	-	-	2
Sub-Total 小計		***19***	***-***	***-***	***-***	***19***
GRAND TOTAL 總計		**225**	**-**	**-**	**2**	**227**

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

Table 4.5 MC Manpower, Vacancy and Forecast Growth by Job Title (Digital / New Media)

表 4.5 大眾傳播人力情況、空缺數目及人力增長預測（數碼／新媒體）

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	4	-	1	-	5
103	News Director 新聞總監	3	-	-	-	3
166	Creative Director 創作總監	3	-	-	-	3
169	Media Planning Director 媒介策劃總監	3	-	-	-	3
Sub-Total 小計		***13***	***-***	***1***	***-***	***14***
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	16	-	-	-	16
202	News / Assignment Editor 總採訪／採訪主任	6	-	-	-	6
204	China / National News Editor 中國新聞主任	7	-	-	-	7
206	Editorial / Leader Writer 主筆	1	-	-	-	1
264	Production Manager 製作經理	3	-	-	-	3
267	Media Planning Manager 媒介策劃經理	2	-	-	-	2
Sub-Total 小計		***35***	***-***	***-***	***-***	***35***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級						
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	7	-	-	-	7
302	Sub-editor / Copy Editor 文稿編輯	11	1	-	-	12
303	Senior Reporter; Reporter 資深（高級）記者；記者	33	15	-	4	52

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
EDITORIAL / PRODUCTION LEVEL (Continued) **編採／製作人員級（續）**						
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	6	-	-	-	6
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	1	-	-	-	1
306	Online Editor 網絡編輯	72	21	8	-	101
307	Senior Designer 資深（高級）美術設計員	9	-	-	-	9
308	Graphic Artist 正稿製作員	10	-	-	-	10
309	Senior Producer; Producer 高級監製；監製	7	-	-	-	7
365	Media Planner; Media Executive 媒介策劃員；媒介主任	5	-	-	-	5
Sub-Total 小計		***161***	***37***	***8***	***4***	***210***
SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**						
401	Designer 美術設計員	14	-	-	-	14
407	Researcher 資料蒐集員	11	-	-	-	11
408	Web Page Designer 網頁製作員	97	1	-	-	98
409	Webmaster 網主	83	-	-	-	83
462	Digital Designer 數碼媒體設計員	59	-	6	-	65
Sub-Total 小計		***264***	***1***	***6***	***-***	***271***
GRAND TOTAL 總計		**473**	**38**	**15**	**4**	**530**

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

Table 4.6 MC Manpower, Vacancy and Forecast Growth by Job Title (Public Relations Services Suppliers)

表 4.6 大眾傳播人力情況、空缺數目及人力增長預測（公共關係服務供應商）

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
131	Managing Director; General Manager 董事總經理；總經理	136	-	-	-	136
132	Director of Client Services; Account Director 客戶服務總監	164	-	5	-	169
186	Business Development Director 業務發展總監	14	-	-	-	14
Sub-Total 小計		***314***	***-***	***5***	***-***	***319***
SUPERVISORY LEVEL 主任級						
231	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理；高級公關顧問；公關顧問	502	16	2	5	525
232	Chief Editor; Editor 總編輯；編輯	34	5	-	-	39
233	Art Director 美術總監	17	5	-	-	22
Sub-Total 小計		***553***	***26***	***2***	***5***	***586***
EXECUTIONAL LEVEL 執行人員級						
331	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任；公共關係主任；新聞主任	645	30	28	-	703
332	Multimedia / IT Manager 多媒體／資訊科技經理	12	5	-	-	17
333	Account Co-ordinator 客戶聯絡助理	208	49	5	5	267
334	Translator 翻譯員	13	3	1	-	17
335	Visualiser 美術製稿員	23	14	15	-	52

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
EXECUTIONAL LEVEL (Continued) **執行人員級（續）**						
336	Graphic Artist 正稿製作員	29	11	10	-	50
337	Copywriter 撰稿員	27	24	14	-	65
338	Research Assistant 市場調查助理	16	-	-	-	16
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	2	-	-	2
Sub-Total 小計		***973***	***138***	***73***	***5***	***1 189***
SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**						
411	Production Assistant / Technician 製作助理	11	-	-	-	11
431	Promoter 推廣員	27	-	-	-	27
461	Designer 美術設計員	-	14	-	-	14
Sub-Total 小計		***38***	***14***	***-***	***-***	***52***
GRAND TOTAL 總計		**1 878**	**178**	**80**	**10**	**2 146**

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

Table 4.7 MC Manpower, Vacancy and Forecast Growth by Job Title (Advertising Sales / PR / Marketing Department in Media Organizations)

表 4.7 大眾傳播人力情況、空缺數目及人力增長預測（傳媒機構內的廣告／公共關係／市場部）

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
181	Publisher; Managing Director; President 社長；董事經理；總裁	167	-	1	-2	166
182	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	112	-	-	-	112
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	221	-	2	-	223
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	51	-	-	-	51
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	81	-	-	-	81
186	Business Development Director 業務發展總監	55	-	1	-	56
187	Research Director 市場調查總監	3	-	-	-	3
188	Public Relations Director 公共關係總監	11	-	-	-	11
189	Art Director 美術總監	159	-	1	-	160
Sub-Total 小計		***860***	***-***	***5***	***-2***	***863***
SUPERVISORY LEVEL 主任級						
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	678	-	10	-	688
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	125	-	3	-	128

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012年2月的僱員數目(不包括自由工作者)	No. of Freelancers in Feb 2012 2012年2月的自由工作者數目	No. of Vacancies in Feb 2012 2012年2月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測2013年2月的人力增長	Forecast No. of MC Posts by Feb 2013 預測2013年2月的大眾傳播職位數目
SUPERVISORY LEVEL (Continued) 主任級（續）						
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	250	-	3	-	253
284	Research Manager 市場調查經理	16	-	-	-	16
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	58	-	-	-	58
286	Public Relations Manager 公共關係經理	40	1	-	-	41
287	Sales Training / Support Manager 銷售訓練／支援經理	12	-	-	-	12
Sub-Total 小計		***1 179***	***1***	***16***	***-***	***1 196***
EXECUTIONAL LEVEL 執行人員級						
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理／主任；客戶主任	1 039	-	82	4	1 125
382	Marketing Assistant / Executive 市場助理／主任	397	40	2	-	439
383	Research Assistant / Executive 市場調查助理／主任	74	-	1	-	75
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	371	-	5	-	376
385	Public Relations Assistant / Executive 公共關係助理／主任	91	-	-	-	91
Sub-Total 小計		***1 972***	***40***	***90***	***4***	***2 106***
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
481	Promoter 推廣員	25	-	-	-	25
Sub-Total 小計		***25***	***-***	***-***	***-***	***25***
GRAND TOTAL 總計		**4 036**	**41**	**111**	**2**	**4 190**

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

Table 4.8 MC Manpower, Vacancy and Forecast Growth by Job Title (Advertising Companies, Agencies & Other Advertising Services)

表 4.8 大眾傳播人力情況、空缺數目及人力增長預測（廣告業機構）

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
161	Managing Director; General Manager 董事經理；總經理	421	-	-	-	421
162	Director of Client Services / Account Servicing 客戶服務總監	86	-	-	-	86
163	Group Account Director; Account Director 客戶總監	262	-	-	-1	261
164	Director of Strategic Planning 品牌策劃總監	26	-	-	-	26
165	Executive Creative Director 執行創作總監	69	-	4	-	73
166	Creative Director 創作總監	214	1	2	-	217
167	Creative Group Head 創作主任	44	2	-	-	46
168	Head of TV Production 電視廣告製作主任	44	-	-	-	44
169	Media Planning Director 媒介策劃總監	39	-	-	-	39
170	Media Buying Director 媒介採購總監	6	-	-	-	6
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	40	-	-	-	40
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	1	-	-	-	1
186	Business Development Director 業務發展總監	3	-	-	-	3
187	Research Director 市場調查總監	1	-	-	-	1
Sub-Total 小計		***1 256***	***3***	***6***	***-1***	***1 264***

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012年2月的僱員數目(不包括自由工作者)	No. of Freelancers in Feb 2012 2012年2月的自由工作者數目	No. of Vacancies in Feb 2012 2012年2月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測2013年2月的人力增長	Forecast No. of MC Posts by Feb 2013 預測2013年2月的大眾傳播職位數目
SUPERVISORY LEVEL 主任級						
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	1 338	6	5	-	1 349
262	Art Director 美術總監	1 070	1	12	-2	1 081
263	Studio Manager 正稿製作經理	35	-	2	-	37
264	Production Manager 製作經理	193	-	-	-	193
265	Traffic Manager 流程統籌經理	61	-	-	-	61
266	TV Producer 廣告製片	91	-	3	-	94
267	Media Planning Manager 媒介策劃經理	90	-	-	-	90
268	Media Buying Manager 媒介採購經理	43	-	-	-	43
269	Research Manager; Strategic Planner 市場調查經理；策略策劃員	32	-	3	-	35
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	28	-	4	-	32
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	62	8	3	-	73
Sub-Total 小計		***3 043***	***15***	***32***	***-2***	***3 088***
EXECUTIONAL LEVEL 執行人員級						
332	Multimedia / IT Manager 多媒體／資訊科技經理	1	-	-	-	1
361	Account Executive 客戶主任	2 313	40	103	-26	2 430
362	Visualiser 草稿製作員	294	3	3	-3	297
363	Graphic Artist 正稿製作員	2 254	174	10	7	2 445
364	Copywriter 撰稿員	218	-	2	-	220
365	Media Planner; Media Executive 媒介策劃員；媒介主任	226	50	27	-	303

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012年2月的僱員數目(不包括自由工作者)	No. of Freelancers in Feb 2012 2012年2月的自由工作者數目	No. of Vacancies in Feb 2012 2012年2月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測2013年2月的人力增長	Forecast No. of MC Posts by Feb 2013 預測2013年2月的大眾傳播職位數目
EXECUTIONAL LEVEL (Continued) **執行人員級（續）**						
366	Media Buyer 媒介採購員	138	-	-	-24	114
367	Traffic Co-ordinator 流程統籌	174	-	-	-	174
368	Production Assistant 製作助理	251	50	-	-	301
369	Research Assistant 市場調查助理	74	-	3	-	77
370	Photographer 廣告攝影師	32	98	1	-	131
371	Online Editor 網絡編輯	99	-	8	-	107
372	Marketing Assistant / Executive 市場助理／主任	85	-	1	-	86
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	4	-	-	-	4
Sub-Total 小計		***6 163***	***415***	***158***	***-46***	***6 690***
SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**						
403	Layout Artist 排版員	5	-	-	-	5
461	Designer 美術設計員	1 565	33	56	6	1 660
462	Digital Designer 數碼媒體設計員	307	28	37	-2	370
463	Webmaster 網主	132	-	20	-	152
464	Technician 技術員	101	-	-	-	101
465	Promoter 推廣員	47	9	-	-	56
Sub-Total 小計		***2 157***	***70***	***113***	***4***	***2 344***
GRAND TOTAL 總計		**12 619**	**503**	**309**	**-45**	**13 386**

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

Table 4.9 MC Manpower, Vacancy and Forecast Growth by Job Title (Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions)

表 4.9 大眾傳播人力情況、空缺數目及人力增長預測（公司或機構內企業傳訊／公共關係／廣告／市場部）

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
MANAGERIAL LEVEL 經理級						
141	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	210	-	10	-	220
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／總監／主管	55	-	-	-	55
143	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	97	-	-	-	97
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	310	-	-	-	310
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	101	-	-	-	101
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	226	-	6	-	232
147	Community Relations Manager 社區關係經理	35	-	-	-	35
148	Market Research Manager 市場調查經理	25	-	-	-	25
149	Publication Manager 出版經理	14	-	-	-	14
150	Internal Communications Manager 內部傳訊經理	7	-	-	-	7
Sub-Total 小計		***1 080***	***-***	***16***	***-***	***1 096***

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012年2月的僱員數目(不包括自由工作者)	No. of Freelancers in Feb 2012 2012年2月的自由工作者數目	No. of Vacancies in Feb 2012 2012年2月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測2013年2月的人力增長	Forecast No. of MC Posts by Feb 2013 預測2013年2月的大眾傳播職位數目
SUPERVISORY LEVEL 主任級						
241	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	531	-	10	-	541
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	309	-	1	-	310
243	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	336	-	5	-	341
244	Assistant Manager for Publication 助理出版經理	28	-	-	-	28
245	Chief Editor; Editor 總編輯；編輯	95	-	-	-	95
246	TV Producer 廣告製片	16	-	-	-	16
262	Art Director 美術總監	5	-	-	-	5
Sub-Total 小計		***1 320***	***-***	***16***	***-***	***1 336***
EXECUTIONAL LEVEL 執行人員級						
341	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	853	-	6	-	859
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	564	-	-	-	564
343	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣主任／助理	707	-	21	-	728
344	Officer / Assistant for Community Relations 社區關係主任／助理	30	-	-	-	30
345	Officer / Assistant for Market Research 市場調查主任／助理	105	-	-	-	105

Job Code 職務編號	Job Title* 職稱	No. of Employees in Feb 2012 (Excl. Freelancers) 2012 年 2 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Feb 2012 2012 年 2 月的自由工作者數目	No. of Vacancies in Feb 2012 2012 年 2 月的空缺數目	Employers' Forecast Manpower Growth by Feb 2013 僱主預測 2013 年 2 月的人力增長	Forecast No. of MC Posts by Feb 2013 預測 2013 年 2 月的大眾傳播職位數目
EXECUTIONAL LEVEL (Continued) 執行人員級（續）						
346	Writer / Translator 撰稿／翻譯員	83	-	-	-	83
347	Officer / Assistant for Publication 出版主任／助理	67	-	-	-	67
348	Graphic Designer 廣告設計員	191	-	-	-	191
349	Photographer 攝影師	72	-	-	-	72
350	Online Editor 網絡編輯	5	-	-	-	5
Sub-Total 小計		***2 677***	***-***	***27***	***-***	***2 704***
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
442	Web Page Designer 網頁製作員	37	15	6	-	58
Sub-Total 小計		***37***	***15***	***6***	***-***	***58***
GRAND TOTAL 總計		**5 114**	**15**	**65**	**-**	**5 194**

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

Number of MC Employees Leaving in the Past 12 Months by Branch by Job Level
過去 12 個月大眾傳播僱員離職人數
（按門類及技能等級劃分）

Branch 門類 / Job Level 職級		Managerial 經理級 (%)*	Supervisory 主任級 (%)*	Editorial / Production / Executional 編採／製作／執行人員級 (%)*	Supporting / Technical 輔助／技術人員級 (%)*	Total 總計 (%)*
Journalism Sector 新聞業						
Newspapers 報紙業	Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部	32 (7.8)	88 (10.0)	921 (24.1)	127 (13.2)	1 168 (19.2)
Magazines 雜誌業		29 (4.7)	66 (7.2)	288 (11.0)	45 (7.6)	428 (9.0)
News Department in Radio / TV Stations 電台及電視台的新聞部		6 (3.7)	15 (3.1)	510 (33.3)	56 (14.4)	587 (22.8)
News Agencies 新聞通訊社		3 (7.1)	2 (3.8)	11 (6.3)	- (-)	16 (5.6)
Digital / New Media 數碼／新媒體		15 (15.3)	44 (22.0)	109 (18.4)	42 (15.4)	210 (18.1)
Sub-total 小計		***85 (6.4)***	***215 (8.5)***	***1 839 (21.0)***	***270 (12.1)***	***2 409 (16.2)***
Advertising and Public Relations Sector (廣告與公共關係業)						
Public Relations Services Suppliers 公共關係服務供應商		18 (5.6)	38 (6.5)	237 (20.0)	14 (26.9)	307 (14.4)
Advertising Companies, Agencies and Other Advertising Services 廣告業機構		52 (4.1)	172 (5.6)	744 (11.0)	450 (19.2)	1 418 (10.6)
Corporate Communications / PR / 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		207 (18.9)	398 (29.8)	328 (12.1)	6 (10.3)	939 (18.1)
Sub-total 小計		***277 (10.3)***	***608 (12.1)***	***1 309 (12.3)***	***470 (19.2)***	***2 664 (12.8)***
Total 總計		**362 (9.0)**	**823 (10.9)**	**3 148 (16.2)**	**740 (15.8)**	**5 073 (14.2)**

* As a percentage of total number of MC posts by sector/branch by job level.
佔該業該門類該技能等級職位總數百分率。

Note: Figures may not add up to their totals due to rounding.
註： 因四捨五入關係，各項數字相加或與總計數字有出入。

Percentage of Companies which Required Employees to have Skills / Knowledge (by Degree in Demand) to Perform the Social Media Functions
需要大眾傳播僱員具備相關技能／知識
以執行社交媒體工作的公司所佔百分率（按需要程度排列）

