

2014 MANPOWER SURVEY REPORT

MASS COMMUNICATION INDUSTRY

大眾傳播業

2014 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 2014 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 2014. The survey covered 1 006 companies (including 4 newly discovered cases) in the journalism sector and the advertising and public relations (PR) sector. The effective response rate was 90.0%.

2. *Current Manpower Status*

2.1 *Total Number of Persons Engaged*

The labour market in the mass communication (MC) industry stabilised in January 2014 with total MC employment (including freelancers) rose to 37 539 MC employees, representing an increase of 7.6% over February 2012 (34 895 MC employees). However, owing to a moderate increase in the total labour force by just about 1.0% per year, the percentage share of MC employees in the labour force grew steadily from 0.92% in February 2012 to 0.98% in January 2014.

2.2 *MC Employees in the Journalism Sector and the Advertising and Public Relations Sector*

The survey revealed that in January 2014, 11 554 (30.8%) MC employees were engaged in the principal jobs of the journalism sector and 25 985 (69.2%) MC employees in the advertising and public relations sector (including advertising sales / PR / marketing department in media organizations).

2.3 *Freelancers Employed*

At the time of the survey, 84 companies in the journalism sector including advertising sales / PR / marketing department in media organizations (or 18.1% of the existing 463 companies covered by the survey in that sector) and 84 companies in the advertising and public relations sector (or 1.9% of the existing 4 540 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 magazines branch 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 2 946 MC employees (or 7.7% of the existing 38 167 MC posts) in the journalism sector and the advertising & public relations sector had left the companies in the past 12 months. The news department in radio / TV stations recorded the highest turnover rate (16.1%), followed by the public relations services suppliers (12.2%). In terms of job level, the highest turnover rate was among the editorial / production staff (9.5%) in the journalism sector and the support / technical staff (8.6%) in the advertising and public relations sector.

3.2 Recruitment Numbers

The survey reveals that 3 130 employees (or 8.2% of the existing 38 167 MC posts) were recruited in 2013/14, including 2 541 (6.7%) experienced employees recruited in the MC industry and 589 (1.5%) non-experienced employees. In terms of job level, managerial level recruited 160 MC employees, supervisory level 438, editorial / production / executional level 1 938, and support / technical level 594.

3.3 Internal Promotion

The survey also reveals that 429 MC employees or 1.1% of the existing 38 167 MC posts were promoted from within the companies in respect of new or existing posts during the past 12 months. In terms of job level, 129 positions (3.0% of number of MC posts at the job level) in managerial, 199 (2.5%) in supervisory, 80 (0.4%) in editorial / production / executional, and 21 (0.4%) in supporting / technical are filled by internal promotion.

3.4 Vacancies

At the time of the survey, employers reported 190 job vacancies (or 1.6% of the existing 11 744 MC posts) in the journalism sector, and 438 job vacancies (or 1.7% of the existing 26 423 MC posts) in the advertising and public relations sector. In terms of job title, the high vacancies were observed in the account executive, senior reporter / reporter, digital designer / designer, and officer / assistant for advertising & marketing communications.

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

At the time of the survey, 337 companies (or 6.7% of the responded 5 003 companies of the survey) had deployed / recruited local MC employees to work major for the website or new media. Among all the 1 577 MC employees deployed / recruited to work major for the website or new media, 351 MC employees (52.1% of 674) in the journalism sector and 408 (45.2% of 903) in the advertising and public relations 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 with employment size of 1-4) making “salary increment” as the top staff retention factor.

4 *Employers' Requirements / Expectations of Employees' Competencies*

4.1 Education Requirement

It is observed that employers generally preferred their MC employees (77.5%) to have tertiary qualifications (i.e. diploma / higher certificate / certificate or above qualifications). Within which, 47.6% of MC employees were preferred to have bachelor degree or above qualifications, and 29.9% to have associate degree / higher diploma / diploma / higher certificate / certificate qualifications in 2014. 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 observed that the top essential skill / knowledge in the journalism sector and the advertising and public relations sector are “Political System, Social and Economic Development in the Mainland of China” and “Multimedia Knowledge and Applications” respectively. It is also observed that the emergence of various types of management and new technology 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 reveals that employers would plan to provide / sponsor training in respect of skills and knowledge to 4 561 MC employees (in terms of man-times) in the next 12 months. The type of skills / knowledge to be provided / sponsored by employers for the existing MC employees include innovative media technology (advertising and PR sector), language skills, industry specific skills (advertising and PR sector), management skills, and innovative media technology (journalism sector).

6. *Manpower Forecast and Demand & Supply Analysis*

6.1 Employers' Forecast of MC Manpower Demand in January 2015

Employers forecast that there would be 38 332 MC posts in January 2015, an increase of 0.43% (165) over the number of existing MC posts (38 167). Among the job levels in the journalism sector, supporting / technical level recorded the highest growth rate of 1.19% (30), followed by editorial / production level 0.87% (64).

6.2 Projected Annual Additional Manpower Requirement for 2014/18 by Preferred Educational Level

As the pace of globalization continues to accelerate, supported by domestic consumption as well as CEPA, the manpower requirement of the MC industry will follow a growing trend in the long run. The projected annual additional manpower requirement for 2014/18 by preferred educational level is estimated to be 1 523 MC employees with degree or above qualifications and 964 with associate degree / higher diploma / higher certificate / diploma / certificate.

6.3 Estimated Average Annual Supply of Graduates in MC Programmes for 2014/18 by Educational Level

The average annual supply of graduates in MC programmes joining the MC industry (from local educational and training institutions) for 2014/18 by educational level is estimated to be 1 369 with degree or above qualifications and 742 with associate degree / higher diploma.

6.4 Manpower Demand and Supply Analysis

It can be concluded that the average annual supply of 1 369 local degree or above graduates from MC programmes would not be able to meet the forecast annual additional manpower demand for 1 523 MC employees with such qualification. The annual shortfall of 154 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 222 additional MC employees could be met by graduates from other non-MC disciplines.

7. Major Developments in the MC Industry

Based on the manpower changes between the 2012 and 2014 surveys and other observations, the Training Board concludes the following major developments in the MC industry:

Impact of Digital / 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).
- (ii) Due to the development of technology and the awareness of environmental protection, the number of advertising sales / PR / marketing employees engaged in the tasks of 2D paper promotion in newspapers and magazines has been reduced over the two-year period.
- (iii) MC employees (such as reporters, online editors, web page designers, and webmasters) engaged in e-marketing / on-line marketing (with social media web experience) are growing in number due to the popularity of web promulgation / promotion.
- (iv) 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, apps development, and web security to perform the social media functions.
- (v) 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

- (vi) It appears that employers in the MC 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 and relevant experience they looked to hire.
- (vii) Demand for well-rounded MC employees tends to become more acute when companies are looking to get more work done with fewer people.
- (viii) 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.
- (ix) 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.
- (x) Skill sets (such as Putonghua; multimedia knowledge and applications; political system, social and economic development in the mainland of China; sales / marketing strategic planning; account strategic planning; market research applications; innovative media research and applications; and production management) will continue to be in demand to perform various MC functions.

8. *Business Outlook in the MC Industry*

Impact of Digital / New Media Developments

- (i) 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 digital / new media widened the reach of various productions to local and overseas users for their enjoyment anytime, anywhere by any device.

Impact of Further Transition to Knowledge Society

- (ii) More advertisers will make use of magazines / new media as a vehicle to promote the product sales of their clients. The production of regional publications in Hong Kong underlines its importance as a financial, trading, media and communications centre.
- (iii) The factors that might affect the growth rate of the MC industry for the years ahead include industry consolidation, the introduction of new technologies, greater use of services outside the industry, and competition from different emerging media platforms.

Younger Generation

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

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 2014 to 2018 is estimated to be 822 in the journalism sector and 2 078 in the advertising and PR sector.
- (ii) 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 social networking platform, web searching, apps development, web security, web analytics, and sharing platform) and build awareness of services and products through m-commerce offering to reach the global market.
- (iii) 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 the young MC employees for their professional development.
- (iv) The changing role of MC employees today requires them to acquire language skill (such as Putonghua), multimedia knowledge & applications, political system, social & economic development in the mainland of China, sales / marketing strategic planning, account strategic planning, market research applications, innovative media research & applications, and production management, of which the training demand would increase substantially.
- (v) Employers should understand the attitude and behaviour differences of young MC employees and adopt suitable measures to bridge the generation gap.
- (vi) Employers should also provide / sponsor external or in-house training (including fundamental training on some basic skills) with the provision of financial support or grant of leave to existing MC employees.
- (vii) Local educational institutions could offer more 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.
- (viii) 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 7 January 2014 to 6 March 2014.

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 7 500 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, 71 supplementary samples from the newspapers, magazines, radio / TV stations, and digital / new media, and 39 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 2014 Manpower Survey of the MC Industry. A total of 1 006 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.

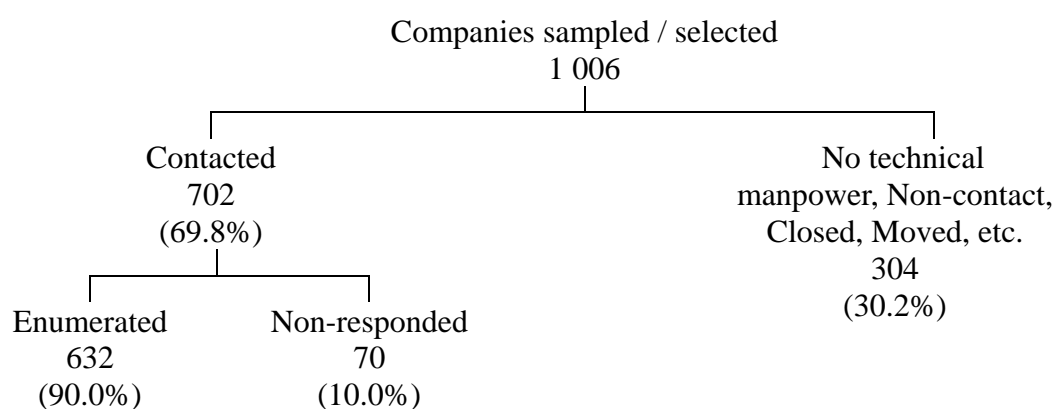
1.9 Employers were requested to classify their MC employees according to job descriptions based on the duties the employees performed rather than the job titles held in the organizations. Fieldwork officers of the survey were specially briefed about the nature of various jobs before they carried out 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 about the survey for publication in Chinese and English newspapers was issued on the first day of the fieldwork. All relevant bodies were also requested to publicize the survey among their members.