Skills / Knowledge Required to Perform Social Media Functions 執行社交媒體工作所需的技能／知識	Degree in Demand 需要程度				Rank in Most in Demand 按非常需要程度降序排列
	Least in Demand 極不需要 (%)*	Not in Demand 不需要 (%)*	Somewhat in Demand 有些需要 (%)*	Most in Demand 非常需要 (%)*	
Journalism Sector (1) 新聞業					
Web Searching 網上搜尋	16.7	14.8	44.1	24.5	1
Social Networking Platform (e.g. Facebook, Twitter) 社交網絡平台	21.8	30.0	31.0	17.2	2
Sharing Platform (e.g. YouTube) 分享平台	22.0	32.4	29.1	16.5	3
Microblogging 微博	20.3	29.5	35.1	15.0	4
Web Monitoring and Surveillance 網絡監測及監督	24.2	41.9	20.3	13.6	5
Apps Development 應用程式開發	22.3	38.3	26.2	13.3	6
Web Analytics 網站分析	22.8	42.9	21.5	12.8	7
Search Engine Optimisation 搜尋引擎優化	29.5	38.3	20.6	11.6	8
QR Code QR 碼	29.5	44.1	19.6	6.8	9
Cloud Computing 雲端運算	35.1	44.8	15.7	4.4	10
Advertising and Public Relations Sector 廣告與公共關係業					
Web Searching 網上搜尋	17.2	27.5	41.0	14.3	1
Sharing Platform (e.g. YouTube) 分享平台	18.4	39.3	32.2	10.0	2
Social Networking Platform (e.g. Facebook, Twitter) 社交網絡平台	15.5	38.5	36.0	10.0	3
Microblogging 微博	18.5	44.6	30.3	6.6	4
Web Analytics 網站分析	25.5	46.4	23.3	4.8	5
Search Engine Optimisation 搜尋引擎優化	26.9	47.9	21.0	4.2	6
Web Monitoring and Surveillance 網絡監測及監督	28.8	48.1	19.5	3.6	7
Apps Development 應用程式開發	26.9	47.2	22.5	3.4	8
QR Code QR 碼	29.3	52.1	16.4	2.2	9
Cloud Computing 雲端運算	32.5	50.3	15.9	1.4	10

* As a percentage of number of responding cases by sector.
* 佔填覆公司百分率（按行業劃分）。

Note: (1) The journalism sector includes advertising sales / PR / marketing department in media organizations.
註： (1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

Table 7.1 **Percentage Distribution of Companies' Preferred Methods for Retaining Existing MC Employees by Sector by Employment Size (Respondents may choose up to three options)**

表 7.1 **公司挽留大眾傳播僱員首選方法的百分率分布（按行業及公司規模劃分）（填覆者最多可選擇三項）**

Employment Size of Company 公司規模 / Preferred Methods 首選方法	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100-299 (%)*	300-499 (%)*	500 & Over (%)*	Overall 整體 (%)*
Journalism Sector (1) 新聞業									
Salary Increment 增加薪金	30.4	18.7	17.6	8.2	5.4	5.6	0.3	2.0	88.2
Shortening Working Hours 縮短工作時間	9.5	3.6	6.4	1.3	-	-	-	-	20.7
More Paid Leave 更多有薪休假	4.1	1.0	2.6	2.6	0.5	0.8	-	-	11.5
Providing Job Rotation 提供職務輪換	3.3	1.8	-	-	0.5	-	-	-	5.6
Internal Promotion 內部晉升	5.1	6.6	3.3	8.4	4.1	3.6	0.3	2.0	33.5
Enhancing Job Satisfaction 提升工作滿意度	7.2	5.9	7.2	5.6	3.3	4.6	-	0.5	34.3
Increasing Job Autonomy 增加工作自主權	5.1	8.2	2.3	6.1	-	2.6	-	-	24.3
Others 其他	-	1.3	0.3	0.3	-	-	-	-	1.8
Advertising and Public Relations Sector 廣告與公共關係業									
Salary Increment 增加薪金	58.4	9.0	4.7	1.5	0.3	0.1	2.0	6.6	82.5
Shortening Working Hours 縮短工作時間	13.2	1.7	1.0	0.3	-	-	0.3	0.5	17.0
More Paid Leave 更多有薪休假	5.4	1.4	0.9	0.2	-	-	0.7	0.5	9.1
Providing Job Rotation 提供職務輪換	2.3	0.2	0.1	-	-	-	-	0.1	2.9
Internal Promotion 內部晉升	11.2	2.7	1.3	0.8	0.2	0.1	0.6	3.2	20.0
Enhancing Job Satisfaction 提升工作滿意度	20.2	3.2	1.6	0.6	0.2	-	0.4	2.9	29.3
Increasing Job Autonomy 增加工作自主權	30.5	1.7	0.8	0.5	-	-	0.6	1.2	35.2
Others 其他	-	-	-	-	-	-	-	0.1	0.1

* As a percentage of number of responding cases by sector.

* 佔填覆公司百分率（按行業劃分）。

Note: (1) The journalism sector includes advertising sales / PR / marketing department in media organizations.

註： (1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

Table 7.2 Percentage Distribution of Companies' Preferred Methods for Retaining Existing MC Employees by Branch

表 7.2 公司挽留大眾傳播僱員首選方法的百分率分布（按門類劃分）

Preferred Methods 首選方法	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台及電視台的新聞部	News Agencies 新聞通訊社	Digital / New Media 數碼／新媒體	Public Relations Services Suppliers 公共關係服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / 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	All Branches 所有門類
	Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部								
	%*	%*	%*	%*	%*	%*	%*	%*	%*
Salary increment 增加薪金	87.9	88.3	96.2	82.4	85.3	88.2	81.3	87.9	83.0
Shortening working hours 縮短工作時間	24.2	22.1	7.7	17.6	17.6	14.3	18.2	8.6	17.3
More paid leave 更多有薪休假	27.3	9.6	19.2	5.9	8.8	10.5	8.5	12.6	9.3
Providing job rotation 提供職務輪換	6.1	6.8	-	-	2.9	4.1	3.0	1.2	3.1
Internal promotion 內部晉升	39.4	28.1	53.8	47.1	50.0	28.3	17.0	38.6	21.1
Enhancing job satisfaction 提升工作滿意度	39.4	33.5	26.9	47.1	35.3	39.2	27.8	34.5	29.7
Increasing job autonomy 增加工作自主權	12.1	27.8	7.7	5.9	29.4	29.3	37.7	19.0	34.3
Others 其他	-	2.1	-	-	2.9	-	-	1.2	0.3

* As a percentage of number of responding cases by branch.
* 佔填覆公司百分率（按門類劃分）。

Percentage Distribution of Companies' Chosen Degree of Importance in respect of the Accomplishment Training for their Young MC Employees by Sector
公司對年輕大眾傳播僱員素養培訓方面重要程度評價的百分率分布（按行業劃分）

Accomplishment Training for the Young MC Employees 年輕大眾傳播業僱員的素養	Degree of Importance 重要程度				Chosen as "Highly Important" (Descending Order) 按高度重要程度降序排列
	Not at All Important 極不重要 (%)*	Unimportant 不重要 (%)*	Somewhat Important 有些重要 (%)*	Highly Important 高度重要 (%)*	
Journalism Sector (1) 新聞業					
Concentration on Work 專心工作	2.6	2.1	26.8	68.5	1
Working Attitude 工作態度	2.6	3.8	25.1	68.5	1
Team Work 團隊合作	2.6	5.1	28.1	64.3	2
Punctual 守時	2.6	3.8	35.3	58.3	3
Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right) 保護公司有形及無形資產（或知識產權）	2.6	4.3	37.9	55.3	4
Interpersonal Communication Skills 人際溝通技巧	2.6	1.7	44.7	51.1	5
Protection of Privacy 保障私隱	-	6.4	45.1	48.5	6
Etiquette 禮儀	2.6	13.6	40.9	43.0	7
Emotional Management 情緒管理	2.6	10.2	49.4	37.9	8
Advertising and Public Relations Sector 廣告與公共關係業					
Working Attitude 工作態度	0.7	0.9	28.6	69.7	1
Concentration on Work 專心工作	0.6	3.5	35.1	60.9	2
Team Work 團隊合作	4.7	4.5	36.0	54.8	3
Interpersonal Communication Skills 人際溝通技巧	1.7	6.3	38.3	53.6	4
Punctual 守時	3.2	4.1	41.1	51.6	5
Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right) 保護公司有形及無形資產（或知識產權）	1.6	4.4	43.0	50.9	6
Protection of Privacy 保障私隱	1.6	6.3	42.8	49.2	7
Emotional Management 情緒管理	1.6	5.5	52.7	40.2	8
Etiquette 禮儀	1.6	5.3	54.6	38.5	9
Others 其他	-	-	-	0.9	10

* As a percentage of number of responding cases by sector.
* 佔填覆公司百分率（按行業劃分）。
Note: (1) The journalism sector includes advertising sales / PR / marketing department in media organizations.
註： (1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

Table 9.1 Preferred Educational Level of MC Employees in Newspapers by Job Title
表 9.1 報紙業機構大眾傳播僱員宜有的教育程度

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	1	44	-	-	4	2	-	-
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	14	97	-	-	4	1	-	-
103	News Director 新聞總監	-	8	-	-	-	-	-	-
Sub-Total 小計		***15***	***149***	***-***	***-***	***8***	***3***	***-***	***-***
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	104	24	4	2	3	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	157	70	-	6	-	-	-
203	International News Editor 國際新聞主任	-	29	2	-	-	-	-	-
204	China / National News Editor 中國新聞主任	-	21	4	-	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	5	9	14	-	-	-	-
206	Editorial / Leader Writer 主筆	-	20	2	10	-	12	8	-
Sub-Total 小計		***-***	***336***	***111***	***28***	***8***	***15***	***8***	***-***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	219	228	5	-	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	453	39	6	36	2	-	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	984	435	296	-	2	-	-
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	1	110	172	18	2	-	-
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	38	31	-	10	-	-	-
306	Online Editor 網絡編輯	-	12	30	-	9	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	15	32	24	71	-	-	3
308	Graphic Artist 正稿製作員	-	-	28	4	-	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	6	-	-	-	-	-	-
Sub-Total 小計		***-***	***1 728***	***933***	***507***	***144***	***6***	***-***	***3***

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	-	34	193	15	-	-	1
402	Typesetter 植字員	-	-	-	2	8	21	3	-
403	Layout Artist 排版員	-	-	6	3	71	191	78	-
404	Proof-Reader 校對員	-	-	-	32	20	66	18	-
405	Darkroom Person 黑房工作人員	-	-	-	1	-	17	-	-
406	Librarian 資料室人員	-	3	-	12	26	34	3	-
407	Researcher 資料蒐集員	-	2	14	5	18	1	-	-
408	Web Page Designer 網頁製作員	-	2	26	-	8	8	-	1
409	Webmaster 網主	-	1	1	-	4	-	-	-
Sub-Total 小計		***-***	***8***	***81***	***248***	***170***	***338***	***102***	***2***
GRAND TOTAL 總計		**15**	**2 221**	**1 125**	**783**	**330**	**362**	**110**	**5**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 9.2 Preferred Educational Level of MC Employees in Magazines by Job Title
表 9.2 雜誌業機構大眾傳播僱員宜有的教育程度

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	10	102	2	-	-	-	-	6
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	8	56	1	-	-	-	-	12
166	Creative Director 創作總監	-	7	-	-	-	-	-	-
Sub-Total 小計		***18***	***165***	***3***	***-***	***-***	***-***	***-***	***18***
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	11	178	34	4	-	7	-	14
202	News / Assignment Editor 總採訪／採訪主任	-	28	16	-	-	-	-	-
203	International News Editor 國際新聞主任	-	6	-	-	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	5	12	14	-	-	-	-
206	Editorial / Leader Writer 主筆	-	128	6	-	-	2	-	3
264	Production Manager 製作經理	-	2	-	-	-	-	-	-
Sub-Total 小計		***11***	***347***	***68***	***18***	***-***	***9***	***-***	***17***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	214	46	43	-	11	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	157	110	39	9	14	-	6
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	337	126	44	-	17	-	34
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	29	145	123	4	19	3	6
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	10	27	-	-	-	-	-	-
306	Online Editor 網絡編輯	-	22	5	16	-	-	-	3
307	Senior Designer 資深（高級）美術設計員	-	46	54	39	-	-	-	3
308	Graphic Artist 正稿製作員	-	16	38	44	-	-	-	12

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
EDITORIAL / PRODUCTION LEVEL (Continued) 編採／製作人員級（續）									
309	Senior Producer; Producer 高級監製；監製	-	6	4	9	-	-	-	-
364	Copywriter 撰稿員	-	-	26	-	-	-	-	-
Sub-Total 小計		***10***	***854***	***554***	***357***	***13***	***61***	***3***	***64***
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	67	72	132	7	8	-	6
402	Typesetter 植字員	-	-	2	-	4	2	-	-
403	Layout Artist 排版員	-	4	18	37	10	7	-	3
404	Proof-Reader 校對員	-	9	28	13	3	10	-	-
406	Librarian 資料室人員	-	-	-	-	-	-	-	6
407	Researcher 資料蒐集員	-	-	14	-	6	2	-	-
408	Web Page Designer 網頁製作員	-	33	11	22	-	-	-	-
409	Webmaster 網主	-	6	5	5	-	-	-	-
Sub-Total 小計		***-***	***119***	***150***	***209***	***30***	***29***	***-***	***15***
GRAND TOTAL 總計		**39**	**1 485**	**775**	**584**	**43**	**99**	**3**	**114**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 9.3 Preferred Educational Level of MC Employees in News Department in Radio and Television Stations by Job Title

表 9.3 電台及電視台新聞部大眾傳播僱員宜有的教育程度

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
111	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	4	26	-	4	-	-	-	-
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	5	6	-	2	-	-	-	-
Sub-Total 小計		***9***	***32***	***-***	***6***	***-***	***-***	***-***	***-***
SUPERVISORY LEVEL 主任級									
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	-	29	-	-	-	-	-	1
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	-	153	-	-	-	-	-	-
213	Managing Editor 編輯主任	-	12	12	-	-	-	-	-
214	Deputy / Assistant Managing Editor 副編輯主任	-	17	-	-	-	-	-	-
215	Executive Producer 執行監製／製作主任	-	20	36	1	-	-	-	-
Sub-Total 小計		***-***	***231***	***48***	***1***	***-***	***-***	***-***	***1***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	-	85	-	38	-	-	-	1
312	News Reader / Announcer 新聞報告員	-	43	-	5	-	-	-	-
313	News Translator 新聞翻譯員	-	4	-	3	-	-	-	-
314	Senior Reporter; Reporter 高級記者；記者	-	339	-	-	-	-	-	9
315	Cameraman 電視攝影師	-	6	15	75	-	104	-	-
316	Senior Producer; Producer 高級監製；監製	-	82	24	76	-	18	-	-
317	Online Editor 網絡編輯	-	34	-	1	-	-	-	-
363	Graphic Artist 正稿製作員	-	-	5	-	-	-	-	-
Sub-Total 小計		***-***	***593***	***44***	***198***	***-***	***122***	***-***	***10***

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
407	Researcher 資料蒐集員	-	-	14	-	-	-	-	-
411	Production Assistant / Technician 製作助理	-	14	57	128	10	106	-	2
412	Web Page Designer 網頁製作員	-	5	14	7	-	15	-	-
413	Webmaster 網主	-	1	2	-	-	12	-	-
Sub-Total 小計		***-***	***20***	***87***	***135***	***10***	***133***	***-***	***2***
GRAND TOTAL 總計		**9**	**876**	**179**	**340**	**10**	**255**	**-**	**13**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 9.4 Preferred Educational Level of MC Employees in News Agencies by Job Title
表 9.4 新聞通訊社大眾傳播僱員宜有的教育程度

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	-	7	-	-	-	-	-	-
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	9	-	-	-	-	-	-
103	News Director 新聞總監	-	1	-	-	-	-	-	-
Sub-Total 小計		***-***	***17***	***-***	***-***	***-***	***-***	***-***	***-***
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	10	4	-	-	-	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	15	4	-	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	3	2	-	-	-	-	-
Sub-Total 小計		***-***	***28***	***10***	***-***	***-***	***-***	***-***	***-***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	8	-	6	-	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	13	-	10	-	-	-	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	46	3	23	-	-	-	-
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	11	1	10	-	1	-	-
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	1	-	10	5	-	-	-
306	Online Editor 網絡編輯	-	2	-	-	-	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	1	-	-	-	-	-	-
Sub-Total 小計		***-***	***82***	***4***	***59***	***5***	***1***	***-***	***-***
401	Designer 美術設計員	-	1	-	-	-	2	-	-
402	Typesetter 植字員	-	-	-	-	-	2	-	-
403	Layout Artist 排版員	-	-	-	-	-	2	-	-
404	Proof-Reader 校對員	-	2	-	-	-	2	-	-
408	Web Page Designer 網頁製作員	-	6	-	-	-	-	-	-

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
409	Webmaster 網主	-	1	-	-	1	-	-	-
Sub-Total 小計		**-**	***10***	**-**	**-**	***1***	***8***	**-**	**-**
GRAND TOTAL 總計		**-**	**137**	**14**	**59**	**6**	**9**	**-**	**-**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 9.5 Preferred Educational Level of MC Employees in Digital / New Media by Job Title
表 9.5 數碼／新媒體大眾傳播僱員宜有的教育程度

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	-	3	-	-	-	-	-	1
103	News Director 新聞總監	-	2	-	-	-	-	-	1
166	Creative Director 創作總監	-	3	-	-	-	-	-	-
169	Media Planning Director 媒介策劃總監	-	3	-	-	-	-	-	-
Sub-Total 小計		***-***	***11***	***-***	***-***	***-***	***-***	***-***	***2***
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	11	2	2	1	-	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	-	-	-	-	-	-	6
204	China / National News Editor 中國新聞主任	-	4	-	-	-	-	-	3
206	Editorial / Leader Writer 主筆	-	1	-	-	-	-	-	-
264	Production Manager 製作經理	-	3	-	-	-	-	-	-
267	Media Planning Manager 媒介策劃經理	-	2	-	-	-	-	-	-
Sub-Total 小計		***-***	***21***	***2***	***2***	***1***	***-***	***-***	***9***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	5	-	-	-	-	-	2
302	Sub-editor / Copy Editor 文稿編輯	-	8	1	2	-	-	-	1
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	25	6	1	-	-	-	16
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	2	-	3	-	-	-	1
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	-	-	-	-	-	1
306	Online Editor 網絡編輯	-	32	13	46	-	-	-	2
307	Senior Designer 資深（高級）美術設計員	-	7	-	2	-	-	-	-
308	Graphic Artist 正稿製作員	-	1	3	6	-	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	4	-	3	-	-	-	-
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	5	-	-	-	-	-	-
Sub-Total 小計		***-***	***89***	***23***	***63***	***-***	***-***	***-***	***23***

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	6	8	-	-	-	-	-
407	Researcher 資料蒐集員	-	7	-	-	-	-	-	4
408	Web Page Designer 網頁製作員	-	10	13	13	59	-	-	3
409	Webmaster 網主	-	27	3	23	29	-	-	1
462	Digital Designer 數碼媒體設計員	-	9	50	-	-	-	-	-
Sub-Total 小計		**-**	***59***	***74***	***36***	***88***	**-**	**-**	***8***
GRAND TOTAL 總計		**-**	**180**	**99**	**101**	**89**	**-**	**-**	**42**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 9.6 Preferred Educational Level of MC Employees in Public Relations Services Suppliers by Job Title

表 9.6 公共關係服務供應商大眾傳播僱員宜有的教育程度

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
131	Managing Director; General Manager 董事總經理；總經理	21	105	6	-	-	-	-	4
132	Director of Client Services; Account Director 客戶服務總監	18	135	7	-	-	-	-	4
186	Business Development Director 業務發展總監	-	14	-	-	-	-	-	-
Sub-Total 小計		***39***	***254***	***13***	***-***	***-***	***-***	***-***	***8***
SUPERVISORY LEVEL 主任級									
231	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理；高級公關顧問；公關顧問	38	376	50	25	5	9	-	15
232	Chief Editor; Editor 總編輯；編輯	1	32	6	-	-	-	-	-
233	Art Director 美術總監	-	17	5	-	-	-	-	-
Sub-Total 小計		***39***	***425***	***61***	***25***	***5***	***9***	***-***	***15***
EXECUTIONAL LEVEL 執行人員級									
331	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任；公共關係主任；新聞主任	-	420	85	108	14	20	-	28
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	10	5	1	1	-	-	-
333	Account Co-ordinator 客戶聯絡助理	-	92	43	56	5	56	-	5
334	Translator 翻譯員	-	15	-	-	1	-	-	-
335	Visualiser 美術製稿員	-	28	2	7	-	-	-	-
336	Graphic Artist 正稿製作員	-	16	19	2	1	2	-	-
337	Copywriter 撰稿員	-	39	1	10	1	-	-	-
338	Research Assistant 市場調查助理	-	-	5	-	-	11	-	-
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	2	-	-	-	-	-	-
Sub-Total 小計		***-***	***622***	***160***	***184***	***23***	***89***	***-***	***33***

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
EXECUTIONAL LEVEL 執行人員級									
411	Production Assistant / Technician 製作助理	-	-	-	11	-	-	-	-
431	Promoter 推廣員	-	-	-	-	-	27	-	-
461	Designer 美術設計員	-	-	2	12	-	-	-	-
Sub-Total 小計		**-**	**-**	***2***	***23***	**-**	***27***	**-**	**-**
GRAND TOTAL 總計		**78**	**1 301**	**236**	**232**	**28**	**125**	**-**	**56**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 9.7 Preferred Educational Level of MC Employees in Advertising Sales / PR / Marketing Department in Media Organizations by Job Title

表 9.7 傳媒機構內的廣告／公共關係／市場部大眾傳播僱員宜有的教育程度

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
181	Publisher; Managing Director; President 社長；董事經理；總裁	7	143	4	2	4	-	-	7
182	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	14	92	1	-	2	-	-	3
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	9	195	13	1	2	-	-	1
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	1	38	9	-	-	-	-	3
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	2	70	7	-	2	-	-	-
186	Business Development Director 業務發展總監	3	50	2	-	-	-	-	-
187	Research Director 市場調查總監	-	3	-	-	-	-	-	-
188	Public Relations Director 公共關係總監	1	10	-	-	-	-	-	-
189	Art Director 美術總監	7	103	47	-	-	-	-	2
Sub-Total 小計		***44***	***704***	***83***	***3***	***10***	***-***	***-***	***16***
SUPERVISORY LEVEL 主任級									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	8	345	193	105	4	-	-	23
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	56	58	3	8	-	-	-
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	146	84	12	3	1	-	4
284	Research Manager 市場調查經理	-	7	9	-	-	-	-	-
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	-	34	20	-	-	-	-	4
286	Public Relations Manager 公共關係經理	-	33	6	1	-	1	-	-
287	Sales Training / Support Manager 銷售訓練／支援經理	-	10	2	-	-	-	-	-
Sub-Total 小計		***8***	***631***	***372***	***121***	***15***	***2***	***-***	***31***

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
EXECUTIONAL LEVEL 執行人員級									
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理／主任；客戶主任	-	228	196	260	55	257	-	43
382	Marketing Assistant / Executive 市場助理／主任	-	128	96	125	76	6	-	6
383	Research Assistant / Executive 市場調查助理／主任	-	21	10	35	8	-	-	-
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	-	52	54	161	30	68	-	6
385	Public Relations Assistant / Executive 公共關係助理／主任	-	34	17	4	15	21	-	-
Sub-Total 小計		***-***	***463***	***373***	***585***	***184***	***352***	***-***	***55***
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
481	Promoter 推廣員	-	-	4	-	-	4	14	3
Sub-Total 小計		***-***	***-***	***4***	***-***	***-***	***4***	***14***	***3***
GRAND TOTAL 總計		**52**	**1 798**	**832**	**709**	**209**	**358**	**14**	**105**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 9.8 Preferred Educational Level of MC Employees in Advertising Companies, Agencies and other Advertising Services by Job Title

表 9.8 廣告業機構大眾傳播僱員宜有的教育程度

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
161	Managing Director; General Manager 董事經理；總經理	17	316	21	22	5	24	-	16
162	Director of Client Services / Account Servicing 客戶服務總監	13	65	-	-	-	-	-	8
163	Group Account Director; Account Director 客戶總監	23	169	2	52	3	-	-	13
164	Director of Strategic Planning 品牌策劃總監	-	25	-	-	-	-	-	1
165	Executive Creative Director 執行創作總監	2	57	3	2	4	-	-	1
166	Creative Director 創作總監	-	186	6	7	-	-	-	16
167	Creative Group Head 創作主任	4	19	-	17	6	-	-	-
168	Head of TV Production 電視廣告製作主任	-	40	1	1	-	-	-	2
169	Media Planning Director 媒介策劃總監	2	31	-	-	-	-	-	6
170	Media Buying Director 媒介採購總監	-	5	1	-	-	-	-	-
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	2	27	9	-	-	-	-	2
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	1	-	-	-	-	-	-
186	Business Development Director 業務發展總監	-	3	-	-	-	-	-	-
187	Research Director 市場調查總監	-	1	-	-	-	-	-	-
Sub-Total 小計		***63***	***945***	***43***	***101***	***18***	***24***	***-***	***65***
SUPERVISORY LEVEL 主任級									
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	-	695	217	149	143	85	-	55
262	Art Director 美術總監	-	379	154	416	62	36	-	24
263	Studio Manager 正稿製作經理	-	19	10	3	-	-	-	3
264	Production Manager 製作經理	-	67	25	43	2	4	-	52

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) **主任級（續）**									
265	Traffic Manager 流程統籌經理	-	47	1	9	-	-	-	4
266	TV Producer 廣告製片	-	49	9	28	-	4	-	1
267	Media Planning Manager 媒介策劃經理	-	55	3	26	-	-	-	6
268	Media Buying Manager 媒介採購經理	-	33	4	2	-	-	-	4
269	Research Manager; Strategic Planner 市場調查經理；策略策劃員	-	22	6	-	-	-	-	4
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	-	2	-	26	-	-	-	-
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	60	2	6	-	-	-	2
Sub-Total 小計		***-***	***1 428***	***431***	***708***	***207***	***129***	***-***	***155***
EXECUTIONALLEVEL **執行人員級**									
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	1	-	-	-	-	-	-
361	Account Executive 客戶主任	-	540	426	888	225	209	-	65
362	Visualiser 草稿製作員	-	55	70	76	72	21	-	3
363	Graphic Artist 正稿製作員	-	227	689	1 224	72	190	-	26
364	Copywriter 撰稿員	-	86	29	63	24	8	-	8
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	61	93	20	26	72	-	4
366	Media Buyer 媒介採購員	-	15	55	14	2	48	-	4
367	Traffic Co-ordinator 流程統籌	-	15	4	64	26	63	-	2
368	Production Assistant 製作助理	-	2	3	179	27	65	-	25
369	Research Assistant 市場調查助理	-	6	9	37	-	22	-	-
370	Photographer 廣告攝影師	-	-	12	82	24	12	-	-
371	Online Editor 網絡編輯	-	38	17	41	3	-	-	-
372	Marketing Assistant / Executive 市場助理／主任	-	25	14	31	11	4	-	-
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	-	-	-	-	-	4	-	-
Sub-Total 小計		***-***	***1 071***	***1 421***	***2 719***	***512***	***718***	***-***	***137***

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
403	Layout Artist 排版員	-	-	-	-	-	5	-	-
461	Designer 美術設計員	-	85	305	1 000	12	182	-	14
462	Digital Designer 數碼媒體設計員	-	5	83	144	4	86	-	13
463	Webmaster 網主	-	37	22	71	2	-	-	-
464	Technician 技術員	-	14	5	6	-	34	15	27
465	Promoter 推廣員	-	-	-	-	-	16	40	-
Sub-Total 小計		***-***	***141***	***415***	***1 221***	***18***	***323***	***55***	***54***
GRAND TOTAL 總計		**63**	**3 585**	**2 310**	**4 749**	**755**	**1 194**	**55**	**411**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 9.9 Preferred Educational Level of MC Employees in Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions by Job Title

表 9.9 公司或機構內企業傳訊／公共關係／廣告／市場部大眾傳播僱員宜有的教育程度

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
141	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	36	174	-	-	-	-	-	-
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理 ／總監／主管	-	55	-	-	-	-	-	-
143	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	1	91	5	-	-	-	-	-
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	23	247	30	-	-	-	-	10
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	6	80	5	-	-	-	-	10
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	226	-	-	-	-	-	-
147	Community Relations Manager 社區關係經理	-	35	-	-	-	-	-	-
148	Market Research Manager 市場調查經理	-	25	-	-	-	-	-	-
149	Publication Manager 出版經理	1	13	-	-	-	-	-	-
150	Internal Communications Manager 內部傳訊經理	2	5	-	-	-	-	-	-
Sub-Total 小計		***69***	***951***	***40***	***-***	***-***	***-***	***-***	***20***
SUPERVISORY LEVEL 主任級									
241	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	15	441	20	35	-	-	-	20
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	-	264	-	20	5	-	-	20
243	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	-	178	99	59	-	-	-	-

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) 主任級（續）									
244	Assistant Manager for Publication 助理出版經理	-	28	-	-	-	-	-	-
245	Chief Editor; Editor 總編輯；編輯	2	93	-	-	-	-	-	-
246	TV Producer 廣告製片	6	10	-	-	-	-	-	-
262	Art Director 美術總監	-	-	-	5	-	-	-	-
Sub-Total 小計		***23***	***1 014***	***119***	***119***	***5***	***-***	***-***	***40***
EXECUTIONAL LEVEL 執行人員級									
341	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	-	610	161	71	10	1	-	-
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	-	198	7	85	240	24	-	10
343	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣主任／助理	-	280	46	366	15	-	-	-
344	Officer / Assistant for Community Relations 社區關係主任／助理	-	20	10	-	-	-	-	-
345	Officer / Assistant for Market Research 市場調查主任／助理	-	100	5	-	-	-	-	-
346	Writer / Translator 撰稿／翻譯員	-	71	8	4	-	-	-	-
347	Officer / Assistant for Publication 出版主任／助理	-	17	16	17	7	10	-	-
348	Graphic Designer 廣告設計員	-	6	99	84	-	2	-	-
349	Photographer 攝影師	-	-	42	25	-	5	-	-
250	Online Editor 網絡編輯	-	-	5	-	-	-	-	-
Sub-Total 小計		***-***	***1 302***	***399***	***652***	***272***	***42***	***-***	***10***
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
442	Web Page Designer 網頁製作員	-	3	2	43	4	-	-	-
Sub-Total 小計		***-***	***3***	***2***	***43***	***4***	***-***	***-***	***-***
GRAND TOTAL 總計		**92**	**3 270**	**560**	**814**	**281**	**42**	**-**	**70**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 10.1 Preferred Years of Relevant Experience of MC Employees in Newspapers by Job Title

表 10.1 報紙業機構大眾傳播僱員宜有的相關年資

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	11	32	5	2	-	-	-	1
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	32	30	42	4	1	-	-	7
103	News Director 新聞總監	2	6	-	-	-	-	-	-
Sub-Total 小計		***45***	***68***	***47***	***6***	***1***	***-***	***-***	***8***
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	4	15	94	13	-	-	-	11
202	News / Assignment Editor 總採訪／採訪主任	-	15	190	3	6	-	-	19
203	International News Editor 國際新聞主任	-	1	28	2	-	-	-	-
204	China / National News Editor 中國新聞主任	-	1	20	2	-	-	-	2
205	Assignment Editor (Photography) 攝影主任	-	5	20	2	-	-	-	1
206	Editorial / Leader Writer 主筆	-	16	8	7	12	8	-	1
Sub-Total 小計		***4***	***53***	***360***	***29***	***18***	***8***	***-***	***34***
EDITORIAL / PRODUCTION L LEVEL 編採／製作人員級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	1	24	78	72	271	6	-	-
302	Sub-editor / Copy Editor 文稿編輯	6	80	-	4	333	87	-	26
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	82	55	91	619	608	-	262
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	4	-	26	247	14	-	12
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	6	9	18	36	-	-	10
306	Online Editor 網絡編輯	-	-	-	9	33	-	-	9
307	Senior Designer 資深（高級）美術設計員	-	-	5	88	36	-	-	16
308	Graphic Artist 正稿製作員	-	-	-	4	28	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	-	-	6	-	-	-	-
Sub-Total 小計		***7***	***196***	***147***	***318***	***1 603***	***715***	***-***	***335***

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	-	-	40	31	130	4	38
402	Typesetter 植字員	-	-	-	2	29	-	3	-
403	Layout Artist 排版員	-	1	-	2	104	242	-	-
404	Proof-Reader 校對員	-	-	-	17	75	36	4	4
405	Darkroom Person 黑房工作人員	-	-	-	-	-	17	-	1
406	Librarian 資料室人員	-	-	1	2	33	33	9	-
407	Researcher 資料蒐集員	-	-	-	14	24	-	-	2
408	Web Page Designer 網頁製作員	-	-	-	-	36	8	-	1
409	Webmaster 網主	-	-	-	-	5	1	-	-
Sub-Total 小計		***-***	***1***	***1***	***77***	***337***	***467***	***20***	***46***
GRAND TOTAL 總計		**56**	**318**	**555**	**430**	**1 959**	**1 190**	**20**	**423**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 10.2 Preferred Years of Relevant Experience of MC Employees in Magazines by Job Title