Analysis of the Responses

1.11 Out of the 1 006 companies selected, 66 had no technical manpower, 84 were non-contact, and 154 had closed, moved, were untraceable or were registered offices without operations, temporarily not in operation, merged with other company, and others. Only 70 companies refused to respond. Taking into account those 632 companies (including 4 newly discovered cases) which had completed and returned the questionnaires, the effective response rate was 90.0%. The analysis of the responses of the survey is summarised as follows:



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 7 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

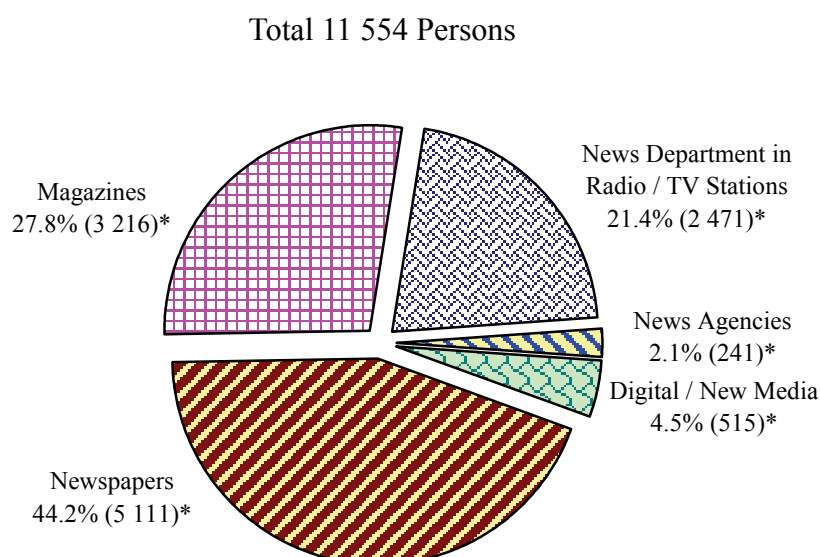
Current Manpower Status

Number of Persons Engaged

2.1 The survey revealed that in January 2014, a total of 37 539 persons (including freelancers) were employed in the principal jobs of the MC industry in Hong Kong or about 1.0% of the total labour force 3 833 900 ⁽¹⁾ in the first quarter (Q1) of 2014. 30.8% (11 554) of the MC employees worked in the journalism sector and 69.2% (25 985) in the advertising and public relations sector (including advertising sales / PR / marketing department in media organizations).

2.2 The survey showed that advertising companies, agencies and other advertising services had 14 214 MC employees (including freelancers), accounting for 54.7% of the total MC manpower in the advertising and public relations sector, followed by newspapers (5 111 or 44.2% 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.

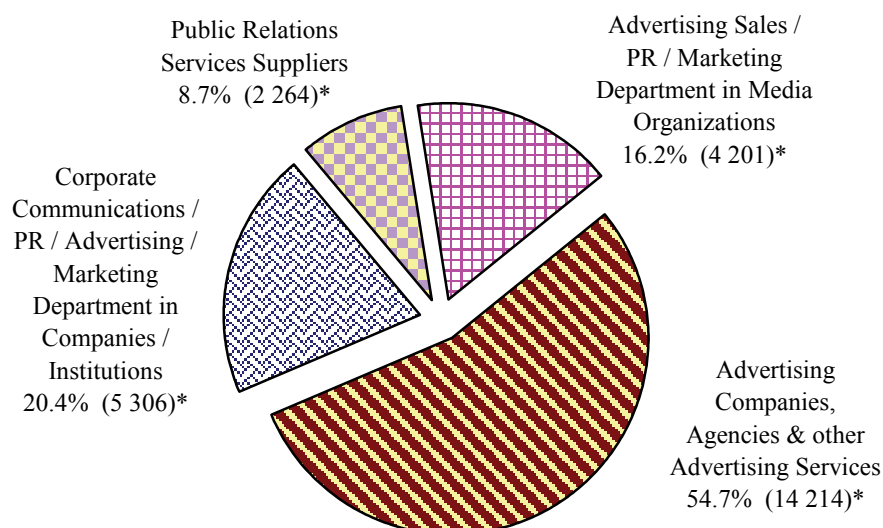
Figure 1 Distribution of MC Employees (including Freelancers)
in the Journalism Sector by Branch
(As in January 2014)



* Number of MC employees (including freelancers) is in bracket.
Notes: (1) Source: Census and Statistics Department.
(2) 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 January 2014)

Total 25 985 Persons



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

2.3 Table 2.1 shows that advertising companies, agencies and other advertising services (3 691), which constituted about 73.8% of the total companies (5 003) in the MC industry, accounted for about 37.9% of the industry's total MC employment in 2014 (14 214 / 37 539). 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 2012 – January 2014)**

Branch		No. of Companies Covered by the Survey (a)		No. of Employees Covered by the Survey (b)		No. of MC Employees ⁽¹⁾ (c)		Average No. of MC Employees Per Company (c)/(a)	MC Employees as a Percentage of All Employees (c)/(b) x 100% %
		2012	2014	2012	2014	2012	2014	2014	2014
Journalism Sector									
1. Newspapers	Include Advertising Sales / PR / Marketing Department in Media Organizations	45	41	8 620	9 271	6 011	6 148	150	66.3
2. Magazines		318	329	5 285	5 837	4 653	4 510	14	77.3
3. News Department in Radio / TV Stations		30	37	8 100	12 087	2 499	3 502	95	29.0
4. News Agencies		21	20	335	370	287	311	16	84.1
5. Digital / New Media		43	36	1 769	2 214	1 138	1 284	36	58.0
Sub-total		457	463	24 109	29 779	14 588	15 755	34	52.9
Advertising and Public Relations Sector									
6. Public Relations Services Suppliers		353	378	2 483	2 738	2 056	2 264	6	82.7
7. Advertising Companies, Agencies & other Advertising Services		3 740	3 691	15 037	16 454	13 122	14 214	4	86.4
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions		474	471	705 020	681 231	5 129	5 306	11	0.8
Sub-total		4 567	4 540	722 540	700 423	20 307	21 784	5	3.1
Total		5 024	5 003 (-0.4%)	746 649	730 202 (-2.2%)	34 895	37 539 (7.6%)	8	5.1

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

2.4 The number of MC employees and freelancers by sector by 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 and Freelancers
by Sector by Branch by Job Level**

<div>Job Level</div> <div>Branch</div>	Managerial (%)*		Supervisory (%)*		Editorial / Production / Executorial (%)*		Supporting / Technical (%)*		Total (%)*		Overall (%) [#]
	EM	FL	EM	FL	EM	FL	EM	FL	EM	FL	
Journalism Sector											
Newspapers	180 (3.5)	- (-)	509 (10.0)	- (-)	3 424 (67.3)	8 (38.1)	977 (19.2)	13 (61.9)	5 090 (100.0)	21 (100.0)	5 111 (44.2)
Magazines	214 (7.0)	- (-)	448 (14.7)	26 (15.2)	1 862 (61.1)	104 (60.8)	521 (17.1)	41 (24.0)	3 045 (100.0)	171 (100.0)	3 216 (27.8)
News Department in Radio / TV Stations	92 (3.8)	- (-)	280 (11.6)	- (-)	1 414 (58.3)	28 (59.6)	638 (26.3)	19 (40.4)	2 424 (100.0)	47 (100.0)	2 471 (21.4)
News Agencies	17 (7.1)	- (-)	41 (17.0)	- (-)	163 (67.6)	- (-)	20 (8.3)	- (-)	241 (100.0)	- (-)	241 (2.1)
Digital / New Media	15 (3.1)	- (-)	45 (9.2)	20 (80.0)	198 (40.4)	5 (20.0)	232 (47.3)	- (-)	490 (100.0)	25 (100.0)	515 (4.5)
<i>Sub-total</i>	<i>518 (4.6)</i>	<i>- (-)</i>	<i>1 323 (11.7)</i>	<i>46 (17.4)</i>	<i>7 061 (62.5)</i>	<i>145 (54.9)</i>	<i>2 388 (21.2)</i>	<i>73 (27.7)</i>	<i>11 290 (100.0)</i>	<i>264 (100.0)</i>	<i>11 554 (100.0)</i>
Advertising and Public Relations Sector											
Public Relations Services Suppliers	353 (15.9)	2 (4.1)	622 (28.1)	12 (24.5)	1 181 (53.3)	35 (71.4)	59 (2.7)	- (-)	2 215 (100.0)	49 (100.0)	2 264 (8.7)
Advertising Sales / PR / Marketing Department in Media Organizations	918 (22.1)	1 (2.6)	1 244 (29.9)	- (-)	1 976 (47.5)	38 (97.4)	24 (0.6)	- (-)	4 162 (100.0)	39 (100.0)	4 201 (16.2)
Advertising Companies, Agencies & other Advertising Services	1 285 (9.2)	12 (5.9)	3 277 (23.4)	9 (4.5)	6 848 (48.9)	1 (0.5)	2 602 (18.6)	180 (89.1)	14 012 (100.0)	202 (100.0)	14 214 (54.7)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	1 125 (21.2)	3 (75.0)	1 323 (25.0)	- (-)	2 771 (52.3)	1 (25.0)	83 (1.6)	- (-)	5 302 (100.0)	4 (100.0)	5 306 (20.4)
<i>Sub-total</i>	<i>3 681 (14.3)</i>	<i>18 (6.1)</i>	<i>6 466 (25.2)</i>	<i>21 (7.1)</i>	<i>12 776 (49.7)</i>	<i>75 (25.5)</i>	<i>2 768 (10.8)</i>	<i>180 (61.2)</i>	<i>25 691 (100.0)</i>	<i>294 (100.0)</i>	<i>25 985 (100.0)</i>
Total	4 199 (11.4)	18 (3.2)	7 789 (21.1)	67 (12.0)	19 837 (53.6)	220 (39.4)	5 156 (13.9)	253 (45.3)	36 981 (100.0)	558 (100.0)	37 539

EM Number of employees as at 7.1.2014 (excluding freelancers).

FL Number of freelancers as at 7.1.2014.

* As a percentage of total number of MC employees / freelancers by branch.

As a percentage of total number of MC employees (including freelancers) by sector.

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

2.5 The survey showed that the editorial / production / executorial level had contributed the largest number of MC employees (including freelancers) in both the journalism sector (7 206 or 62.4% of the total MC manpower in that sector) and the advertising and public relations sector (12 851 or 49.5% of the total MC manpower in that sector).