表 10.2 雜誌業機構大眾傳播僱員宜有的相關年資

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	12	33	27	35	7	-	-	6
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	6	40	16	3	-	-	-	12
166	Creative Director 創作總監	-	7	-	-	-	-	-	-
Sub-Total 小計		***18***	***80***	***43***	***38***	***7***	***-***	***-***	***18***
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	48	38	88	53	7	-	14
202	News / Assignment Editor 總採訪／採訪主任	-	-	30	10	4	-	-	-
203	International News Editor 國際新聞主任	-	-	-	6	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	5	6	18	2	-	-	-
206	Editorial / Leader Writer 主筆	-	2	31	53	50	-	-	3
264	Production Manager 製作經理	-	-	-	2	-	-	-	-
Sub-Total 小計		***-***	***55***	***105***	***177***	***109***	***7***	***-***	***17***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	2	75	92	136	9	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	-	7	85	180	57	-	6
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	4	40	275	115	90	-	34
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	4	22	154	123	17	3	6
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	26	-	11	-	-	-	-
306	Online Editor 網絡編輯	-	-	2	11	20	10	-	3
307	Senior Designer 資深（高級）美術設計員	-	20	4	56	59	-	-	3
308	Graphic Artist 正稿製作員	-	-	24	23	27	24	-	12

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
EDITORIAL / PRODUCTION LEVEL (Continued) **編採／製作人員級（續）**									
309	Senior Producer; Producer 高級監製；監製	-	-	-	6	10	3	-	-
364	Copywriter 撰稿員	-	-	-	-	26	-	-	-
Sub-Total 小計		***-***	***56***	***174***	***713***	***696***	***210***	***3***	***64***
SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**									
401	Designer 美術設計員	-	-	44	56	129	57	-	6
402	Typesetter 植字員	-	-	-	-	6	2	-	-
403	Layout Artist 排版員	-	-	4	12	37	23	-	3
404	Proof-Reader 校對員	-	-	-	12	32	19	-	-
406	Librarian 資料室人員	-	-	-	-	-	-	-	6
407	Researcher 資料蒐集員	-	-	-	4	16	2	-	-
408	Web Page Designer 網頁製作員	-	-	5	14	31	16	-	-
409	Webmaster 網主	-	-	-	6	5	5	-	-
Sub-Total 小計		***-***	***-***	***53***	***104***	***256***	***124***	***-***	***15***
GRAND TOTAL 總計		**18**	**191**	**375**	**1 032**	**1 068**	**341**	**3**	**114**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 10.3 Preferred Years of Relevant Experience of MC Employees in News Department in Radio / TV Stations by Job Title

表 10.3 電台及電視台大眾傳播僱員宜有的相關年資

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
111	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	16	14	4	-	-	-	-	-
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	8	1	2	-	-	-	-	2
Sub-Total 小計		***24***	***15***	***6***	***-***	***-***	***-***	***-***	***2***
SUPERVISORY LEVEL 主任級									
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	6	12	-	8	-	-	-	4
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	6	92	10	44	-	-	-	1
213	Managing Editor 編輯主任	5	14	4	1	-	-	-	-
214	Deputy / Assistant Managing Editor 副編輯主任	8	1	5	-	-	-	-	3
215	Executive Producer 執行監製／製作主任	-	32	15	1	2	-	-	7
Sub-Total 小計		***25***	***151***	***34***	***54***	***2***	***-***	***-***	***15***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	-	38	6	73	3	-	-	4
312	News Reader / Announcer 新聞報告員	-	-	5	13	22	8	-	-
313	News Translator 新聞翻譯員	-	-	3	3	-	-	-	1
314	Senior Reporter; Reporter 高級記者；記者	-	-	71	135	83	35	-	24
315	Cameraman 電視攝影師	-	-	2	52	146	-	-	-
316	Senior Producer; Producer 高級監製；監製	-	20	-	151	12	-	-	17
317	Online Editor 網絡編輯	-	-	-	4	31	-	-	-
363	Graphic Artist 正稿製作員	-	-	-	5	-	-	-	-
Sub-Total 小計		***-***	***58***	***87***	***436***	***297***	***43***	***-***	***46***

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
407	Researcher 資料蒐集員	-	-	-	-	-	14	-	-
411	Production Assistant / Technician 製作助理	-	-	-	-	42	208	-	67
412	Web Page Designer 網頁製作員	-	-	-	-	17	20	-	4
413	Webmaster 網主	-	-	-	-	3	12	-	-
Sub-Total 小計		**-**	**-**	**-**	**-**	***62***	***254***	**-**	***71***
GRAND TOTAL 總計		**49**	**224**	**127**	**490**	**361**	**297**	**-**	**134**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 10.4 Preferred Years of Relevant Experience of MC Employees in News Agencies by Job Title

表 10.4 新聞通訊社大眾傳播僱員宜有的相關年資

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
	MANAGERIAL LEVEL 經理級								
101	Editor-in-Chief; The Editor 總編輯	3	3	1	-	-	-	-	-
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	5	-	4	-	-	-	-	-
103	News Director 新聞總監	-	1	-	-	-	-	-	-
	Sub-Total 小計	***8***	***4***	***5***	***-***	***-***	***-***	***-***	***-***
	SUPERVISORY LEVEL 主任級								
201	Managing Editor 編輯主任	4	1	5	4	-	-	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	4	7	8	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	2	-	1	2	-	-	-	-
	Sub-Total 小計	***6***	***5***	***13***	***14***	***-***	***-***	***-***	***-***
	EDITORIAL / PRODUCTION LEVEL 編採／製作人員級								
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	-	1	7	6	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	-	3	-	10	9	1	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	4	22	31	15	-	-
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	-	7	10	6	-	-
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	5	-	11	-	-	-
306	Online Editor 網絡編輯	-	-	-	2	-	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	-	-	1	-	-	-	-
	Sub-Total 小計	***-***	***-***	***13***	***39***	***68***	***30***	***1***	***-***
	SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級								
401	Designer 美術設計員	-	-	-	-	2	1	-	-
402	Typesetter 植字員	-	-	-	-	2	-	-	-
403	Layout Artist 排版員	-	-	-	-	2	-	-	-
404	Proof-Reader 校對員	-	-	-	-	2	2	-	-
408	Web Page Designer 網頁製作員	-	-	-	-	-	6	-	-

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL (Continued) **輔助／技術人員級（續）**									
409	Webmaster 網主	-	-	1	-	1	-	-	-
Sub-Total 小計		***-***	***-***	***1***	***-***	***9***	***9***	***-***	***-***
GRAND TOTAL 總計		**14**	**9**	**32**	**53**	**77**	**39**	**1**	**-**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 10.5 Preferred Years of Relevant Experience of MC Employees in Digital / New Media by Job Title

表 10.5 數碼／新媒體大眾傳播僱員宜有的相關年資

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
101	Editor-in-Chief; The Editor 總編輯	-	1	2	-	-	-	-	1
103	News Director 新聞總監	-	-	-	2	-	-	-	1
166	Creative Director 創作總監	-	-	3	-	-	-	-	-
169	Media Planning Director 媒介策劃總監	-	-	3	-	-	-	-	-
Sub-Total 小計		***-***	***1***	***8***	***2***	***-***	***-***	***-***	***2***
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	-	3	11	1	1	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	-	-	-	-	-	-	6
204	China / National News Editor 中國新聞主任	-	-	-	4	-	-	-	3
206	Editorial / Leader Writer 主筆	-	-	-	-	1	-	-	-
264	Production Manager 製作經理	-	-	-	-	3	-	-	-
267	Media Planning Manager 媒介策劃經理	-	-	-	-	2	-	-	-
Sub-Total 小計		***-***	***-***	***3***	***15***	***7***	***1***	***-***	***9***
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	-	-	5	-	-	-	2
302	Sub-editor / Copy Editor 文稿編輯	-	-	-	5	6	-	-	1
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	-	-	32	-	-	16
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	-	-	5	-	-	1
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	-	-	-	-	-	1
306	Online Editor 網絡編輯	-	-	-	32	42	17	-	2
307	Senior Designer 資深（高級）美術設計員	-	-	-	-	9	-	-	-
308	Graphic Artist 正稿製作員	-	-	-	8	2	-	-	-

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
EDITORIAL / PRODUCTION LEVEL (Continued) **編採／製作人員級（續）**									
309	Senior Producer; Producer 高級監製；監製	-	-	-	-	7	-	-	-
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	-	-	-	-	5	-	-
Sub-Total 小計		***-***	***-***	***-***	***50***	***103***	***22***	***-***	***23***
SUPPORTING / TECHNICAL LEVEL **輔助／技術人員級**									
401	Designer 美術設計員	-	-	-	-	3	11	-	-
407	Researcher 資料蒐集員	-	-	-	-	5	2	-	4
408	Web Page Designer 網頁製作員	-	-	-	2	82	11	-	3
409	Webmaster 網主	-	-	-	-	66	16	-	1
462	Digital Designer 數碼媒體設計員	-	-	-	-	9	50	-	-
Sub-Total 小計		***-***	***-***	***-***	***2***	***165***	***90***	***-***	***8***
GRAND TOTAL 總計		**-**	**1**	**11**	**69**	**275**	**113**	**-**	**42**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 10.6 Preferred Years of Relevant Experience of MC Employees in Public Relations Services Suppliers by Job Title

表 10.6 公共關係服務供應商大眾傳播僱員宜有的相關年資

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
131	Managing Director; General Manager 董事總經理；總經理	9	42	42	32	7	-	-	4
132	Director of Client Services; Account Director 客戶服務總監	19	26	47	38	30	-	-	4
186	Business Development Director 業務發展總監	-	14	-	-	-	-	-	-
Sub-Total 小計		***28***	***82***	***89***	***70***	***37***	***-***	***-***	***8***
SUPERVISORY LEVEL 主任級									
231	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理；高級公關顧問；公關顧問	15	31	44	218	189	5	-	16
232	Chief Editor; Editor 總編輯；編輯	1	5	1	11	19	2	-	-
233	Art Director 美術總監	-	10	3	3	6	-	-	-
Sub-Total 小計		***16***	***46***	***48***	***232***	***214***	***7***	***-***	***16***
EXECUTIONAL LEVEL 執行人員級									
331	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任；公共關係主任；新聞主任	-	-	18	64	297	224	39	33
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	-	-	11	3	3	-	-
333	Account Co-ordinator 客戶聯絡助理	-	-	-	3	100	144	4	6
334	Translator 翻譯員	-	-	-	2	8	6	-	-
335	Visualiser 美術製稿員	-	-	5	8	22	2	-	-
336	Graphic Artist 正稿製作員	-	-	5	5	25	3	1	1
337	Copywriter 撰稿員	-	-	5	1	37	8	-	-
338	Research Assistant 市場調查助理	-	-	-	-	4	1	11	-
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	-	-	2	-	-	-	-
Sub-Total 小計		***-***	***-***	***33***	***96***	***496***	***391***	***55***	***40***
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
411	Production Assistant / Technician 製作助理	-	-	-	-	-	11	-	-
431	Promoter 推廣員	-	-	-	-	-	27	-	-

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL (Continued) 輔助／技術人員級(續)									
461	Designer 美術設計員	-	-	-	2	12	-	-	-
Sub-Total 小計		**-**	**-**	**-**	***2***	***12***	***38***	**-**	**-**
Grand Total 總計		**44**	**128**	**170**	**400**	**759**	**436**	**55**	**64**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 10.7 Preferred Years of Relevant Experience of MC Employees in Advertising Sales / PR / Marketing Department in Media Organizations by Job Title

表 10.7 傳媒機構內廣告／公共關係／市場部大眾傳播僱員宜有的相關年資

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經 理 級									
181	Publisher; Managing Director; President 社長；董事經理；總裁	16	56	43	29	15	-	-	8
182	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	33	36	20	14	5	-	-	4
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	26	72	99	18	4	-	-	2
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	8	17	10	9	4	-	-	3
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	7	40	11	22	-	-	-	1
186	Business Development Director 業務發展總監	23	21	5	6	-	-	-	-
187	Research Director 市場調查總監	1	2	-	-	-	-	-	-
188	Public Relations Director 公共關係總監	2	9	-	-	-	-	-	-
189	Art Director 美術總監	1	88	40	20	6	-	-	4
Sub-Total 小計		***117***	***341***	***228***	***118***	***34***	***-***	***-***	***22***
SUPERVISORY LEVEL 主 任 級									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	15	37	198	243	120	1	-	64
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	5	52	26	42	-	-	-
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	2	27	92	77	46	1	1	4
284	Research Manager 市場調查經理	3	-	10	3	-	-	-	-
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	12	4	25	7	4	-	-	6
286	Public Relations Manager 公共關係經理	6	4	9	20	1	-	-	1
287	Sales Training / Support Manager 銷售訓練／支援經理	-	-	2	4	6	-	-	-
Sub-Total 小計		***38***	***77***	***388***	***380***	***219***	***2***	***1***	***75***

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
EXECUTIONAL LEVEL 執行人員級									
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理／主任；客戶主任	-	-	48	239	540	153	8	51
382	Marketing Assistant / Executive 市場助理／主任	-	-	25	85	172	137	10	8
383	Research Assistant / Executive 市場調查助理／主任	-	-	2	37	31	2	-	2
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	-	-	2	146	138	70	2	13
385	Public Relations Assistant / Executive 公共關係助理／主任	-	-	4	24	29	31	-	3
Sub-Total 小計		***-***	***-***	***81***	***531***	***910***	***393***	***20***	***77***
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
481	Promoter 推廣員	-	-	-	7	-	15	-	3
Sub-Total 小計		***-***	***-***	***-***	***7***	***-***	***15***	***-***	***3***
GRAND TOTAL 總計		**155**	**418**	**697**	**1 036**	**1 163**	**410**	**21**	**177**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 10.8 Preferred Years of Relevant Experience of MC Employees in Advertising Companies, Agencies and other Advertising Services by Job Title

表 10.8 廣告業機構大眾傳播僱員宜有的相關年資

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
MANAGERIAL LEVEL 經 理 級									
161	Managing Director; General Manager 董事經理；總經理	26	114	59	164	37	-	-	21
162	Director of Client Services / Account Servicing 客戶服務總監	11	23	7	7	30	-	-	8
163	Group Account Director; Account Director 客戶總監	16	91	51	89	1	-	-	14
164	Director of Strategic Planning 品牌策劃總監	10	8	2	-	5	-	-	1
165	Executive Creative Director 執行創作總監	11	37	11	2	6	-	-	2
166	Creative Director 創作總監	5	110	38	27	19	-	-	16
167	Creative Group Head 創作主任	-	13	11	13	8	-	-	1
168	Head of TV Production 電視廣告製作主任	2	6	4	30	-	-	-	2
169	Media Planning Director 媒介策劃總監	1	26	4	2	-	-	-	6
170	Media Buying Director 媒介採購總監	-	1	5	-	-	-	-	-
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	-	-	23	11	-	-	-	6
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	-	-	1	-	-	-	-
186	Business Development Director 業務發展總監	-	3	-	-	-	-	-	-
187	Research Director 市場調查總監	-	-	1	-	-	-	-	-
Sub-Total 小計		***82***	***432***	***216***	***346***	***106***	***-***	***-***	***77***
SUPERVISORY LEVEL 主 任 級									
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	7	21	207	536	437	79	-	57
262	Art Director 美術總監	7	66	152	450	360	10	-	26
263	Studio Manager 正稿製作經理	-	-	3	20	8	-	-	4
264	Production Manager 製作經理	2	8	42	69	12	8	-	52
265	Traffic Manager 流程統籌經理	7	-	5	14	31	-	-	4
266	TV Producer 廣告製片	2	4	4	48	32	-	-	1

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) **主 任 級 （ 續 ）**									
267	Media Planning Manager 媒介策劃經理	-	-	4	29	51	-	-	6
268	Media Buying Manager 媒介採購經理	-	-	4	29	6	-	-	4
269	Research Manager; Strategic Planner 市場調查經理；策略策劃員	-	-	3	20	5	-	-	4
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	-	-	-	28	-	-	-	-
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	15	16	25	12	-	2
Sub-Total 小計		***25***	***99***	***439***	***1 259***	***967***	***109***	***-***	***160***
EXECUTIONALLEVEL **執 行 人 員 級**									
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	-	-	1	-	-	-	-
361	Account Executive 客戶主任	-	-	16	331	1 420	447	72	67
362	Visualiser 草稿製作員	-	-	-	58	110	123	2	4
363	Graphic Artist 正稿製作員	-	111	46	323	1 170	698	53	27
364	Copywriter 撰稿員	-	-	-	24	156	23	6	9
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	-	-	2	180	78	12	4
366	Media Buyer 媒介採購員	-	-	-	-	66	20	48	4
367	Traffic Co-ordinator 流程統籌	-	-	7	2	98	65	-	2
368	Production Assistant 製作助理	-	-	-	44	141	115	-	1
369	Research Assistant 市場調查助理	-	-	-	-	54	18	2	-
370	Photographer 廣告攝影師	-	-	12	78	40	-	-	-
371	Online Editor 網絡編輯	-	-	-	6	34	59	-	-
372	Marketing Assistant / Executive 市場助理／主任	-	-	4	7	52	22	-	-
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	-	-	-	-	4	-	-	-
Sub-Total 小計		***-***	***111***	***85***	***876***	***3 525***	***1 668***	***195***	***118***
SUPPORTING / TECHNICAL LEVEL **輔 助 ／ 技 術 人 員 級**									
403	Layout Artist 排版員	-	-	-	-	5	-	-	-
461	Designer 美術設計員	-	-	4	108	924	422	126	14
462	Digital Designer 數碼媒體設計員	-	-	1	2	157	162	-	13

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL (Continued) 輔助／技術人員級（續）									
463	Webmaster 網主	-	-	-	-	46	86	-	-
464	Technician 技術員	-	-	12	-	18	42	26	3
465	Promoter 推廣員	-	-	-	-	-	16	40	-
Sub-Total 小計		***-***	***-***	***17***	***110***	***1 150***	***728***	***192***	***30***
GRAND TOTAL 總計		**107**	**642**	**757**	**2 591**	**5 748**	**2 505**	**387**	**385**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 10.9 Preferred Years of Relevant Experience of MC Employees in Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions by Job Title

表 10.9 公司或機構內企業傳訊／公共關係／廣告／市場部大眾傳播僱員宜有的相關年資

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
	MANAGERIAL LEVEL 經 理 級								
141	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	15	46	107	42	-	-	-	-
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理 ／總監／主管	-	25	20	10	-	-	-	-
143	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	5	34	34	24	-	-	-	-
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	11	48	97	144	-	-	-	10
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	-	61	20	10	-	-	-	10
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	5	78	33	110	-	-	-
147	Community Relations Manager 社區關係經理	-	10	10	15	-	-	-	-
148	Market Research Manager 市場調查經理	-	10	15	-	-	-	-	-
149	Publication Manager 出版經理	-	2	1	11	-	-	-	-
150	Internal Communications Manager 內部傳訊經理	-	2	-	5	-	-	-	-
	Sub-Total 小計	***31***	***243***	***382***	***294***	***110***	***-***	***-***	***20***
	SUPERVISORY LEVEL 主 任 級								
241	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	-	4	124	160	203	20	-	20
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	-	5	5	183	96	-	-	20
243	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	-	-	65	120	151	-	-	-
244	Assistant Manager for Publication 助理出版經理	-	-	-	17	11	-	-	-

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) 主任級（續）									
245	Chief Editor; Editor 總編輯；編輯	-	-	2	77	15	1	-	-
246	TV Producer 廣告製片	-	-	-	6	10	-	-	-
262	Art Director 美術總監	-	-	-	-	-	5	-	-
Sub-Total 小計		***-***	***9***	***196***	***563***	***486***	***26***	***-***	***40***
EXECUTIONAL LEVEL 執行人員級									
341	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	-	-	6	40	518	249	40	-
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	-	-	5	-	398	141	10	10
343	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣主任／助理	-	5	-	5	194	467	36	-
344	Officer / Assistant for Community Relations 社區關係主任／助理	-	-	-	10	10	10	-	-
345	Officer / Assistant for Market Research 市場調查主任／助理	-	-	-	-	105	-	-	-
346	Writer / Translator 撰稿／翻譯員	-	-	-	6	77	-	-	-
347	Officer / Assistant for Publication 出版主任／助理	-	-	-	-	27	30	10	-
348	Graphic Designer 廣告設計員	-	-	28	10	60	93	-	-
349	Photographer 攝影師	-	-	5	-	67	-	-	-
350	Online Editor 網絡編輯	-	-	-	-	5	-	-	-
Sub-Total 小計		***-***	***5***	***44***	***71***	***1 461***	***990***	***96***	***10***
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
442	Web Page Designer 網頁製作員	-	-	-	15	8	29	-	-
Sub-Total 小計		***-***	***-***	***-***	***15***	***8***	***29***	***-***	***-***
Grand Total 總計		**31**	**257**	**622**	**943**	**2 065**	**1 045**	**96**	**70**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 11.1 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Newspapers by Job Title

表 11.1 報紙業機構大眾傳播僱員（不包括自由工作者）平均每月收入幅度

Job Code 職務編號	Job Title * 職稱	$8 000 or below $8 000 或以下	$8 001 - $12 000	$12 001 - $20 000	$20 001 - $30 000	$30 001 - $50 000	$50 001 - $80 000	$80 001 or above $80 001 或以上	Unspecified 未有說明
MANAGERIAL LEVEL 經 理 級									
101	Editor-in-Chief; The Editor 總編輯	-	-	-	4	1	5	28	13
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	-	1	5	10	58	7	35
103	News Director 新聞總監	-	-	-	-	-	6	-	2
Sub-Total 小計		***-***	***-***	***1***	***9***	***11***	***69***	***35***	***50***
SUPERVISORY LEVEL 主 任 級									
201	Managing Editor 編輯主任	-	2	11	67	25	-	-	32
202	News / Assignment Editor 總採訪／採訪主任	-	-	6	25	126	-	-	76
203	International News Editor 國際新聞主任	-	-	-	1	28	-	-	2
204	China / National News Editor 中國新聞主任	-	-	-	9	4	-	-	12
205	Assignment Editor (Photography) 攝影主任	-	-	-	6	17	1	-	4
206	Editorial / Leader Writer 主筆	-	4	20	-	8	1	1	8
Sub-Total 小計		***-***	***6***	***37***	***108***	***208***	***2***	***1***	***134***
EDITORIAL / PRODUCTION L LEVEL 編 採 ／ 製 作 人 員 級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	5	187	147	-	-	-	113
302	Sub-editor / Copy Editor 文稿編輯	-	23	458	3	-	-	-	14
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	56	1 224	94	-	-	-	317
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	14	176	28	-	-	-	85
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	3	39	19	-	-	-	18
306	Online Editor 網絡編輯	-	-	31	-	-	-	-	20
307	Senior Designer 資深（高級）美術設計員	-	2	67	38	-	-	-	38
308	Graphic Artist 正稿製作員	-	4	14	-	-	-	-	14
309	Senior Producer; Producer 高級監製；監製	-	-	-	2	-	-	-	4
Sub-Total 小計		***-***	***107***	***2 196***	***331***	***-***	***-***	***-***	***623***

Job Code 職務編號	Job Title * 職稱	$8 000 or below $8 000 或以下	$8 001 - $12 000	$12 001 - $20 000	$20 001 - $30 000	$30 001 - $50 000	$50 001 - $80 000	$80 001 or above $80 001 或以上	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	21	212	-	-	-	-	10
402	Typesetter 植字員	-	26	-	-	-	-	-	8
403	Layout Artist 排版員	-	197	68	-	-	-	-	83
404	Proof-Reader 校對員	3	108	19	-	-	-	-	6
405	Darkroom Person 黑房工作人員	-	-	15	-	-	-	-	3
406	Librarian 資料室人員	-	34	16	3	-	-	-	25
407	Researcher 資料蒐集員	-	6	16	-	-	-	-	18
408	Web Page Designer 網頁製作員	-	28	-	-	-	-	-	17
409	Webmaster 網主	-	1	4	1	-	-	-	-
Sub-Total 小計		***3***	***421***	***350***	***4***	***-***	***-***	***-***	***170***
GRAND TOTAL 總計		**3**	**534**	**2 584**	**452**	**219**	**71**	**36**	**977**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 11.2 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Magazines by Job Title

表 11.2 雜誌業機構大眾傳播僱員（不包括自由工作者）平均每月收入幅度

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
MANAGERIAL LEVEL 經 理 級									
101	Editor-in-Chief; The Editor 總編輯	-	-	8	25	20	18	15	34
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	-	-	10	28	9	10	20
166	Creative Director 創作總監	-	-	-	-	7	-	-	-
Sub-Total 小計		***-***	***-***	***8***	***35***	***55***	***27***	***25***	***54***
SUPERVISORY LEVEL 主 任 級									
201	Managing Editor 編輯主任	-	17	48	89	44	-	-	50
202	News / Assignment Editor 總採訪／採訪主任	-	8	9	8	19	-	-	-
203	International News Editor 國際新聞主任	-	-	-	6	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	-	-	10	20	-	-	1
206	Editorial / Leader Writer 主筆	-	4	5	18	3	2	-	5
264	Production Manager 製作經理	-	-	-	-	-	-	-	2
Sub-Total 小計		***-***	***29***	***62***	***131***	***86***	***2***	***-***	***58***
EDITORIAL / PRODUCTION LEVEL 編 採 ／ 製 作 人 員 級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	6	15	80	141	39	-	-	21
302	Sub-editor / Copy Editor 文稿編輯	-	30	220	22	-	-	-	21
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	42	234	175	-	-	-	56
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	20	136	115	-	-	-	14
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	4	4	5	-	-	-
306	Online Editor 網絡編輯	-	7	21	7	-	-	-	4
307	Senior Designer 資深（高級）美術設計員	-	17	66	46	-	-	-	3
308	Graphic Artist 正稿製作員	-	14	51	8	-	-	-	27
309	Senior Producer; Producer 高級監製；監製	-	-	10	7	2	-	-	-
364	Copywriter 撰稿員	-	2	24	-	-	-	-	-
Sub-Total 小計		***6***	***147***	***846***	***525***	***46***	***-***	***-***	***146***

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	4	55	157	32	-	-	-	23
402	Typesetter 植字員	-	2	6	-	-	-	-	-
403	Layout Artist 排版員	-	30	33	2	-	-	-	14
404	Proof-Reader 校對員	6	27	21	-	-	-	-	2
406	Librarian 資料室人員	-	-	-	-	-	-	-	6
407	Researcher 資料蒐集員	-	12	6	4	-	-	-	-
408	Web Page Designer 網頁製作員	-	15	41	-	-	-	-	10
409	Webmaster 網主	-	5	4	-	2	-	-	5
Sub-Total 小計		***10***	***146***	***268***	***38***	***2***	***-***	***-***	***60***
GRAND TOTAL 總計		**16**	**322**	**1 184**	**729**	**189**	**29**	**25**	**318**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 11.3 Average Monthly Income Range of MC Employees (Excl. Freelancers) in News Department in Radio / TV Stations by Job Title

表 11.3 電台及電視台大眾傳播僱員（不包括自由工作者）平均每月收入幅度

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
MANAGERIAL LEVEL 經 理 級									
111	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	-	-	-	-	5	2	27	-
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	-	-	-	2	1	2	6	2
Sub-Total 小計		***-***	***-***	***-***	***2***	***6***	***4***	***33***	***2***
SUPERVISORY LEVEL 主 任 級									
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	-	-	-	15	1	10	-	4
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	-	-	-	120	20	2	-	11
213	Managing Editor 編輯主任	-	-	-	3	13	8	-	-
214	Deputy / Assistant Managing Editor 副編輯主任	-	-	-	1	5	8	-	3
215	Executive Producer 執行監製／製作主任	-	-	-	6	47	-	-	4
Sub-Total 小計		***-***	***-***	***-***	***145***	***86***	***28***	***-***	***22***
EDITORIAL / PRODUCTION LEVEL 編 採 ／ 製 作 人 員 級									
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	-	-	3	117	-	-	-	4
312	News Reader / Announcer 新聞報告員	-	-	32	11	-	-	-	5
313	News Translator 新聞翻譯員	-	-	-	3	-	-	-	4
314	Senior Reporter; Reporter 高級記者；記者	-	-	195	114	-	-	-	31
315	Cameraman 電視攝影師	-	-	139	48	-	-	-	11
316	Senior Producer; Producer 高級監製；監製	-	-	49	134	-	-	-	17
317	Online Editor 網絡編輯	-	-	14	-	-	-	-	1
Sub-Total 小計		***-***	***-***	***432***	***427***	***-***	***-***	***-***	***73***
SUPPORTING / TECHNICAL LEVEL 輔 助 ／ 技 術 人 員 級									
411	Production Assistant / Technician 製作助理	-	61	188	4	-	-	-	49
412	Web Page Designer 網頁製作員	-	-	32	-	-	-	-	4

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL (Continued) 輔助／技術人員級(續)									
413	Webmaster 網主	1	-	14	-	-	-	-	-
Sub-Total 小計		***1***	***61***	***234***	***4***	***-***	***-***	***-***	***53***
GRAND TOTAL 總計		**1**	**61**	**666**	**578**	**92**	**32**	**33**	**150**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 11.4 Average Monthly Income Range of MC Employees(Excl. Freelancers) in News Agencies by Job Title

表 11.4 新聞通訊社大眾傳播僱員（不包括自由工作者）平均每月收入幅度

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
MANAGERIAL LEVEL 經 理 級									
101	Editor-in-Chief; The Editor 總編輯	-	-	2	1	2	1	-	1
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	-	3	-	4	2	-	-
103	News Director 新聞總監	-	-	-	-	-	1	-	-
Sub-Total 小計		***-***	***-***	***5***	***1***	***6***	***4***	***-***	***1***
SUPERVISORY LEVEL 主 任 級									
201	Managing Editor 編輯主任	-	-	5	-	9	-	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	-	3	3	10	1	-	2
205	Assignment Editor (Photography) 攝影主任	-	-	2	-	3	-	-	-
Sub-Total 小計		***-***	***-***	***10***	***3***	***22***	***1***	***-***	***2***
EDITORIAL / PRODUCTION LEVEL 編 採 ／ 製 作 人 員 級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	-	7	7	-	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	-	13	10	-	-	-	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	17	42	3	-	-	10
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	6	16	1	-	-	-
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	5	-	10	1	-	-	-
306	Online Editor 網絡編輯	-	-	2	-	-	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	-	-	1	-	-	-	-
Sub-Total 小計		***-***	***5***	***45***	***86***	***5***	***-***	***-***	***10***
SUPPORTING / TECHNICAL LEVEL 輔 助 ／ 技 術 人 員 級									
401	Designer 美術設計員	-	-	3	-	-	-	-	-
402	Typesetter 植字員	-	-	2	-	-	-	-	-
403	Layout Artist 排版員	-	-	2	-	-	-	-	-
404	Proof-Reader 校對員	-	-	4	-	-	-	-	-

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL (Continued) **輔助／技術人員級（續）**									
408	Web Page Designer 網頁製作員	-	1	5	-	-	-	-	-
409	Webmaster 網主	-	1	-	-	-	-	-	1
Sub-Total 小計		**-**	***2***	***16***	**-**	**-**	**-**	**-**	***1***
GRAND TOTAL 總計		**-**	**7**	**76**	**90**	**33**	**5**	**-**	**14**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 11.5 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Digital / New Media by Job Title

表 11.5 數碼／新媒體大眾傳播僱員（不包括自由工作者）平均每月收入幅度

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
MANAGERIAL LEVEL 經 理 級									
101	Editor-in-Chief; The Editor 總編輯	-	-	-	1	1	-	1	1
103	News Director 新聞總監	-	-	-	2	-	-	-	1
166	Creative Director 創作總監	-	-	-	-	-	-	-	3
169	Media Planning Director 媒介策劃總監	-	-	-	-	-	-	-	3
Sub-Total 小計		***-***	***-***	***-***	***3***	***1***	***-***	***1***	***8***
SUPERVISORY LEVEL 主 任 級									
201	Managing Editor 編輯主任	-	-	2	6	-	-	-	8
202	News / Assignment Editor 總採訪／採訪主任	-	-	-	-	-	-	-	6
204	China / National News Editor 中國新聞主任	-	-	-	4	-	-	-	3
206	Editorial / Leader Writer 主筆	-	-	1	-	-	-	-	-
264	Production Manager 製作經理	-	-	-	3	-	-	-	-
267	Media Planning Manager 媒介策劃經理	-	-	-	2	-	-	-	-
Sub-Total 小計		***-***	***-***	***3***	***15***	***-***	***-***	***-***	***17***
EDITORIAL / PRODUCTION LEVEL 編 採 ／ 製 作 人 員 級									
301	Senior Layout Editor; Layout Editor 資深（高級）版面編輯；版面編輯	-	-	5	-	-	-	-	2
302	Sub-editor / Copy Editor 文稿編輯	1	-	5	2	-	-	-	3
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	17	-	-	-	-	16
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	5	-	-	-	-	1
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	-	-	-	-	-	1
306	Online Editor 網絡編輯	1	3	29	7	28	-	-	4
307	Senior Designer 資深（高級）美術設計員	-	-	7	-	-	-	-	2
308	Graphic Artist 正稿製作員	-	3	1	-	4	-	-	2