Advertising Sales / PR / Marketing Employees (including Freelancers) in Media Organizations

2.6 Employers reported that in January 2014, a total of 4 201 advertising sales / PR / marketing employees (or 26.7% of the existing 15 755 MC employees), including freelancers, were engaged in media organizations. As compared with the 2012 survey findings, the percentage rate of advertising sales / PR / marketing employees in media organizations has slightly decreased from 28.0% to 26.7% of the respective total numbers of MC employees in media organizations in 2012 and 2014. However, the Training Board observes that the percentage rate of advertising sales employees in digital / new media branch has significantly increased from 55.1% (627) in 2012 to 59.9% (769) in 2014, which might attribute to the proliferation of the mobile media market in Hong Kong. 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 2012 – January 2014)

Advertising Sales / PR / Marketing Employees (including Freelancers) in Media Organizations										
Branch \ Job Level	Managerial (%)*		Supervisory (%)*		Executorial (%)*		Supporting / Technical (%)*		Total (%)*	
	2012	2014	2012	2014	2012	2014	2012	2014	2012	2014
Newspapers (6 011) [^] (6 148) ⁺	233 (3.9)	231 (3.8)	363 (6.0)	267 (4.3)	464 (7.7)	539 (8.8)	- (-)	- (-)	1 060 (17.6)	1 037 (16.9)
Magazines (4 653) [^] (4 510) ⁺	407 (8.8)	434 (9.6)	437 (9.4)	395 (8.8)	643 (13.8)	441 (9.8)	24 (0.5)	24 (0.5)	1 511 (32.5)	1 294 (28.7)
News Department in Radio / TV Stations (2 499) [^] (3 502) ⁺	115 (4.6)	153 (4.4)	202 (8.1)	348 (9.9)	500 (20.0)	530 (15.1)	- (-)	- (-)	817 (32.7)	1 031 (29.4)
News Agencies (287) [^] (311) ⁺	25 (8.7)	16 (5.1)	14 (4.9)	35 (11.3)	23 (8.0)	19 (6.1)	- (-)	- (-)	62 (21.6)	70 (22.5)
Digital / New Media (1 138) [^] (1 284) ⁺	80 (7.0)	85 (6.6)	164 (14.4)	199 (15.5)	382 (33.6)	485 (37.8)	1 (0.1)	- (-)	627 (55.1)	769 (59.9)
Total (14 588)[^] (15 755)⁺	860 (5.9)	919 (5.8)	1 180 (8.1)	1 244 (7.9)	2 012 (13.8)	2 014 (12.8)	25 (0.2)	24 (0.2)	4 077 (28.0)	4 201 (26.7)

[^] Total number of MC employees (includes advertising sales / PR / marketing employees) in the respective branch of the media organizations in the 2012 survey.

⁺ Total number of MC employees (includes advertising sales / PR / marketing employees) in the respective branch of the media organizations in the 2014 survey.

^{*} As a percentage of total number of MC employees (including freelancers) by branch in the respective survey.

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

Freelancers Employed

2.7 At the time of the survey, 84 companies in the journalism sector ⁽¹⁾ (or 18.1% of the existing 463 companies covered by the survey in that sector) (2012 survey: 91 companies) and 84 companies in the advertising and public relations sector (or 1.9% of the existing 4 540 companies covered by the survey in that sector) (2012 survey: 336 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 magazines and 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 by Branch by Employment Size of Company

<div>Employment Size of Company</div> <div>Branch</div>		1-9	10-19	20-49	50-99	100 & Over [@]	300-499	500 & Over	Overall
Journalism Sector ⁽¹⁾									
Newspapers	Include Advertising Sales / PR / Marketing Department in Media Organizations	5	-	-	1	4	-	-	10
Magazines		36	14	11	1	1	-	-	63
News Department in Radio / TV Stations		-	1	-	1	4	-	-	6
News Agencies		-	-	-	-	-	-	-	-
Digital / New Media		1	-	2	-	2	-	-	5
<i>Sub-total (463) ⁺</i>		<i>42</i>	<i>15</i>	<i>13</i>	<i>3</i>	<i>11</i>	<i>-</i>	<i>-</i>	<i>84</i>
Advertising and Public Relations Sector									
Public Relations Services Suppliers		19	5	2	-	-	-	-	26
Advertising Companies, Agencies and other Advertising Services		29	14	13	-	1	-	-	57
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions		-	-	-	-	-	-	1	1
<i>Sub-total (4 540) ⁺</i>		<i>48</i>	<i>19</i>	<i>15</i>	<i>-</i>	<i>1</i>	<i>-</i>	<i>1</i>	<i>84</i>
Total (5 003) ⁺		-							168

[@] For corporate communications / PR / advertising / marketing department in companies / institutions, the employment size of company is 100-299 instead.

⁺ 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.

2.8 As regards the total number of freelancers (558) employed to perform various MC job duties by sector 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 (202), followed by the magazines (171) and the public relations services suppliers (49). 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. (2012 survey: 427 companies in the MC industry employed 1 249 freelancers.) The Training Board observes that the employment market is likely to be focused on permanent MC jobs and therefore some of the freelancers in the 2012 survey have been changed to full-time employment in the 2014 survey to meet the business growth of the companies.

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

Branch \ Employment Size of Company	1-9 (%) [*]	10-19 (%) [*]	20-49 (%) [*]	50-99 (%) [*]	100 & Over [@] (%) [*]	300-499 (%) [*]	500 & Over (%) [*]	Overall (%) [*]
Journalism Sector								
Newspapers (5 111) ⁺	10 (16.9)	- (-)	- (-)	4 (2.4)	7 (0.1)	- (-)	- (-)	21 (0.4)
Magazines (3 216) ⁺	68 (14.6)	43 (11.4)	29 (4.0)	14 (2.8)	17 (1.5)	- (-)	- (-)	171 (5.3)
News Department in Radio / TV Stations (2 471) ⁺	- (-)	8 (19.0)	- (-)	15 (28.8)	24 (1.0)	- (-)	- (-)	47 (1.9)
News Agencies (241) ⁺	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)
Digital / New Media (515) ⁺	5 (29.4)	- (-)	20 (12.2)	- (-)	- (-)	- (-)	- (-)	25 (4.9)
Sub-total (11 554) ⁺	83 (14.3)	51 (11.2)	49 (4.2)	33 (4.0)	48 (0.6)	- (-)	- (-)	264 (2.3)
Advertising and Public Relations Sector								
Public Relations Services Suppliers (2 264) ⁺	30 (3.5)	12 (2.4)	7 (1.4)	- (-)	- (-)	- (-)	- (-)	49 (2.2)
Advertising Sales / PR / Marketing Department in Media Organizations (4 201) ⁺	- (-)	2 (0.8)	1 (0.1)	- (-)	36 (1.4)	- (-)	- (-)	39 (0.9)
Advertising Companies, Agencies and other Advertising Services (14 214) ⁺	77 (1.0)	96 (4.6)	26 (1.4)	- (-)	3 (0.2)	- (-)	- (-)	202 (1.4)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (5 306) ⁺	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	4 (0.1)	4 (0.1)
Sub-total (25 985) ⁺	107 (1.2)	110 (3.9)	34 (1.1)	- (-)	39 (1.0)	- (-)	4 (0.1)	294 (1.1)
Total (37 539) ⁺	-							558 (1.5)

- [@] For corporate communications / PR / advertising / marketing department in companies / institutions, the employment size of company is 100-299 instead.
- ⁺ 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 by branch by employment size of company.
- Note: Figures may not add up to their totals due to rounding.

Staff Turnover

MC Employees Leaving in the Past 12 Months

2.9 MC employees leaving of the company are initiated by changed employment / transferred out, retirement, dismissal / retrenchment and voluntary wastage. As shown in Table 2.6, employers reported that 2 946 MC employees (or 7.7% of the existing 38 167 MC posts) in the journalism sector ⁽¹⁾ and the advertising & public relations sector had left the companies in the past 12 months. (2012 survey: 5 073 MC employees or 14.2% of the 35 606 MC posts had left the companies.) Figures 3 and 4 show the numbers of MC employees left in the past 12 months by branch in the respective sectors. 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

Employment Size of Company Job Level	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over [@] (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*
Journalism Sector ⁽¹⁾									
Managerial	1 (1.0)	2 (2.9)	1 (1.0)	3 (1.0)	7 (4.6)	32 (4.5)	- (-)	- (-)	46 (3.2)
Supervisory	2 (1.4)	1 (1.1)	5 (3.6)	36 (9.7)	11 (4.7)	163 (9.9)	- (-)	- (-)	218 (8.3)
Editorial / Production	45 (28.3)	16 (7.8)	39 (10.7)	121 (12.9)	85 (12.9)	585 (8.3)	- (-)	- (-)	891 (9.5)
Supporting / Technical	14 (37.8)	4 (4.7)	30 (26.1)	37 (13.1)	12 (8.9)	137 (7.2)	- (-)	- (-)	234 (9.2)
Sub-total (16 027) ⁺	62 (13.9)	23 (5.1)	75 (10.5)	197 (10.4)	115 (9.7)	917 (8.1)	- (-)	- (-)	1 389 (8.7)
Advertising and Public Relations Sector									
Managerial	5 (1.7)	13 (4.3)	4 (1.2)	25 (7.1)	2 (1.0)	17 (9.1)	15 (7.3)	38 (4.0)	119 (4.2)
Supervisory	7 (0.7)	33 (2.9)	22 (3.9)	47 (6.7)	14 (4.1)	41 (15.5)	20 (6.8)	70 (6.8)	254 (4.8)
Executorial	72 (2.3)	142 (13.9)	256 (19.0)	180 (18.8)	109 (12.1)	49 (6.0)	3 (0.5)	116 (5.3)	927 (8.4)
Supporting / Technical	28 (2.7)	91 (14.5)	31 (7.7)	29 (6.5)	57 (36.8)	13 (5.4)	- (-)	8 (10.5)	257 (8.6)
Sub-total (22 140) ⁺	112 (2.0)	279 (9.0)	313 (11.8)	281 (11.4)	182 (11.3)	120 (8.0)	38 (3.4)	232 (5.5)	1 557 (7.0)
Total (38 167) ⁺	-								2 946 (7.7)

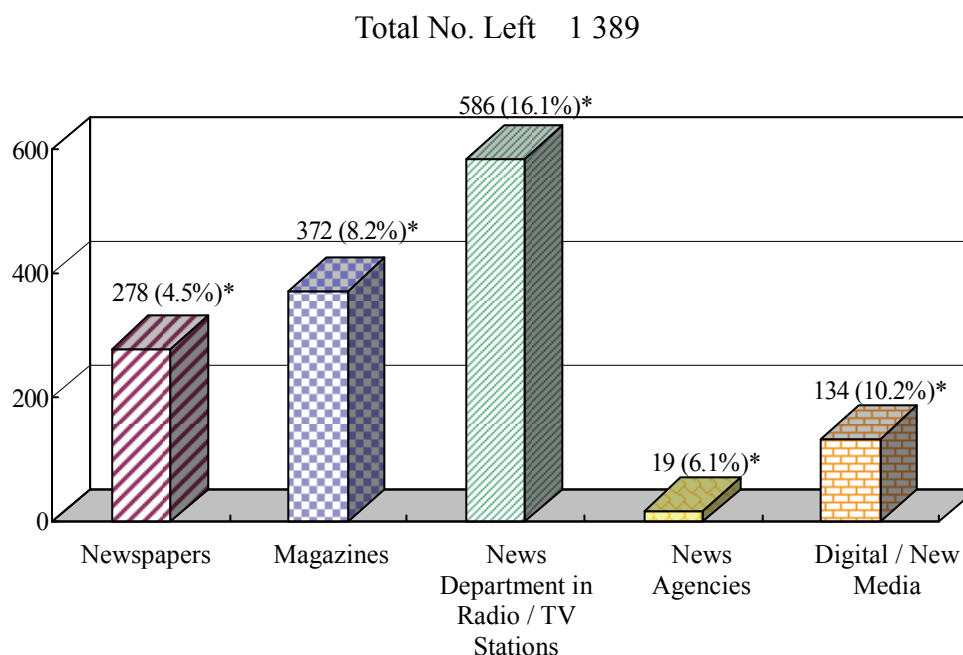
[@] For advertising and public relations sector, the employment size of company is 100-299 instead.

* As a percentage of total number of MC posts by sector by job level by employment size of company.

+ Total number of MC posts.

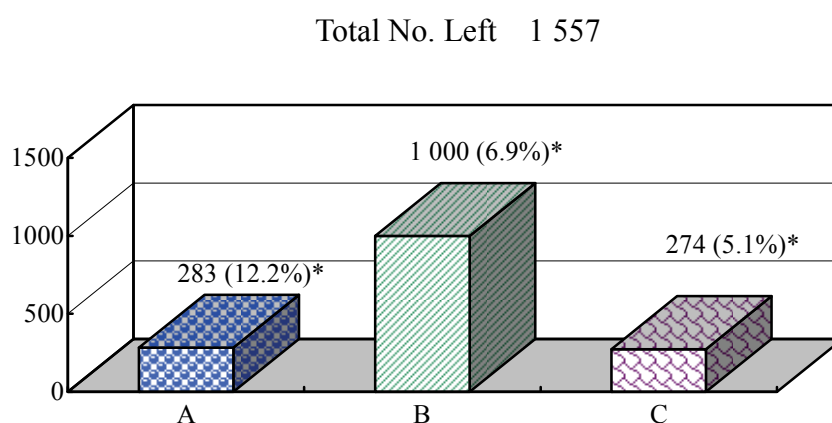
Notes: (1) Journalism sector includes advertising sales/public relations/marketing department in media organizations.
(2) Number of MC Employees (including freelancers).
(3) Figures may not add up to their totals due to rounding.

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



- * 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

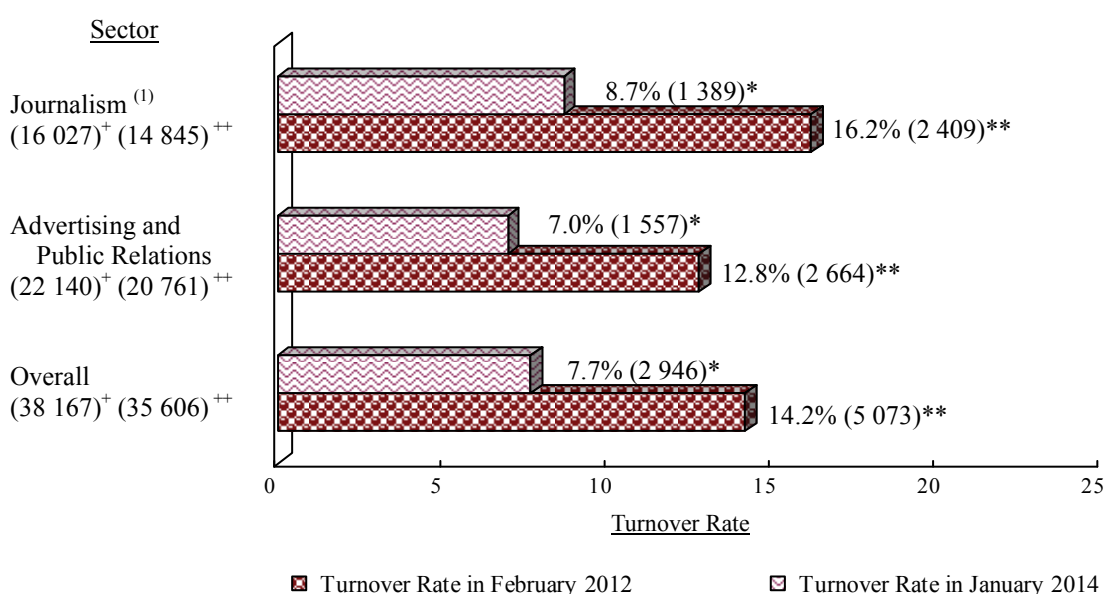


- * As a percentage of total number of MC posts by sector by branch.
- Key: A -- Public Relations Services Suppliers
 B -- Advertising Companies, Agencies and other Advertising Services
 C -- Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions

Staff Turnover Rate

2.10 The Training Board observes that MC employees continue to be cautious in changing jobs and the turnover rate as a percentage of number of MC posts in the industry has decreased from 14.2% (5 073) in February 2012 to 7.7% (2 946) in January 2014. 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 2012 – January 2014)



* Number of MC employees leaving the companies in January 2014.

** Number of MC employees leaving the companies in February 2012.

+ Total number of MC posts in January 2014 by sector.

++ Total number of MC posts in February 2012 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.

2.11 The Training Board observes that the news department in radio / TV stations recorded the highest turnover rate (16.1%), followed by the public relations services suppliers (12.2%) (Figures 3 and 4). In terms of job level, the highest turnover rate was among the editorial / production staff (9.5%) in the journalism sector and the support / technical staff (8.6%) in the advertising and public relations sector (Table 2.6). It is also observed that editors and reporters in the media organizations, and account executives, designers and graphic artists in the advertising companies / agencies recorded a high turnover rate during the past 12 months.

2.12 The Training Board considers that the turnover rates of the MC industry over the two-year period tend towards the low side because MC employees 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 of MC Employees in the Past 12 Months

2.13 The survey reveals that 3 130 employees (or 8.2% of the existing 38 167 MC posts) were recruited in 2013/14, including 2 541 (6.7%) experienced employees recruited in the MC industry and 589 (1.5%) non-experienced employees (2012 survey: 5 157 MC employees or 14.5% of the 35 606 MC posts). In terms of job level (Figure 6), managerial level recruited 160 MC employees, supervisory level 438, editorial / production / executorial level 1 938, and support / technical level 594. A summary of the sources of recruitment of MC employees in the past 12 months by sector by branch is given in Table 2.7.

Table 2.7 Sources of Recruitment of MC Employees
in the Past 12 Months by Sector 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 (6 209) ⁺	Include Advertising Sales / PR / Marketing Department in Media Organizations	106	(1.7)	167	(2.7)	273	(4.4)
2. Magazines (4 563) ⁺		347	(7.6)	26	(0.6)	373	(8.2)
3. News Department in Radio / TV Stations (3 630) ⁺		486	(13.4)	127	(3.5)	613	(16.9)
4. News Agencies (314) ⁺		5	(1.6)	11	(3.5)	16	(5.1)
5. Digital / New Media (1 311) ⁺		110	(8.4)	5	(0.4)	115	(8.8)
Sub-total (16 027) ⁺		1 054	(6.6)	336	(2.1)	1 390	(8.7)
Advertising and Public Relations Sector							
6. Public Relations Services Suppliers (2 329) ⁺		261	(11.2)	76	(3.3)	337	(14.5)
7. Advertising Companies, Agencies and other Advertising Services (14 398) ⁺		943	(6.5)	149	(1.0)	1 092	(7.6)
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (5 413) ⁺		283	(5.2)	28	(0.5)	311	(5.7)
Sub-total (22 140) ⁺		1 487	(6.7)	253	(1.1)	1 740	(7.9)
Total (38 167) ⁺		2 541	(6.7)	589	(1.5)	3 130	(8.2)

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

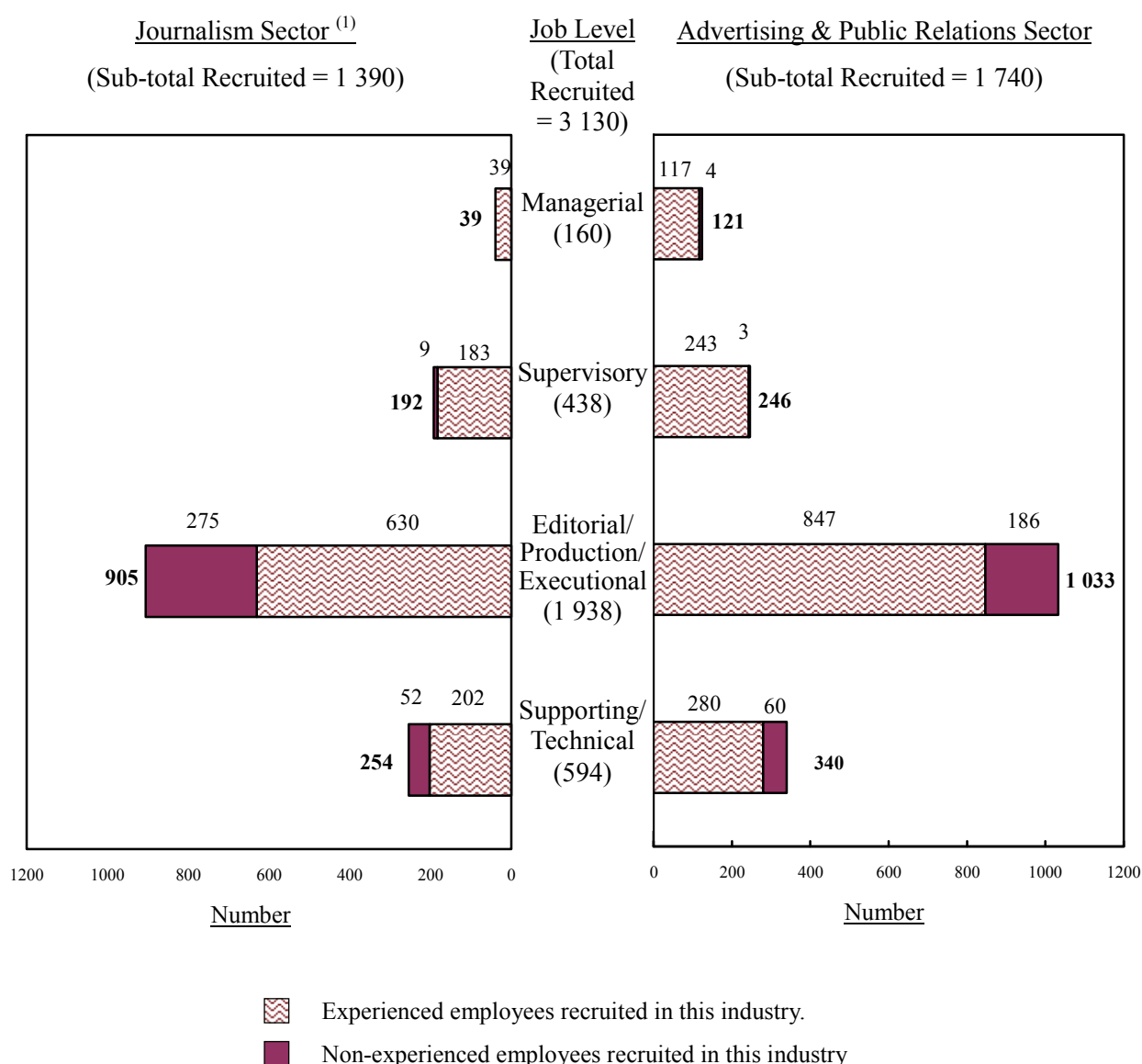
+ Total number of MC posts by sector by branch.