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
EDITORIAL / PRODUCTION LEVEL (Continued) **編 採 ／ 製 作 人 員 級 （ 續 ）**									
309	Senior Producer; Producer 高級監製；監製	-	-	3	4	-	-	-	-
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	-	5	-	-	-	-	-
Sub-Total 小計		***2***	***6***	***77***	***13***	***32***	***-***	***-***	***31***
SUPPORTING / TECHNICAL LEVEL **輔 助 ／ 技 術 人 員 級**									
401	Designer 美術設計員	-	6	8	-	-	-	-	-
407	Researcher 資料蒐集員	-	2	-	5	-	-	-	4
408	Web Page Designer 網頁製作員	-	4	23	64	-	-	-	6
409	Webmaster 網主	-	14	2	30	-	-	-	37
462	Digital Designer 數碼媒體設計員	-	50	-	9	-	-	-	-
Sub-Total 小計		***-***	***76***	***33***	***108***	***-***	***-***	***-***	***47***
GRAND TOTAL 總計		**2**	**82**	**113**	**139**	**33**	**-**	**1**	**103**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 11.6 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Public Relations Services Suppliers by Job Title

表 11.6 公共關係服務供應商大眾傳播僱員（不包括自由工作者）平均每月收入幅度

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
MANAGERIAL LEVEL 經 理 級									
131	Managing Director; General Manager 董事總經理；總經理	-	-	5	23	39	27	13	29
132	Director of Client Services; Account Director 客戶服務總監	-	-	-	22	59	16	33	34
186	Business Development Director 業務發展總監	-	-	-	-	-	-	-	14
Sub-Total 小計		***-***	***-***	***5***	***45***	***98***	***43***	***46***	***77***
SUPERVISORY LEVEL 主 任 級									
231	Account Manager; Senior PR Consultant; PR Consultant 客戶服務經理；高級公關顧問；公關顧問	5	32	110	161	84	20	-	90
232	Chief Editor; Editor 總編輯；編輯	-	6	13	11	2	1	-	1
233	Art Director 美術總監	-	-	10	5	-	-	-	2
Sub-Total 小計		***5***	***38***	***133***	***177***	***86***	***21***	***-***	***93***
EXECUTIONAL LEVEL 執 行 人 員 級									
331	Account Executive; PR Specialist; PR Officer; Press Officer 客戶服務主任；公共關係主任；新聞主任	-	85	334	68	13	-	-	145
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	1	7	1	-	-	-	3
333	Account Co-ordinator 客戶聯絡助理	5	76	79	-	-	-	-	48
334	Translator 翻譯員	-	-	10	3	-	-	-	-
335	Visualiser 美術製稿員	-	-	21	-	-	-	-	2
336	Graphic Artist 正稿製作員	-	18	9	-	-	-	-	2
337	Copywriter 撰稿員	1	-	12	6	6	-	-	2
338	Research Assistant 市場調查助理	-	15	1	-	-	-	-	-
Sub-Total 小計		***6***	***195***	***473***	***78***	***19***	***-***	***-***	***202***

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
411	Production Assistant / Technician 製作助理	-	-	11	-	-	-	-	-
431	Promoter 推廣員	27	-	-	-	-	-	-	-
Sub-Total 小計		***27***	***-***	***11***	***-***	***-***	***-***	***-***	***-***
Grand Total 總計		**38**	**233**	**622**	**300**	**203**	**64**	**46**	**372**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 11.7 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Advertising Sales / PR / Marketing Department in Media Organizations by Job Title

表 11.7 傳媒機構內廣告／公共關係／市場部大眾傳播僱員（不包括自由工作者）平均每月收入幅度

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
MANAGERIAL LEVEL 經 理 級									
181	Publisher; Managing Director; President 社長；董事經理；總裁	-	1	12	37	36	21	34	26
182	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	-	-	-	11	25	28	30	18
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	-	-	1	75	74	31	13	27
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	-	-	-	14	11	13	2	11
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	-	-	20	23	24	7	7
186	Business Development Director 業務發展總監	-	-	-	3	30	15	1	6
187	Research Director 市場調查總監	-	-	-	-	-	3	-	-
188	Public Relations Director 公共關係總監	-	-	-	-	-	8	2	1
189	Art Director 美術總監	-	-	2	71	32	26	1	27
Sub-Total 小計		***-***	***1***	***15***	***231***	***231***	***169***	***90***	***123***
SUPERVISORY LEVEL 主 任 級									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	9	166	181	165	30	-	127
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	-	67	22	13	2	-	21
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	1	19	107	56	29	-	38
284	Research Manager 市場調查經理	-	-	1	1	11	-	-	3
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	-	-	2	17	18	-	-	21
286	Public Relations Manager 公共關係經理	-	-	2	23	7	-	-	8
287	Sales Training / Support Manager 銷售訓練／支援經理	-	-	-	10	2	-	-	-
Sub-Total 小計		***-***	***10***	***257***	***361***	***272***	***61***	***-***	***218***

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
EXECUTIONAL LEVEL 執行人員級									
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理／主任；客戶主任	-	142	508	173	83	-	-	133
382	Marketing Assistant / Executive 市場助理／主任	-	51	238	43	13	-	-	52
383	Research Assistant / Executive 市場調查助理／主任	-	2	37	20	-	-	-	15
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	4	109	57	56	72	-	-	73
385	Public Relations Assistant / Executive 公共關係助理／主任	1	35	39	2	-	-	-	14
Sub-Total 小計		***5***	***339***	***879***	***294***	***168***	***-***	***-***	***287***
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
481	Promoter 推廣員	-	14	8	-	-	-	-	3
Sub-Total 小計		***-***	***14***	***8***	***-***	***-***	***-***	***-***	***3***
GRAND TOTAL 總計		**5**	**364**	**1 159**	**886**	**671**	**230**	**90**	**631**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 11.8 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Advertising Companies, Agencies and other Advertising Services by Job Title

表 11.8 廣告業機構大眾傳播僱員（不包括自由工作者）平均每月收入幅度

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
MANAGERIAL LEVEL 經 理 級									
161	Managing Director; General Manager 董事經理；總經理	-	-	51	93	116	62	36	63
162	Director of Client Services / Account Servicing 客戶服務總監	-	-	2	6	42	20	6	10
163	Group Account Director; Account Director 客戶總監	-	-	52	30	50	25	20	85
164	Director of Strategic Planning 品牌策劃總監	-	-	-	-	5	13	3	5
165	Executive Creative Director 執行創作總監	-	-	-	3	16	15	24	11
166	Creative Director 創作總監	-	-	-	68	70	34	-	42
167	Creative Group Head 創作主任	-	-	-	18	9	4	4	9
168	Head of TV Production 電視廣告製作主任	-	-	-	33	3	1	1	6
169	Media Planning Director 媒介策劃總監	-	-	-	2	4	22	4	7
170	Media Buying Director 媒介採購總監	-	-	-	-	4	-	-	2
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	-	-	-	17	1	-	-	22
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	-	-	-	1	-	-	-
186	Business Development Director 業務發展總監	-	-	-	-	3	-	-	-
187	Research Director 市場調查總監	-	-	-	-	1	-	-	-
Sub-Total 小計		***-***	***-***	***105***	***270***	***325***	***196***	***98***	***262***
SUPERVISORY LEVEL 主 任 級									
261	Media Planning Manager 媒介策劃經理	24	184	339	386	151	-	-	254
262	Media Buying Manager 媒介採購經理	24	24	262	520	69	-	-	171
263	Studio Manager 正稿製作經理	-	-	-	27	1	-	-	7
264	Production Manager 製作經理	-	-	33	76	10	2	-	72
265	Traffic Manager 流程統籌經理	-	-	11	41	-	-	-	9
266	TV Producer 廣告製片	-	-	27	26	3	-	-	35
267	Media Planning Manager 媒介策劃經理	-	-	26	48	3	-	-	13

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) **主 任 級 （ 續 ）**									
268	Media Buying Manager 媒介採購經理	-	-	8	23	4	-	-	8
269	Research Manager; Strategic Planner 市場調查經理；策略策劃員	-	-	5	7	9	-	-	11
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	-	-	4	24	-	-	-	-
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	29	19	-	-	-	14
Sub-Total 小計		***48***	***208***	***744***	***1 197***	***250***	***2***	***-***	***594***
EXECUTIONALLEVEL **執 行 人 員 級**									
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	-	1	-	-	-	-	-
361	Account Executive 客戶主任	117	596	758	273	37	2	-	530
362	Visualiser 草稿製作員	-	9	168	40	2	-	-	75
363	Graphic Artist 正稿製作員	104	699	839	289	25	-	-	298
364	Copywriter 撰稿員	-	53	91	2	-	-	-	72
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	50	133	3	-	-	-	40
366	Media Buyer 媒介採購員	-	78	46	-	-	-	-	14
367	Traffic Co-ordinator 流程統籌	-	86	36	5	-	-	-	47
368	Production Assistant 製作助理	24	95	89	4	-	-	-	39
369	Research Assistant 市場調查助理	-	41	15	-	1	-	-	17
370	Photographer 廣告攝影師	-	2	15	3	-	-	-	12
371	Online Editor 網絡編輯	-	51	39	8	-	-	-	1
372	Marketing Assistant / Executive 市場助理／主任	-	15	33	24	-	-	-	13
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	-	4	-	-	-	-	-	-
Sub-Total 小計		***245***	***1 779***	***2 263***	***651***	***65***	***2***	***-***	***1 158***
SUPPORTING / TECHNICAL LEVEL **輔 助 ／ 技 術 人 員 級**									
403	Layout Artist 排版員	-	-	5	-	-	-	-	-
461	Designer 美術設計員	25	825	582	20	-	-	-	113
462	Digital Designer 數碼媒體設計員	-	64	202	6	-	-	-	35
463	Webmaster 網主	-	10	71	2	-	-	-	49
464	Technician 技術員	10	52	16	-	-	-	-	23

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL (Continued) **輔助／技術人員級（續）**									
465	Promoter 推廣員	-	47	-	-	-	-	-	-
Sub-Total 小計		***35***	***998***	***876***	***28***	***-***	***-***	***-***	***220***
GRAND TOTAL 總計		**328**	**2 985**	**3 988**	**2 146**	**640**	**200**	**98**	**2 234**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 11.9 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions by Job Title

表 11.9 公司或機構內企業傳訊／公共關係／廣告／市場部大眾傳播僱員（不包括自由工作者）平均每月收入幅度

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
MANAGERIAL LEVEL 經 理 級									
141	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	-	-	-	5	24	38	87	56
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理 ／總監／主管	-	-	-	-	15	-	15	25
143	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	-	-	-	5	57	30	5	-
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	-	-	5	5	147	57	1	95
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	-	-	-	12	44	14	-	31
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	-	11	22	177	6	-	10
147	Community Relations Manager 社區關係經理	-	-	-	-	10	10	-	15
148	Market Research Manager 市場調查經理	-	-	-	-	25	-	-	-
149	Publication Manager 出版經理	-	-	-	-	-	4	-	10
150	Internal Communications Manager 內部傳訊經理	-	-	-	-	2	-	-	5
Sub-Total 小計		***-***	***-***	***16***	***49***	***501***	***159***	***108***	***247***
SUPERVISORY LEVEL 主 任 級									
241	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	-	-	51	194	121	3	-	162
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	-	-	44	181	7	-	-	77
243	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	-	-	84	222	-	-	-	30

Job Code 職務編號	Job Title * 職稱	$8,000 or below $8,000 或以下	$8,001 - $12,000	$12,001 - $20,000	$20,001 - $30,000	$30,001 - $50,000	$50,001 - $80,000	$80,001 or above $80,001 或以上	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) 主任級									
244	Assistant Manager for Publication 助理出版經理	-	-	-	25	2	1	-	-
245	Chief Editor; Editor 總編輯；編輯	-	-	11	61	13	-	-	10
246	TV Producer 廣告製片	-	-	-	10	6	-	-	-
262	Art Director 美術總監	-	-	-	5	-	-	-	-
Sub-Total 小計		***-***	***-***	***190***	***698***	***149***	***4***	***-***	***279***
EXECUTIONAL LEVEL 執行人員級									
341	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	-	75	316	199	6	-	-	257
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	-	10	449	13	-	-	-	92
343	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣主任／助理	-	98	508	10	1	-	-	90
344	Officer / Assistant for Community Relations 社區關係主任／助理	-	-	-	20	-	-	-	10
345	Officer / Assistant for Market Research 市場調查主任／助理	-	5	100	-	-	-	-	-
346	Writer / Translator 撰稿／翻譯員	-	-	61	13	5	-	-	4
347	Officer / Assistant for Publication 出版主任／助理	-	35	22	8	-	-	-	2
348	Graphic Designer 廣告設計員	-	50	52	20	6	-	-	63
349	Photographer 攝影師	-	-	55	9	-	-	-	8
350	Online Editor 網絡編輯	-	-	-	5	-	-	-	-
Sub-Total 小計		***-***	***273***	***1 563***	***297***	***18***	***-***	***-***	***526***
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
442	Web Page Designer 網頁製作員	-	26	5	5	-	-	-	1
Sub-Total 小計		***-***	***26***	***5***	***5***	***-***	***-***	***-***	***1***
Grand Total 總計		**-**	**299**	**1 774**	**1 049**	**668**	**163**	**108**	**1 053**

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

Note : Figures may not add up due to blow-up factors.
註： 數字因經統計處理可能有些微偏差。

Table 12.1 Percentage of Companies which Indicated the Need to Enhance Skills / Knowledge of MC Employees by Job Level

表 12.1 填報需加強大眾傳播僱員技能／知識的公司所佔百分率（按技能等級劃分）

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級 %*	Supervisory 主任級 %*	Editorial/ Production/ Executional 編採／製作／執行人員級 %*	Supporting/ Technical 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	45.8	30.7	9.6	1.3
102	Production management 製作管理	23.3	40.6	25.4	9.5
103	Marketing management 市場管理	47.8	40.1	20.1	4.6
104	Human resources management 人力資源管理	28.7	17.9	6.1	0.9
105	Financial management 財務管理	22.4	24.6	10.3	0.9
106	Strategic planning management 策略計劃管理	36.5	27.1	7.6	6.2
107	Crisis management 危機管理	30.5	23.3	11.6	3.2
108	Self-management 自我管理	13.1	20.5	20.3	10.6
109	Others 其他	-	-	-	-
China-related Knowledge 有關中國的知識					
201	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	44.0	38.5	24.4	13.1
202	Industry practices in the mainland of China 在中國內地的行業常規	39.7	42.1	23.3	16.1
203	Others 其他	-	-	-	-
Language Skills 語文技能					
301	Spoken English 英語會話	36.8	42.6	40.9	40.3
302	Putonghua 普通話	40.2	48.5	52.0	45.5
303	Written English 英文書寫能力	29.9	34.6	37.9	33.0

* As a percentage of number of responding cases by job level.

* 佔填覆公司百分率（按技能等級劃分）。

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級 %*	Supervisory 主任級 %*	Editorial/ Production/ Executional 編採／製作／執行人員級 %*	Supporting/ Technical 輔助／技術人員級 %*
Language Skills (Continued) 語文技能（續）					
304	Written Chinese 中文書寫能力	20.8	26.4	28.1	25.1
305	Translation 翻譯	5.8	8.3	8.3	6.5
306	Others (including Japanese and Spanish) 其他（包括日語及西班牙語）	-	0.3	0.6	-
Innovative Media Technology (Journalism Sector) 創新傳媒科技（新聞業）					
401	Innovative media technology products 創新媒體科技產品	4.8	3.8	2.6	3.0
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission and mobile device application) 新媒體科技在編採工作上的應用（如數碼拍攝、數碼製作、網路傳輸及流動通訊應用等）	3.7	4.3	4.9	5.6
403	Computer literacy skills (e.g. digital graphics and Chinese word processing) 電腦應用技巧（如數碼圖象處理及中文輸入法等）	11.9	10.2	12.8	24.0
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	2.9	3.6	3.5	3.6
405	Others 其他	-	-	-	-
Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）					
501	Website design and supporting skills 網站設計及支援技巧	8.1	18.2	22.1	25.6
502	Market research applications 市場調查的應用	26.1	29.9	14.7	6.5
503	Consumer database management 客戶資料庫管理	23.0	32.5	22.6	9.0
504	Innovative media research and applications 創新媒體的研究及應用	14.7	23.9	24.7	29.0
505	Multimedia knowledge and applications 多媒體的知識及應用	22.7	47.0	49.3	56.9
506	Social media marketing 社交媒體營銷	15.6	23.3	18.3	17.2
507	Others (including programming) 其他（包括程式編製）	-	-	-	-

* As a percentage of number of responding cases by job level.