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.

2.14 The Training Board observes that, in the present survey, the recruitment of experienced employees and non-experienced ones is in a ratio of 3 to 1 in the journalism sector ⁽¹⁾ (2012 survey: a ratio of 8 to 1) and a ratio of 6 to 1 in the advertising and public relations sector (same ratio as in the 2012 survey). It appears that employers in the journalism sector tend to recruit an appropriate ratio of experienced employees to non-experienced ones (including fresh graduates from MC-related disciplines) to fill vacancies over the two-year period. A comparison of the sources of recruitment of MC employees by sector by job level is shown in Figure 6.

Figure 6 Comparison of the Sources of Recruitment of MC Employees 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

2.15 The survey reveals that 429 MC employees or 1.1% of the existing 38 167 MC posts (2012 survey: 286 MC employees or 0.8% of the 35 606 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 sector by branch is given in Table 2.8.

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

Internal Promotion Branch		Number of Internal Promotion				Total No. of Promotion (%)*
		From Supervisory to Managerial	From Editorial / Production / Execucutional to Supervisory	From Supporting / Technical to Editorial / Production / Execucutional	From Other Posts to Supporting / Technical	
Journalism Sector ⁽¹⁾						
Newspapers (6 209) ⁺	Include Advertising Sales / PR / Marketing Department in Media Organizations	3	11	12	-	26 (0.4)
Magazines (4 563) ⁺		12	37	2	7	58 (1.3)
News Department in Radio / TV Stations (3 630) ⁺		2	7	36	12	57 (1.6)
News Agencies (314) ⁺		-	2	-	-	2 (0.6)
Digital / New Media (1 311) ⁺		-	1	-	-	1 (0.1)
Sub-total (16 027) ⁺		17	58	50	19	144 (0.9)
Advertising and Public Relations Sector						
Public Relations Services Suppliers (2 329) ⁺		15	37	1	-	53 (2.3)
Advertising Companies, Agencies and other Advertising Services (14 398) ⁺		22	23	16	2	63 (0.4)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (5 413) ⁺		75	81	13	-	169 (3.1)
Sub-total (22 140) ⁺		112	141	30	2	285 (1.3)
Total (38 167) ⁺		129	199	80	21	429 (1.1)

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

+ Total number of MC posts by sector 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.

2.16 The survey also reveals that 129 positions (3.0% of number of MC posts at the job level) in managerial, 199 (2.5%) in supervisory, 80 (0.4%) in editorial / production / executional, and 21 (0.4%) 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 their 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.

Existing Vacancies

Number of Job Vacancies

2.17 At the time of the survey, employers reported 190 job vacancies (or 1.6% of the existing 11 744 MC posts) in the journalism sector, and 438 job vacancies (or 1.7% of the existing 26 423 MC posts) in the advertising and public relations sector. In the journalism sector, the news department in radio / TV stations recorded the highest number of 77 job vacancies, followed by the newspapers with 55 job vacancies. In the advertising and public relations sector, the advertising companies, agencies and other advertising services recorded the highest number of 184 job vacancies, followed by the corporate communications / PR / advertising / marketing department in companies / institutions with 107 job vacancies. The number of job vacancies by sector by branch by job level is shown in Table 2.9. More detailed analyses of the findings by branch by job code / title are presented in Appendix 4.

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

Branch \ Job Level	Managerial (%) [*]	Supervisory (%) [*]	Editorial / Production / Executorial (%) [*]	Supporting / Technical (%) [*]	Total (%) [#]
Journalism Sector					
Newspapers (5 166) ⁺	- (-)	3 (0.6)	49 (1.4)	3 (0.3)	55 (1.1)
Magazines (3 248) ⁺	1 (0.5)	- (-)	18 (0.9)	13 (2.3)	32 (1.0)
News Department in Radio / TV Stations (2 548) ⁺	- (-)	- (-)	40 (2.7)	37 (5.3)	77 (3.0)
News Agencies (244) ⁺	- (-)	- (-)	3 (1.8)	- (-)	3 (1.2)
Digital / New Media (538) ⁺	1 (6.3)	- (-)	13 (6.0)	9 (3.7)	23 (4.3)
Sub-total (11 744)⁺	2 (0.4)	3 (0.2)	123 (1.7)	62 (2.5)	190 (1.6)
Advertising and Public Relations Sector					
Public Relations Services Suppliers (2 329) ⁺	3 (0.8)	12 (1.9)	50 (3.9)	- (-)	65 (2.8)
Advertising Sales / PR / Marketing Department in Media Organizations (4 283) ⁺	1 (0.1)	17 (1.3)	64 (3.1)	- (-)	82 (1.9)
Advertising Companies, Agencies & other Advertising Services (14 398) ⁺	6 (0.5)	16 (0.5)	90 (1.3)	72 (2.5)	184 (1.3)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (5 413) ⁺	30 (2.6)	15 (1.1)	62 (2.2)	- (-)	107 (2.0)
Sub-total (26 423)⁺	40 (1.1)	60 (0.9)	266 (2.0)	72 (2.4)	438 (1.7)
Total (38 167)⁺	42 (1.0)	63 (0.8)	389 (1.9)	134 (2.4)	628 (1.6)

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

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

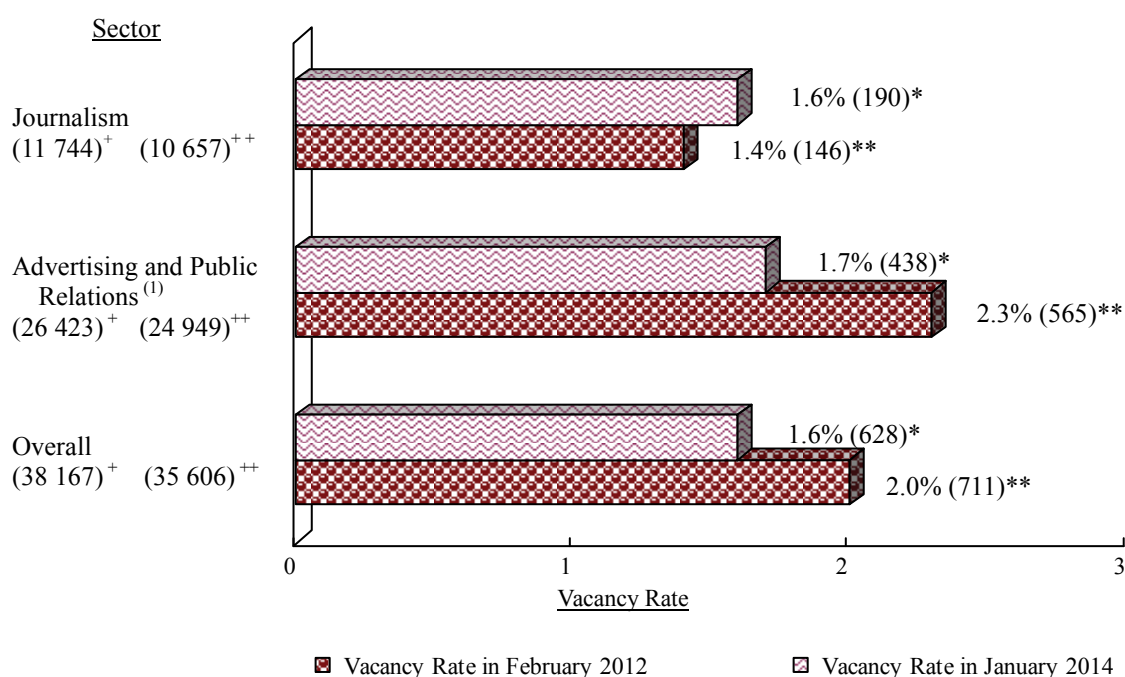
+ Total number of MC posts by sector by branch.

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

Vacancy Rates

2.18 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 2012 survey findings, the vacancy rate as a percentage of total number of MC posts in the journalism sector has slightly increased from 1.4% (146) to 1.6% (190) and moderately decreased in the advertising and public relations sector ⁽¹⁾ from 2.3% (565) to 1.7% (438). (The total number of MC posts being the sum of total MC employees (including freelancers) and total MC vacancies.) In terms of job title, the high vacancies were observed in the account executive, senior reporter / reporter, digital designer / designer, and officer / assistant for advertising & marketing communications to meet the business growth and service demand of the MC industry. 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 2003 to January 2014 is shown in Figure 8.

Figure 7 Comparison of the Vacancy Rates by Sector
(February 2012 – January 2014)



* Number of MC vacancies in January 2014 by sector.

** Number of MC vacancies in February 2012 by sector.

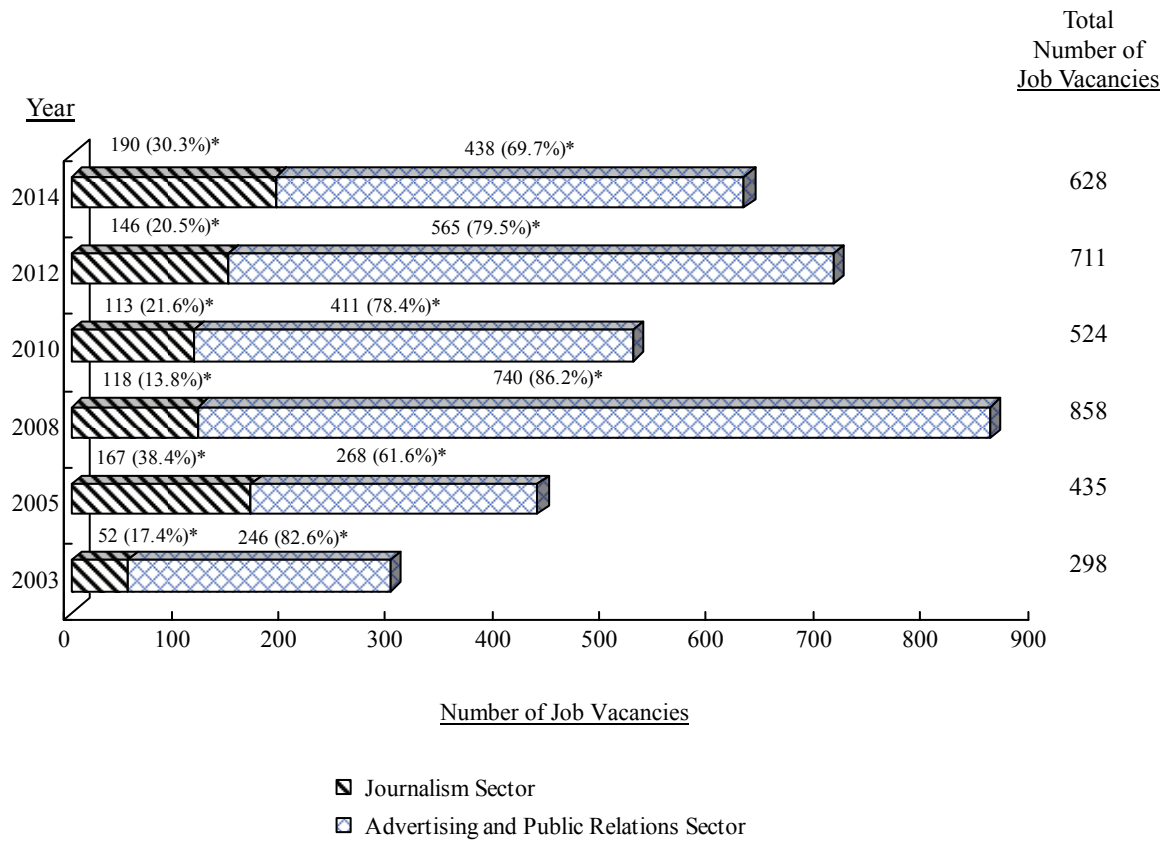
+ Total number of MC posts in January 2014 by sector.

++ Total number of MC posts in February 2012 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 2003 - January 2014)



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

Overall Labour Market Situation in the MC Industry

MC Manpower, Vacancy and Forecast Growth

2.19 It was found that in January 2014, 11 554 MC employees (including freelancers) were engaged in the journalism sector and 25 985 MC employees in the advertising and public relations sector (includes advertising sales / public relations / marketing department in media organizations). In January 2015, employers in general anticipate a moderate growth of 2014 level for their manpower situation. The MC employment rate will increase slightly with the forecast number of MC posts grow by 0.43% to reach 38 332. 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 2003 and January 2014 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 (Excl. Freelancers) in January 2014	No. of Freelancers in January 2014	No. of Vacancies in January 2014	Manpower Demand ⁽¹⁾ in January 2014	January 2015 Employers' Forecast Manpower Growth (%)*	January 2015 Employers' Forecast No. of MC Posts
Journalism Sector						
Managerial	518	-	2	520	- (-)	520
Supervisory	1 323	46	3	1 372	- (-)	1 372
Editorial / Production	7 061	145	123	7 329	64 (0.87)	7 393
Supporting / Technical	2 388	73	62	2 523	30 (1.19)	2 553
Sub-total	11 290	264	190	11 744	94 (0.80)	11 838
Advertising and Public Relations Sector ⁺						
Managerial	3 681	18	40	3 739	1 (0.03)	3 740
Supervisory	6 466	21	60	6 547	3 (0.05)	6 550
Executional	12 776	75	266	13 117	54 (0.41)	13 171
Supporting / Technical	2 768	180	72	3 020	13 (0.43)	3 033
Sub-total	25 691	294	438	26 423	71 (0.27)	26 494
Total	36 981	558	628	38 167	165 (0.43)	38 332

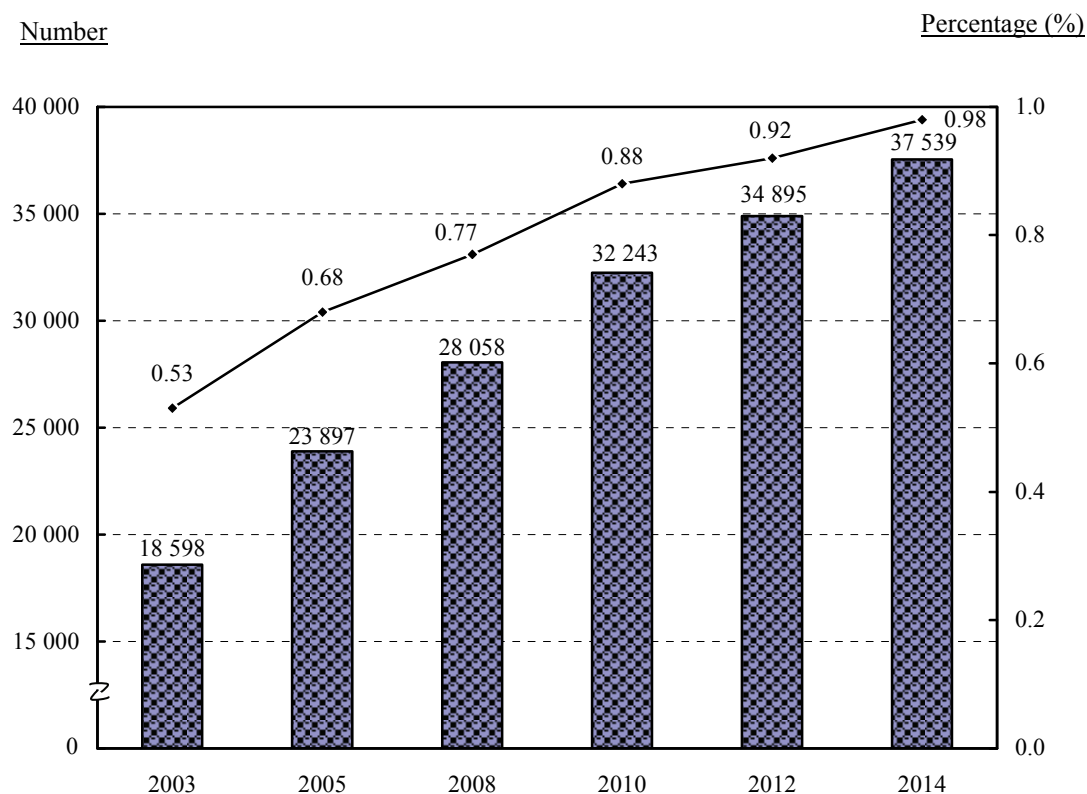
* As a percentage of total number of MC posts at the same job level by sector in January 2014.

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

Notes: (1) Manpower Demand includes the number of existing MC employees, number of freelancers, and number of 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 2003 – January 2014)



	December 2003	December 2005	February 2008	February 2010	February 2012	January 2014
Labour Force* ('000)	3 486.4	3 537.9	3 653.5	3 657.3	3 773.7	3 842.3
MC Employees ⁽¹⁾	18 598	23 897	28 058	32 243	34 895	37 539
% Share of MC Employees ⁽¹⁾ in the Labour Force	0.53	0.68	0.77	0.88	0.92	0.98



MC Employees



Percentage share of MC employees in the labour force

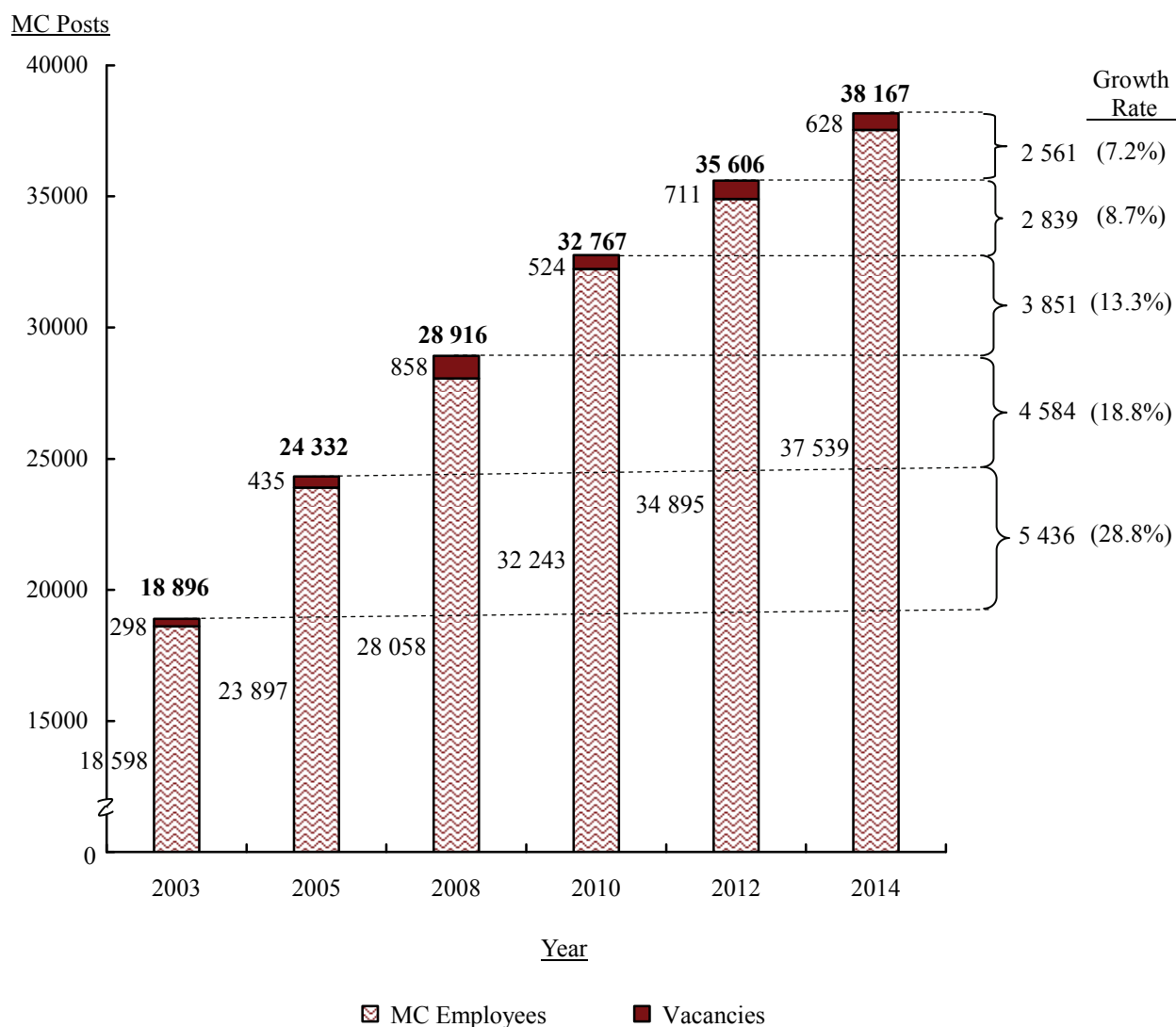
* Source: Census and Statistics Department.
Note: (1) Number of MC employees including freelancers.