* 佔填覆公司百分率（按技能等級劃分）。

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級 %*	Supervisory 主任級 %*	Editorial/ Production/ Executional 編採／製作／ 執行人員級 %*	Supporting/ Technical 輔助／ 技術人員級 %*
Industry Specific Skills (Journalism Sector) **業內專業技能（新聞業）**					
601	Reporting and editing skills 編採技巧	1.7	3.6	3.7	1.3
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	1.5	2.0	2.2	3.1
603	Media law and ethics 傳媒法規與操守	5.0	3.1	2.0	2.2
604	Intellectual property and copyright law 知識產權及版權法	7.6	5.7	3.9	4.6
605	Strategic news planning 新聞規劃	3.8	1.6	1.2	1.2
606	Integration of the Internet with journalism 互聯網與新聞的結合	3.2	2.2	1.7	1.5
607	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	3.6	1.6	0.9	0.8
608	Audience research 受眾調查	4.5	3.5	1.6	0.4
609	Multi-tasking skills 一身多職的能力	4.4	3.5	2.6	3.0
610	Global version 國際視野	5.8	2.9	2.4	1.5
611	Others (including trends and changes of the financial market) 其他（包括金融市場之趨勢及變化）	-	0.1	-	0.1
Industry Specific Skills (Advertising and Public Relations Sector) **業內專業技能（廣告與公共關係業）**					
701	Account strategic planning 客戶策略規劃	35.7	30.2	25.8	11.4
702	Sales/marketing strategic planning 銷售／市場推廣策略規劃	33.1	45.6	24.7	18.1
703	Media planning and market research 傳媒規劃及市場研究	26.5	24.4	13.6	4.8
704	Creativity and cultural insights 對創意及文化的瞭解	19.6	32.1	29.6	32.9
705	PR consultation/presentation skills 公關的諮詢／表達技巧	28.9	40.8	35.2	11.8
706	Project management 項目管理	23.0	31.9	12.1	7.5
707	Others 其他	-	-	-	-

* As a percentage of number of responding cases by job level.

* 佔填覆公司百分率（按技能等級劃分）。

Table 12.2 Percentage of Companies which Indicated the Need to Enhance Skills / Knowledge of MC Employees by Branch

表 12.2 填報需加強大眾傳播僱員技能／知識的公司所佔百分率（按門類劃分）

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／電視台的新聞部	News Agencies 新聞通訊社	Digital / New Media 數碼／新媒體	Public Relations Services Suppliers 公共關係服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / 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
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
		%*	%*	%*	%*	%*	%*	%*	%*
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	31.0	29.0	27.8	40.0	21.4	38.1	14.5	74.8
102	Production management 製作管理	20.7	41.4	50.0	33.3	32.1	31.0	35.8	19.3
103	Marketing management 市場管理	27.6	60.5	27.8	40.0	50.0	33.3	28.9	54.3
104	Human resources management 人力資源管理	27.6	17.9	27.8	26.7	32.1	22.9	14.6	19.7
105	Financial management 財務管理	31.0	22.8	27.8	33.3	25.0	22.4	21.5	14.2
106	Strategic planning management 策略計劃管理	31.0	43.2	38.9	46.7	42.9	41.0	18.5	29.9
107	Crisis management 危機管理	31.0	24.7	72.2	46.7	28.6	27.1	16.3	33.9
108	Self-management 自我管理	27.6	24.7	22.2	46.7	28.6	25.7	19.5	18.9
109	Others 其他	-	-	-	-	-	-	-	-

* As a percentage of number of responding cases by branch.
* 佔填覆公司百分率（按門類劃分）。

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／電視台的新聞部	News Agencies 新聞通訊社	Digital / New Media 數碼／新媒體	Public Relations Services Suppliers 公共關係服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / 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
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
		%*	%*	%*	%*	%*	%*	%*	%*
China-related Knowledge 有關中國的知識									
201	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	41.4	35.8	38.9	60.0	35.7	23.8	30.9	41.3
202	Industry practices in the mainland of China 在中國內地的行業常規	31.0	34.0	33.3	60.0	42.9	26.7	32.7	45.3
203	Others 其他	-	-	-	-	-	-	-	-
Language Skills 語文技能									
301	Spoken English 英語會話	58.6	39.5	38.9	80.0	42.9	46.2	39.5	47.6
302	Putonghua 普通話	48.3	48.1	66.7	80.0	50.0	55.7	49.0	52.8
303	Written English 英文書寫能力	55.2	31.5	38.9	66.7	39.3	43.8	34.8	39.4
304	Written Chinese 中文書寫能力	34.5	38.3	22.2	53.3	39.3	32.4	22.4	34.6
305	Translation 翻譯	13.8	14.8	11.1	26.7	14.3	20.5	5.8	16.5
306	Others (including Japanese and Spanish) 其他（包括日語及西班牙語）	-	-	11.1	-	-	2.4	0.3	-

* As a percentage of number of responding cases by branch.
* 佔填覆公司百分率（按門類劃分）。

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／電視台的新聞部	News Agencies 新聞通訊社	Digital / New Media 數碼／新媒體	Public Relations Services Suppliers 公共關係服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / 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
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
		%*	%*	%*	%*	%*	%*	%*	%*
Innovative Media Technology (Journalism Sector) 創新傳媒科技（新聞業）									
401	Innovative media technology products 創新媒體科技產品	24.1	17.3	33.3	33.3	32.1	5.2	0.6	2.4
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission and mobile device application) 新媒體科技在編採工作上的應用（如數碼拍攝、數碼製作、網路傳輸及流動通訊應用等）	51.7	38.9	50.0	40.0	46.4	6.2	0.5	2.8
403	Computer literacy skills (e.g. digital graphics and Chinese word processing) 電腦應用技巧（如數碼圖象處理及中文輸入法等）	58.6	45.7	33.3	66.7	46.4	11.4	12.9	1.2
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	37.9	19.1	55.6	53.3	35.7	5.2	0.4	0.4
405	Others 其他	-	-	-	-	-	-	-	-
Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技（廣告與公共關係業）									
501	Website design and supporting skills 網站設計及支援技巧	3.4	2.5	22.2	-	46.4	20.5	28.6	23.2
502	Market research applications 市場調查的應用	-	9.9	16.7	-	25.0	37.6	20.1	39.4
503	Consumer database management 客戶資料庫管理	-	15.4	16.7	-	28.6	41.9	28.4	39.4
504	Innovative media research and applications 創新媒體的研究及應用	-	12.3	16.7	-	39.3	18.1	32.1	24.0

* As a percentage of number of responding cases by branch.
* 佔填覆公司百分率（按門類劃分）。

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／電視台的新聞部	News Agencies 新聞通訊社	Digital / New Media 數碼／新媒體	Public Relations Services Suppliers 公共關係服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / 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
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
		%*	%*	%*	%*	%*	%*	%*	%*
Innovative Media Technology (Advertising and Public Relations Sector) (Continued) 創新傳媒科技（廣告與公共關係業）（續）									
505	Multimedia knowledge and applications 多媒體的知識及應用	-	8.0	16.7	-	46.4	42.4	64.4	23.2
506	Social media marketing 社交媒體營銷	-	2.5	16.7	-	42.9	31.0	23.5	16.9
507	Others (including programming) 其他（包括程式編製）	-	-	-	-	-	-	-	-
Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）									
601	Reporting and editing skills 編採技巧	41.4	24.1	44.4	40.0	32.1	4.8	0.5	2.8
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	27.6	9.9	27.8	-	21.4	4.8	0.8	0.8
603	Media law and ethics 傳媒法規與操守	31.0	14.2	38.9	13.3	28.6	4.8	0.3	0.8
604	Intellectual property and copyright law 知識產權及版權法	34.5	36.4	38.9	20.0	28.6	5.2	0.9	0.4
605	Strategic news planning 新聞規劃	37.9	4.9	22.2	33.3	21.4	4.8	0.2	0.4
606	Integration of the Internet with journalism 互聯網與新聞的結合	20.7	4.9	33.3	53.3	35.7	5.2	0.3	0.4
607	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	24.1	2.5	11.1	6.7	17.9	5.2	0.3	0.8
608	Audience research 受眾調查	13.8	13.6	16.7	6.7	32.1	5.2	0.2	6.3
609	Multi-tasking skills 一身多職的能力	24.1	11.7	33.3	53.3	46.4	5.2	0.6	0.4

* As a percentage of number of responding cases by branch.
* 佔填覆公司百分率（按門類劃分）。

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／電視台的新聞部	News Agencies 新聞通訊社	Digital / New Media 數碼／新媒體	Public Relations Services Suppliers 公共關係服務供應商	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	Corporate Communications / PR / 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
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
		%*	%*	%*	%*	%*	%*	%*	%*
Industry Specific Skills (Journalism Sector) (Continued) 業內專業技能（新聞業）（續）									
610	Global version 國際視野	41.4	11.1	16.7	60.0	28.6	5.2	0.6	0.8
611	Others (including trends and changes of the financial market) 其他（包括金融市場之趨勢及變化）	-	-	-	-	3.6	-	-	-
Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）									
701	Account strategic planning 客戶策略規劃	10.3	20.4	11.1	-	32.1	55.2	31.6	38.2
702	Sales/marketing strategic planning 銷售／市場推廣策略規劃	10.3	19.8	11.1	-	39.3	57.1	40.5	44.5
703	Media planning and market research 傳媒規劃及市場研究	10.3	4.3	16.7	-	32.1	29.0	23.0	23.2
704	Creativity and cultural insights 對創意及文化的瞭解	10.3	5.6	16.7	-	21.4	32.9	42.0	17.7
705	PR consultation/presentation skills 公關的諮詢／表達技巧	10.3	6.8	16.7	-	25.0	64.8	34.9	62.6
706	Project management 項目管理	-	1.2	16.7	-	25.0	37.6	22.2	29.9
707	Others 其他	-	-	-	-	-	-	-	-

* As a percentage of number of responding cases by branch.
* 佔填覆公司百分率（按門類劃分）。

Table 13.1 Number of Training Places Planned to be Provided/Sponsored by Employers in the Next 12 Months by Branch by Job Level by Type of Skills/Knowledge (Journalism Sector)

表 13.1 未來 12 個月僱主計劃提供／資助的培訓名額（按門類／技能等級及技能／知識的類別劃分）(新聞業)

Type of Skills and/or Knowledge 技能/知識的類別 / Job Level 技能等級	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）	Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）	Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	Overall 整體
Newspapers 報紙業								
Managerial 經理級	23	22	3	21	-	21	-	90
Supervisory 督導級	2	1	-	17	-	17	-	37
Editorial/Production 編採／製作人員級	-	52	-	12	-	10	-	74
Supporting/Technical 輔助／技術人員級	-	-	-	2	-	-	-	2
Sub-total 小計	***25***	***75***	***3***	***52***	***-***	***48***	***-***	***203***
Magazines 雜誌業								
Managerial 經理級	30	64	7	13	7	41	7	169
Supervisory 督導級	15	16	4	34	10	43	4	126
Editorial/Production 編採／製作人員級	-	21	31	41	24	34	22	173
Supporting/Technical 輔助／技術人員級	-	6	6	46	6	20	6	90
Sub-total 小計	***45***	***107***	***48***	***134***	***47***	***138***	***39***	***558***
News Department in Radio / TV Stations 電台／電視台的新聞部								
Managerial 經理級	7	-	4	-	-	4	-	15
Supervisory 督導級	4	2	-	1	-	2	2	11
Editorial/Production 編採／製作人員級	-	2	-	1	2	2	2	9
Supporting/Technical 輔助／技術人員級	-	-	-	-	2	2	2	6
Sub-total 小計	***11***	***4***	***4***	***2***	***4***	***10***	***6***	***41***

Type of Skills and/or Knowledge 技能/知識的類別 / Job Level 技能等級	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）	Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）	Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	Overall 整體
News Agencies 新聞通訊社								
Managerial 經理級	-	-	-	-	-	-	-	-
Supervisory 督導級	1	2	2	3	-	2	-	10
Editorial/Production 編採／製作人員級	-	3	3	4	-	2	-	12
Supporting/Technical 輔助／技術人員級	-	-	-	-	-	-	-	-
Sub-total 小計	***1***	***5***	***5***	***7***	***-***	***4***	***-***	***22***
Digital / New Media 數碼／新媒體								
Managerial 經理級	10	6	7	3	5	4	5	40
Supervisory 督導級	8	8	8	4	8	3	8	47
Editorial/Production 編採／製作人員級	14	17	16	8	19	2	14	90
Supporting/Technical 輔助／技術人員級	11	11	12	11	9	2	9	65
Sub-total 小計	***43***	***42***	***43***	***26***	***41***	***11***	***36***	***242***
Total (Journalism) 總數 (新聞業)	**125**	**233**	**103**	**221**	**92**	**211**	**81**	**1 066**

Notes: 註：

(1) The number of training places planned to be provided/sponsored by employers in the next 12 months in the advertising sales / public relations / marketing department in media organizations has been distributed among various branches in the journalism sector.
未來 12 個月，於傳媒機構內廣告／公共關係／市場部由僱主計劃提供／資助的培訓名額分布於新聞業各門類中。

(2) Figures may not add up to their totals due to rounding.
因四捨五入關係，各項數字相加或與總計數字略有出入。

Table 13.2 Number of Training Places Planned to be Provided/Sponsored by Employers in the Next 12 Months by Branch by Job Level by Type of Skills/Knowledge (Advertising and Public Relations Sector)

表 13.2 未來 12 個月僱主計劃提供／資助的培訓名額（按門類／技能等級及技能／知識的類別劃分）(廣告與公共關係業)

Type of Skills and/or Knowledge 技能/知識的類別 / Job Level 技能等級	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）	Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）	Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	Overall 整體
Public Relations Services Suppliers 公共關係服務供應商								
Managerial 經理級	26	14	6	-	9	-	19	74
Supervisory 主任級	15	14	11	-	22	-	29	91
Executional 執行級	35	38	53	-	67	-	95	288
Supporting/Technical 輔助/技術人員級	-	-	2	-	-	-	-	2
Sub-total 小計	***76***	***66***	***72***	***-***	***98***	***-***	***143***	***455***
Advertising Companies, Agencies & Other Advertising Services 廣告業機構								
Managerial 經理級	225	61	81	48	161	48	186	810
Supervisory 主任級	341	265	294	54	414	54	554	1 976
Executional 執行級	145	22	328	69	620	69	615	1 868
Supporting/Technical 輔助/技術人員級	45	48	76	10	251	10	206	646
Sub-total 小計	***756***	***396***	***779***	***181***	***1 446***	***181***	***1 561***	***5 300***
Corporate Communications / PR / 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								
Managerial 經理級	220	128	8	1	9	-	16	382
Supervisory 主任級	166	109	38	2	16	2	18	351
Executional 執行級	2	4	159	4	31	4	133	337
Supporting/Technical 輔助/技術人員級	-	-	1	1	13	-	-	15
Sub-total 小計	***388***	***241***	***206***	***8***	***69***	***6***	***167***	***1 085***
Total (Advertising and PR) 總數 (廣告與公共關係業)	**1 220**	**703**	**1 057**	**189**	**1 613**	**187**	**1 871**	**6 840**

Notes: (1) The number of training places planned to be provided/sponsored by employers in the next 12 months in the advertising sales / public relations / marketing department in media organizations has been distributed among various branches in the journalism sector.
註： 未來 12 個月，於傳媒機構內廣告／公共關係／市場部由僱主計劃提供／資助的培訓名額分布於新聞業各門類中。

(2) Figures may not add up to their totals due to rounding.
因四捨五入關係，各項數字相加或與總計數字略有出入。

Manpower Projection of the Advertising and Public Relations Sector for 2012-2016 Using the Labour Market Analysis (LMA) Approach

Methodology

The Labour Market Analysis (LMA) approach first examines a group of key statistical data collected by a reliable and independent authority that reflect important changes in the local economy, demography and labour market. It then selects some of the data as independent variables and builds a statistical model that can be used to project manpower demand in the economic sector under study. In other words, the model makes use of some relevant and reliable economic indicators to project manpower demand in the short and medium term.

2. Statistical modelling (SM) has been successfully applied to the advertising and public relations sector since 2003. The building of this statistical model comprises two main steps. The first step is called 'Diagnostic' because during this step two sets of statistical data are tested to select determinants. Set I comprises 9 core statistics in National Accounts (e.g. Gross Domestic Products (GDP) and its components) of Hong Kong. These statistics provide information about our key economic activities. Set II comprises 42 economic indicators with more disaggregate information about the economy. Such information includes consumption, investment, trade, tourism, property and related activities, and information about the labour market, etc. From these two sets, some determinants can be found. To minimize Types I & II errors, these determinants are statistically tested for multi-collinearity before they are grouped into principal components (PCs). The second step of statistical modelling is called 'Prognostic' because during this step these PCs are used to build and maintain the statistical models for manpower projection.

Manpower Projection for Advertising and Public Relations Sector

3. At the 'Diagnostic' step, Principal Component Analysis (PCA) has been used to select determinants from the two sets of economic indicators. In the advertising and public relations sector, 9 determinants have been found from the 51 economic indicators. The manpower requirements in the advertising and public relations sector can be thus explained by the following groups of determinants, called Principal Components (PCs):

(i) Composite Consumer Price Index [CCPI];
(ii) Electricity Consumption [EC];
(iii) Exports of Services in Volume Index [XSER];
(iv) Hong Kong Best Lending Rate [R];
(v) No. of Visitors Arrival [VA];
(vi) Property Price Index (Private Domestic Only) [PPI];
(vii) Restaurant Receipts in Value Index [RESVA];
(viii) Retail Sales in Value Index [RSVA]; and
(ix) Total Loans and Advances (HK$ Millions) [LA].