2.20 The labour market in the MC industry stabilised in January 2014 with total MC employment (including freelancers) rose to 37 539 MC employees, representing an increase of 7.6% over February 2012 (34 895 MC employees). However, owing to a moderate increase in the total labour force by just about 1.0% per year, the percentage share of MC employees in the labour force grew steadily from 0.92% in February 2012 to 0.98% in January 2014.

Total MC Posts

2.21 Sustained economic expansion has continued to underpin job creation in the MC industry. Overall, there is a 7.2% (2 561) growth in MC posts between February 2012 (35 606) and January 2014 (38 167), after taking into account employment and vacancies as shown in Figure 10. However, as compared with 8.7% growth in MC posts between 2010 (32 767) and 2012 (35 606), 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.

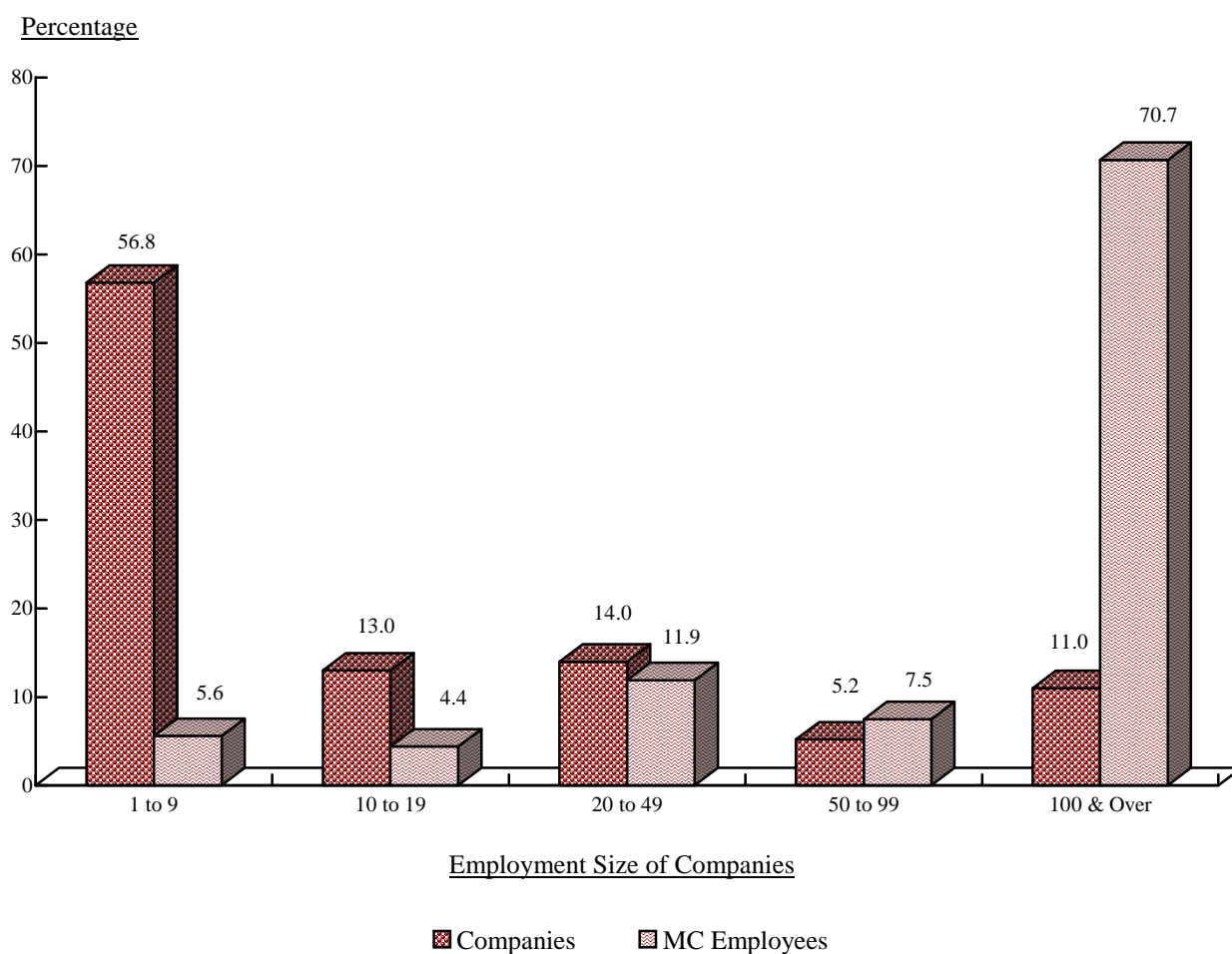
Figure 10 Total MC Posts, Employed and Vacancies
(December 2003 – January 2014)



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

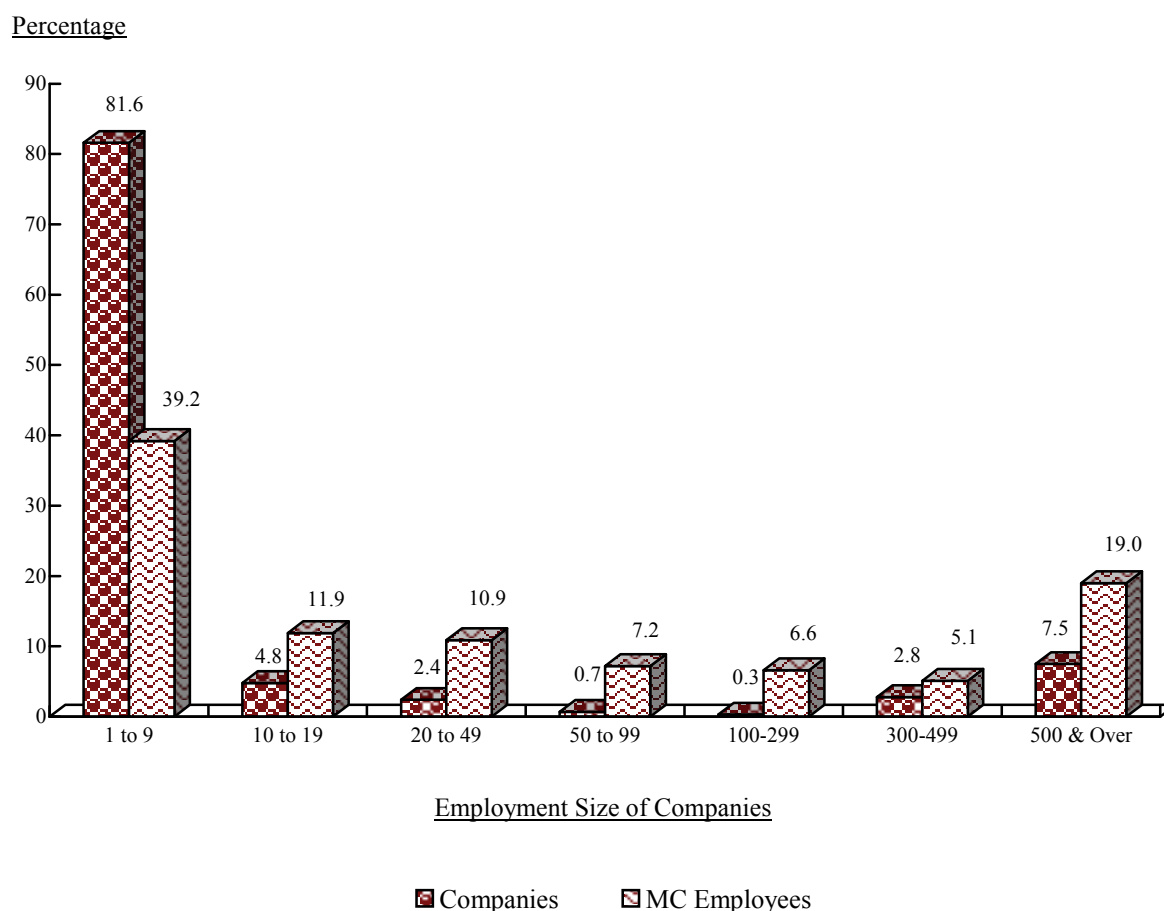
2.22 Companies that employed 50 or more employees engaged about 78.2% of the MC employees (including freelancers) in the journalism sector; nevertheless roughly 8 out of 10 companies in the advertising and public relations sector are small, employing fewer than 10 employees as shown in Figures 11 and 12.

Figure 11 Percentage Distribution of Companies and MC Employees (including Freelancers) by Employment Size of Company in the Journalism Sector⁽¹⁾
(As in January 2014)



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.

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 January 2014)



Note: (1) Figures may not add up to their totals due to rounding.

Local MC Employees Working Major for the Website or New Media

2.23 At the time of the survey, 337 companies (or 6.7% of the responded 5 003 companies of the survey) had deployed / recruited local MC employees to work major for the website or new media (2012 survey: 518 companies or 10.3% of the responded 5 024 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 (83.3%), followed by the news department in radio / TV stations (48.6%) and the news agencies (20.0%) The Training Board observes that more companies in the MC industry have outsourced their websites or new media works to other professional organizations without any involvement of their internal staff.

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 January 2014)				
		Yes	(%)*	No	Unspecified	Total
1. Newspapers	Include Advertising Sales / PR / Marketing Department in Media Organizations	8	(19.5)	27	6	41
2. Magazines		54	(16.4)	255	20	329
3. News Department in Radio / TV Stations		18	(48.6)	17	2	37
4. News Agencies		4	(20.0)	14	2	20
5. Digital / New Media		30	(83.3)	5	1	36
<i>Sub-total</i>		<i>114</i>	<i>(24.6)</i>	<i>318</i>	<i>31</i>	<i>463</i>
6. Public Relations Services Suppliers		13	(3.4)	362	3	378
7. Advertising Companies, Agencies & other Advertising Services		158	(4.3)	3 510	23	3 691
8. Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions		52	(11.0)	381	38	471
<i>Sub-total</i>		<i>223</i>	<i>(4.9)</i>	<i>4 253</i>	<i>64</i>	<i>4 540</i>
Total		337	(6.7)	4 571	95	5 003

* As a percentage of number of companies by branch.