4. A statistical model has been developed by using PCA to select determinants. The PCs comprise the five determinants of EC, XSER, RESVA, VA and CCPI. From the recursive tests, it can be shown that these PCs can explain most of the variability of the variance (total information) in the past years in the manpower requirements; therefore, they can be safely used to forecast the manpower requirements in the near future. At the 'Prognostic' step, Principal Component Regression (PCR) technique is then applied for the statistical model. The model indicates that there is a strong positive correlation between manpower and the PCs. The Adjusted R-square worked out to be 0.99, indicating that 99% of the variation of the manpower requirements can be explained by the PCs at 95% confidence level.

5. The manpower demand for advertising and public relations sector in 2012-2016 is projected using three methods, namely Labour Market Analysis (LMA), Adaptive Filtering Method (AFM) and Employers' Forecast (EF) as shown in Table 1 and Figure 1.

Table 1 Summary for Manpower Projections by Different Methods

Year	Actual Manpower	Projected Manpower (LMA)	Projected Manpower (AFM)	Employer's Forecast (EF)
2011 (1)	24,384			
2012F (2)		26,651 (9.3%)*	25,288 (3.7%)*	24,916 (2.2%)*
2013F (2)		27,908 (4.7%)**	26,115 (3.3%)**	
2014F (2)		28,998 (3.9%)**	26,866 (2.9%)**	
2015F (2)		29,929 (3.2%)**	27,545 (2.5%)**	
2016F (2)		30,717 (2.6%)**	28,158 (2.2%)**	
*	As percentage change vs actual manpower in 2011 (1)			
**	As percentage change vs projected manpower in previous year			
LMA	Labour Market Analysis			
AFM	Adaptive Filtering Method			

Notes: (1) Actual survey data in January and February of the subsequent year.
(2) Projected data in January and February of the subsequent year.

Figure 1 Manpower Projections by Different Methods for Advertising and Public Relations Sector

廣告與公共關係業 2012 至 16 年的
人力預測數字（採用人力市場分析方法）

「人力市場分析方法」

1. 使用「人力市場分析方法」（Labour Market Analysis Approach，簡稱 LMA）作人力需求預測，程序是這樣的：採用由一可靠獨立機構收集的一系列反映本地經濟、人口分布和人力市場狀況的主要統計數據，仔細分析，然後在當中選出部分作為獨立變數，以之建立一個統計模型，用作預測某個經濟範疇的人力需求。換言之，統計模型是以可靠的相關經濟指標為基礎，推算有關經濟範疇的短期及中期人力需求。

2. 本會自 2003 年開始透過建立統計模型來推算廣告與公共關係業的人力需求，結果證明是可行的。建立這類模型，主要牽涉兩個階段：第一個階段是「診斷」，意即測試兩組統計數據，以得出數個決定因子。第一組數據包括國民帳戶中的 9 個核心數據，例如本地生產總值及其組成數據。憑這些數據，我們可以知道主要經濟活動的情況。第二組數據包含 42 個經濟指標，由此我們可以得到較廣泛的經濟信息，包括消費、投資、貿易、旅遊、房地產及相關活動，以及人力市場等。上述的決定因子就是由這兩組數據分析出來的。這些決定因子會經過統計測試，找出它們的多共線性，然後才會分成不同的主要因素，以減少第一、二類誤差。第二個階段是「預斷」，意即用上述的主要因素建立和維持統計模型，以作人力需求預測。

廣告與公共關係業人力需求預測

3. 在「診斷」階段使用「主要因素分析法」（Principal Component Analysis，簡稱 PCA）從兩組經濟指標中選取決定因子已經證實是可行的。在廣告與公共關係業的 51 個經濟指標中，有 9 個被選作決定因子。從以下 9 組決定因子（又稱「主要因素」，Principal Components，簡稱 PCs），我們可以解釋廣告與公共關係業的人力需求：

(i) 綜合消費物價指數 [CCPI]；
(ii) 電力消耗量 [EC]；
(iii) 服務出口物量指數 [XSER]；
(iv) 香港最優惠貸款利率 [R]；
(v) 訪港旅客人數 [VA]；
(vi) 物業價格指數（以私人住宅為限）[PPI]；
(vii) 食肆收益價值指數 [RESVA]；
(viii) 零售價值指數 [RSVA]；以及
(ix) 貸款及墊款總額（百萬港元）[LA]。

4. 本會透過使用「主要因素分析法」，選出決定因子來建立一個統計模型。這 5 個決定因子，包括電力消耗量、服務出口物量指數、食肆收益價值指數、訪港旅客人數、綜合消費物價指數。經過遞迴測試，我們發現這 5 個決定因子最能解釋過去多年來人力需求中的信息變化；故此，我們可以放心選用這 5 個決定因子，以找出未來的人力需求。在「預斷」階段，我們把主要因素迴歸法（PCR）應用在統計模型上。從模型看到，人力需求和主要因素之間有很強的相互關係，經調整的 R-正方的值是 0.99，即是 99%的人力需求變化可以由主要因素解釋，置信程度達 95%。

5. 除了使用「人力市場分析方法」(LMA) 外， 本會亦採用「調節過濾法」(AFM) 和「僱主預測的人力需求」(EF) ，以推算廣告與公共關係業 2012 至 16 年的人力需求，詳情見下列表 1 及圖 1。

表 1 採用不同方法推算所得的人力需求摘要

年份	實際數字	統計模型 (LMA)	調節過濾法 (AFM)	僱主預測 (EF)
2011 (1)	24,384			
2012F (2)		26,651 (9.3%)*	25,288 (3.7%)*	24,916 (2.2%)*
2013F (2)		27,908 (4.7%)**	26,115 (3.3%)**	
2014F (2)		28,998 (3.9%)**	26,866 (2.9%)**	
2015F (2)		29,929 (3.2%)**	27,545 (2.5%)**	
2016F (2)		30,717 (2.6%)**	28,158 (2.2%)**	
* **	相對於 2011 年實際人力的百分率轉變 (1) 相對於前一年推算人力的百分率轉變			
LMA AFM	人力市場分析法 調節過濾法			

註： (1) 翌年 1 月及 2 月時的實際調查數據。
(2) 翌年 1 月及 2 月時的推算數據。

圖 1　藉不同方法得出的預測人力需求（廣告與公共關係業）

Planned Output of Graduates from UGC/Government-Funded Mass Communication Programmes
獲大學教育資助委員會／政府資助開辦的大眾傳播課程的預計畢業人數

Institute	院校	2012				2013				2014				2015				2016			
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD
The University of Hong Kong	**香港大學**																				
Bachelor of Journalism	新聞學學士	-	-	29	-	-	-	29	-	-	-	29	-	-	-	29	-	-	-	29	-
MPhil/PhD in Journalism	新聞學哲學碩士／博士	-	-	-	2	-	-	-	2	-	-	-	2	-	-	-	2	-	-	-	2
The Chinese University of Hong Kong	**香港中文大學**																				
BSSc in Journalism and Communication	社會科學學士(新聞與傳播)	-	-	80	-	-	-	80	-	-	-	80	-	-	-	80	-	-	-	80	-
MPhil/PhD in Communication	傳播學哲學碩士／博士	-	-	-	14	-	-	-	13	-	-	-	13	-	-	-	13	-	-	-	13
Hong Kong Baptist University	**香港浸會大學**																				
BSSc (Hons) in Communication (Digital Graphic Communication/ Organizational Communication/ Public Relations and Advertising/ Journalism/Cinema and Television)	傳理學（數碼圖像傳播／組織傳播／公關及廣告／新聞／電影電視）社會科學（榮譽）學士	-	-	191	-	-	-	182	-	-	-	177	-	-	-	177	-	-	-	157	-
MPhil/PhD in Communication	傳理學哲學碩士／博士	-	-	-	6	-	-	-	10	-	-	-	6	-	-	-	8	-	-	-	7
City University of Hong Kong	**香港城市大學**																				
BA (Hons) in Media and Communication/Digital Television and Broadcasting	媒體與傳播／數碼電視與廣播（榮譽）文學士	-	-	73	-	-	-	57	-	-	-	73	-	-	-	76	-	-	-	106	-
PhD in Communication	傳播學博士	-	-	-	3	-	-	-	10	-	-	-	9	-	-	-	10	-	-	-	10

Institute	院校	2012				2013				2014				2015				2016			
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD
Hong Kong Institute of Vocational Education/Hong Kong Design Institute	**香港專業教育學院／香港知專設計學院**																				
HD in Advertising Design/Digital Music and Media/Exhibition Design (Interactive Media)/ Creative Media Design/Creative Media/Film and Television/Digital Entertainment/Visual Communication/Animation, Comics and Visual Effects	廣告設計／數碼音樂及媒體／展覽設計（互動媒體）／創意媒體設計／創意媒體／電影及電視／數碼娛樂／視覺傳意／動畫、漫畫及視覺特效高級文憑	485	-	-	-	398	-	-	-	869	-	-	-	495	-	-	-	495	-	-	-
Total	**總數**	**485**	**-**	**373**	**25**	**398**	**-**	**348**	**35**	**869**	**-**	**359**	**30**	**495**	**-**	**362**	**33**	**495**	**-**	**372**	**32**
Year Total	**全年總數**	**883**				**781**				**1 258**				**890**				**899**			

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Planned Output of Graduates from Self-Financed Mass Communication Programmes
以自負盈虧方式開辦的大眾傳播課程的預計畢業人數

Institute	院校	2012				2013				2014				2015				2016			
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD
The University of Hong Kong	**香港大學**																				
MA/Postgraduate Diploma in Journalism	新聞學碩士／深造文憑	-	-	-	62	-	-	-	67	-	-	-	67	-	-	-	67	-	-	-	67
The Chinese University of Hong Kong	**香港中文大學**																				
MA in Journalism/Global Communication	新聞學／全球傳播文學碩士	-	-	-	398	-	-	-	370	-	-	-	370	-	-	-	370	-	-	-	370
MSSc in Advertising/Corporate Communication	廣告／企業傳播社會科學碩士	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MSc in New Media	新媒體科學碩士	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hong Kong Baptist University	**香港浸會大學**																				
HD in Scripting Writing and Directing/Film Production Management/Production Techniques (Cinematography, Lighting and Art Direction)/ Acting for Film and TV/Post-Production (Editing and Sound Mixing)	編劇及導演／電影製作管理／電影製作技巧（電影攝影、燈光及美術指導）／影視表演／後期製作高級文憑	20	-	-	-	46	-	-	-	237	-	-	-	155	-	-	-	155	-	-	-
AD of Arts in Journalism	新聞學副學士	-	40	-	-	-	40	-	-	-	40	-	-	-	40	-	-	-	40	-	-
BSSc in Integrated Communication Management	綜合通訊管理社會科學學士	-	-	86	-	-	-	81	-	-	-	80	-	-	-	80	-	-	-	80	-
MA in Communication/ International Journalism	傳理學／國際新聞文學碩士	-	-	-	367	-	-	-	299	-	-	-	301	-	-	-	265	-	-	-	265
Master of Fine Arts in Film, TV and Digital Media	電影電視與數碼媒體（製作）藝術碩士																				
MSSc in Media Management	傳媒管理社會科學碩士																				

Institute	院校	2012				2013				2014				2015				2016			
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD
City University of Hong Kong	**香港城市大學**																				
BA (Hons) in Integrated Strategic Communication	整合策略傳播（榮譽）文學士	-	-	76	-	-	-	86	-	-	-	80	-	-	-	80	-	-	-	-	-
MA in Integrated Marketing Communication/ Communication and New Media	整合營銷傳播／傳播與新媒體文學碩士	-	-	-	169	-	-	-	160	-	-	-	160	-	-	-	160	-	-	-	160
Chu Hai College of Higher Education	**珠海學院**																				
BA (Hons) in Journalism and Communication	新聞及傳播（榮譽）文學士	-	-	100	-	-	-	110	-	-	-	120	-	-	-	130	-	-	-	250	-
AD of General Studies (Media Studies Stream)	通識副學士（傳媒組）	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hong Kong Shue Yan University	**香港樹仁大學**																				
BA in Journalism and Mass Communication	新聞及大眾傳播文學士	-	-	160	-	-	-	170	-	-	-	170	-	-	-	170	-	-	-	170	-
Hong Kong Institute of Vocational Education/ Hong Kong Design Institute/ Technological and Higher Education Institute of Hong Kong	**香港專業教育學院／香港知專設計學院／香港高等科技教育學院**																				
HD in Advertising and Global Brand Management/Public Relations and Media Business/ Advertising Design/Marketing/ Advertising and Brand Management/Event Marketing and Promotion/Sales and Marketing/Visual Communication	廣告及國際品牌管理學／公關及媒體事業／廣告設計／市場學／廣告及品牌管理學／ 活動及推廣市場學／銷售及市場學／視覺傳意高級文憑	616	-	-	-	470	-	-	-	991	-	-	-	756	-	-	-	756	-	-	-
BA (Hons) in Advertising	廣告（榮譽）文學士	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30	-
Total	**總數**	**636**	**45**	**422**	**996**	**516**	**40**	**447**	**896**	**1228**	**40**	**450**	**898**	**911**	**40**	**460**	**862**	**911**	**40**	**530**	**862**
Year Total	**全年總數**	**2 099**				**1 899**				**2 616**				**2 273**				**2 343**			

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2012 Manpower Survey of the Mass Communication Industry
Sampling Plan
(Based on Q3/2011)
大眾傳播業2012年人力調查
抽樣細則
(根據2011年第3季資料)

Sector 行業	Branch 門類	Trade Code 行業編號 (HSIC v2.0)	Branch 門類	Employment Size 僱員人數	Stratum Code 層級編號	Size of Frame 機構數目	Sampling Fraction 抽樣比率	Sample Size 抽樣數目
Journalism 新聞業	1	HSIC 581201	Newspaper 報紙	1-4	1	6	1.00	6
				5-9	2	6	1.00	6
				10-19	3	0	-	-
				20-49	4	2	1.00	2
				50-99	5	4	1.00	4
				100 & over	6	12	1.00	12
				Supplementary* 補充*	-	10	1.00	10
				Sub-total 小計		40		40
	2	HSIC 581202	Magazine 雜誌	1-4	1	232	0.15	35
				5-9	2	80	0.28	22
				10-19	3	55	0.50	28
				20-49	4	48	0.53	25
				50-99	5	10	1.00	10
				100 & over	6	6	1.00	6
				Supplementary* 補充*	-	14	1.00	14
				Sub-total 小計		445		140
	3	HSIC 601000, 602000	Radio/TV Station 電台／電視台	1-4	1	6	1.00	6
				5-9	2	3	1.00	3
				10-19	3	5	1.00	5
				20-49	4	4	1.00	4
				50-99	5	-	-	-
				100 & over	6	10	1.00	10
				Supplementary* 補充*	-	7	1.00	7
				Sub-total 小計		35		35
	4	HSIC 639100	News Agency 新聞通訊社	1-4	1	16	1.00	16
				5-9	2	4	1.00	4
				10-19	3	4	1.00	4
				20-49	4	6	1.00	6
				50-99	5	1	1.00	1
				100 & over	6	-	-	-
				Sub-total 小計		31		31
	5	-	Digital/New Media 數碼／新媒體	Supplementary* 補充*	-	45	1.00	45
Advertising & Public Relations 廣告及公共關係業	6	HSIC 702100	Public Relations Services Supplier 公共關係服務供應商	1-4	1	351	0.20	70
				5-9	2	72	0.50	36
				10-19	3	28	1.00	28
				20-49	4	26	1.00	26
				50-99	5	3	1.00	3
				100 & over	6	-	-	-
				Sub-total 小計		480		163
	7	HSIC 741100, 741900, 751200	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	1-4	1	4 370	0.04	175
				5-9	2	493	0.15	74
				10-19	3	181	0.40	72
				20-49	4	75	0.60	45
				50-99	5	11	1.00	11
				100 & over	6	9	1.00	9
				Supplementary* 補充*	-	26	1.00	26
				Sub-total 小計		5 165		412
	8	HSIC > 090 but exclude 581201, 581202, 601000, 602000, 639100, 702100, 741100, 741900, 751200 & PE >= 300	Corporate Communication/PR/ Advertising/Marketing Department in Company/Institution 公司或機構內企業傳訊／公共關係／廣告／市場部	300-399	7	178	0.15	27
				400-499	8	100	0.18	18
				500 & over	9	431	0.20	86
				Supplementary* 補充*	-	19	1.00	19
				Sub-total 小計		728		150
Grand Total 總計						**6 969**		**1 016**

Notes: i) * Samples to be provided by the VTC.
註： 抽樣由職業訓練局提供。
ii) Data should be collected at company level for all branches.
全部業務的資料以公司為單位整理。