2.24 Table 2.12 shows that 674 MC employees engaged in the journalism sector (include advertising sales / PR / marketing department in media organizations) and 903 MC employees in the advertising and public relations sector were deployed / recruited to work major for the website or new media.

2.25 Among all the 1 577 MC employees deployed / recruited to work major for the website or new media, 351 MC employees (52.1% of 674) in the journalism sector and 408 (45.2% of 903) 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 by 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 & Over [@] (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*	
Journalism Sector ⁽¹⁾										
Newspapers (6 209) ⁺	Including Advertising Sales / PR / Marketing Department in Media Organizations	4 (4.8)	- (-)	4 (6.5)	1 (0.3)	54 (0.9)	- (-)	- (-)	63 (1.0)	9
Magazines (4 563) ⁺		20 (2.8)	52 (8.6)	42 (3.7)	18 (2.6)	23 (1.6)	- (-)	- (-)	155 (3.4)	108
News Department in Radio / TV Stations (3 630) ⁺		9 (31.0)	3 (5.9)	3 (3.0)	3 (5.1)	175 (5.2)	- (-)	- (-)	193 (5.3)	62
News Agencies (314) ⁺		1 (3.2)	15 (35.7)	29 (14.9)	- (-)	- (-)	- (-)	- (-)	45 (14.3)	21
Digital / New Media (1 311) ⁺		12 (32.4)	4 (57.1)	120 (29.6)	33 (36.3)	49 (6.4)	- (-)	- (-)	218 (16.6)	151
Sub-total (16 027) ⁺		46 (5.1)	74 (10.3)	198 (10.4)	55 (4.7)	301 (2.7)	- (-)	- (-)	674 (4.2)	351
Advertising and Public Relations Sector										
Public Relations Services Suppliers (2 329) ⁺		10 (1.1)	5 (1.0)	- (-)	2 (0.5)	- (-)	- (-)	- (-)	17 (0.7)	11
Advertising Companies, Agencies and other Advertising Services (14 398) ⁺		153 (2.0)	245 (11.4)	108 (5.6)	84 (7.2)	159 (10.8)	- (-)	- (-)	749 (5.2)	373
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (5 413) ⁺		- (-)	- (-)	2 (11.8)	1 (16.7)	2 (5.6)	5 (0.4)	127 (3.0)	137 (2.5)	24
Sub-total (22 140) ⁺		163 (1.9)	250 (9.5)	110 (4.5)	87 (5.4)	161 (10.7)	5 (0.4)	127 (3.0)	903 (4.1)	408
Total (38 167) ⁺		-							1 577 (4.1)	759

@ For corporate communications / PR / advertising / marketing department in companies / institutions, the employment size of company is 100-299 instead.

* 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

2.26 The Training Board observes that more employers in the MC industry have successfully enhanced their customer relations via social media. 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	Social Networking Platform (e.g. Facebook, Twitter)	15.1	Web Searching	5.6
2	Web Searching	12.4	Social Networking Platform (e.g. Facebook, Twitter)	5.3
3	Apps Development	12.0	Apps Development	4.7
4	Web Security	11.2	Sharing Platform (e.g. YouTube)	4.5
5	Sharing Platform (e.g. YouTube)	10.2	Web Analytics	4.2
6	Web Monitoring and Surveillance	9.3	Search Engine Optimisation	3.6
	Curation			
	Microblogging			
7	-	-	Web Security	3.3
			Microblogging	
8	-	-	-	-
9	Web Analytics	8.3	Curation	2.8
10	Search Engine Optimisation	6.1	Web Monitoring and Surveillance	2.2

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

Younger Generation

Accomplishments of the Young MC Employees

2.27 Employers reported that in January 2014, a total of 9 711 MC employees (including freelancers) aged below 30 (or 25.4% of the existing 38 167 MC posts) were engaged in the principal jobs of the MC industry (2012 survey: 8 400 MC employees or 23.6% of the 35 606 MC posts). The Training Board considers that these young MC employees can bring in fresh perspectives and innovative ideas.

2.28 The survey showed that the public relations services suppliers had 855 MC employees (including freelancers) aged below 30, accounting for 36.7% of the existing 2 329 MC posts in that branch, followed by the digital / new media (382 or 29.1% of the existing 1 311 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 2.14.

Table 2.14 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 & Over [@] (%)*	300-499 (%)*	500 & Over (%)*	Overall (%)*
Journalism Sector									
Newspapers (6 209) ⁺	Include Advertising Sales / PR / Marketing Department in Media Organizations	6 (7.1)	2 (14.3)	10 (16.1)	45 (15.7)	1 660 (28.8)	- (-)	- (-)	1 723 (27.8)
Magazines (4 563) ⁺		142 (19.8)	179 (29.7)	284 (25.0)	243 (34.7)	280 (19.9)	- (-)	- (-)	1 128 (24.7)
News Department in Radio / TV Stations (3 630) ⁺		13 (44.8)	11 (21.6)	20 (19.8)	4 (6.8)	809 (23.9)	- (-)	- (-)	857 (23.6)
News Agencies (314) ⁺		5 (16.1)	12 (28.6)	13 (6.7)	- (-)	- (-)	- (-)	- (-)	30 (9.6)
Digital / New Media (1 311) ⁺		12 (32.4)	5 (71.4)	184 (45.4)	24 (26.4)	157 (20.4)	- (-)	- (-)	382 (29.1)
Sub-total (16 027)⁺		178 (19.8)	209 (29.2)	511 (26.9)	316 (26.7)	2 906 (25.6)	- (-)	- (-)	4 120 (25.7)
Advertising and Public Relations Sector									
Public Relations Services Suppliers (2 329) ⁺		277 (31.3)	233 (46.3)	230 (45.2)	115 (26.6)	- (-)	- (-)	- (-)	855 (36.7)
Advertising Companies, Agencies and other Advertising Services (14 398) ⁺		1 241 (16.1)	933 (43.6)	602 (31.2)	333 (28.5)	710 (48.4)	- (-)	- (-)	3 819 (26.5)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (5 413) ⁺		- (-)	- (-)	8 (47.1)	2 (33.3)	5 (13.9)	297 (26.2)	605 (14.3)	917 (16.9)
Sub-total (22 140)⁺		1 518 (17.7)	1 166 (44.1)	840 (34.2)	450 (28.0)	715 (47.6)	297 (26.2)	605 (14.3)	5 591 (25.3)
Total (38 167)⁺		-							9 711 (25.4)

[@] For corporate communications / PR / advertising / marketing department in companies / institutions, the employment size of company is 100-299 instead.

* 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.

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

2.29 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 2.15. 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 2.15 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	65.1	Working Attitude	59.5
2	Team Work	64.6	Creativity	53.6
3	Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right)	52.2	Team Work	52.4
4	Concentration on Work	49.8	Passion	47.0
5	Punctuality	48.8	Punctuality	46.8
6	Interpersonal Communication Skills	44.0	Protection of Company's Tangible and Intangible Assets (or Intellectual Property Right)	44.0
7	Emotional Management	43.5	Interpersonal Communication Skills	43.5
	Protection of Privacy			
8	-	-	Protection of Privacy	41.0
9	Passion	42.1	Concentration on Work	40.7
10	Degree of Loyalty	38.3	Emotional Management	32.4

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

Retention of Existing MC Employees

2.30 The survey reveals that MC employers (in particular those with employment size of 1-4) marking “salary increment” as the top staff retention factor. The Training Board considers that it is an important insight that companies should look onto all these effective methods to form internal strategies for retaining their existing MC employees to face the tight labour market. When people are engaged and happy, they are more productive and committed to the well-being of the organization. A comparison of the effective methods (ranked in descending order of preference) for retaining the existing MC employees by sector is shown in Table 2.16. More detailed analyses of the findings by sector by employment size of company and by branch are presented in Appendix 7.

Table 2.16 Comparison of the Effective Methods
(Ranked in Descending Order of Preference) for
Retaining the Existing MC Employees by Sector
(Respondents may choose up to three options)

Rank	Journalism Sector ⁽¹⁾		Advertising and Public Relations Sector	
	Effective Method	% of No. of Responding Case	Effective Method	% of No. of Responding Case
1	Salary Increment	89.0	Salary Increment	84.9
2	Shortening Working Hours	27.5	Increasing Job Autonomy	25.6
3	Enhancing Job Satisfaction	25.5	Shortening Working Hours	25.5
4	Internal Promotion / Career Development	21.5	More Communications and Enhancing the Sense of Belonging with Existing Staff	14.2
5	Increasing Job Autonomy	13.3	More Paid Leave	14.1
6	More Paid Leave	13.0	Enhancing Job Satisfaction	13.1
7	More Communications and Enhancing the Sense of Belonging with Existing Staff	8.5	Internal Promotion / Career Development	11.7
8	Providing / Supporting Manpower Training and Development in Skills	4.0	Positive Image on Company Profile / Culture	3.1
9	Positive Image on Company Profile / Culture	2.0	Providing Job Rotation	1.3
	Providing Job Rotation			
10	Government Policy Emphasis on Mass Communication Industry	1.8	Discussion on Remuneration Package	0.1

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

Manpower Changes

Manpower Changes by Job Level

2.31 All job levels in the MC industry have recorded an increase in number of MC employees (including freelancers) when compared with the last survey. The total manpower in the journalism sector has increased by 1 043 MC employees from 10 511 in February 2012 to 11 554 in January 2014, representing an increase of 9.9% over the two-year period. In the advertising and public relations sector ⁽¹⁾, the total manpower has increased by 1 601 MC employees from 24 384 in February 2012 to 25 985 in January 2014, representing an increase of 6.6% over the two-year period. The changes in the number of MC employees (including freelancers) between February 2012 and January 2014 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 2012 – January 2014)

Job Level	No. of MC Employees (incl. Freelancers)			
	February 2012	January 2014	Increase / Decrease	% Changes
Journalism Sector				
Managerial	456	518	62	13.6
Supervisory	1 330	1 369	39	2.9
Editorial / Production	6 553	7 206	653	10.0
Supporting / Technical	2 172	2 461	289	13.3
Sub-total	10 511 (30.1) #	11 554 (30.8) #	1 043	9.9
Advertising and Public Relations Sector ⁽¹⁾				
Managerial	3 513	3 699	186	5.3
Supervisory	6 137	6 487	350	5.7
Executorial	12 378	12 851	473	3.8
Supporting / Technical	2 356	2 948	592	25.1
Sub-total	24 384 (69.9) #	25 985 (69.2) #	1 601	6.6
Total	34 895 (100.0%) #	37 539 (100.0%) #	2 644	7.6

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

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

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

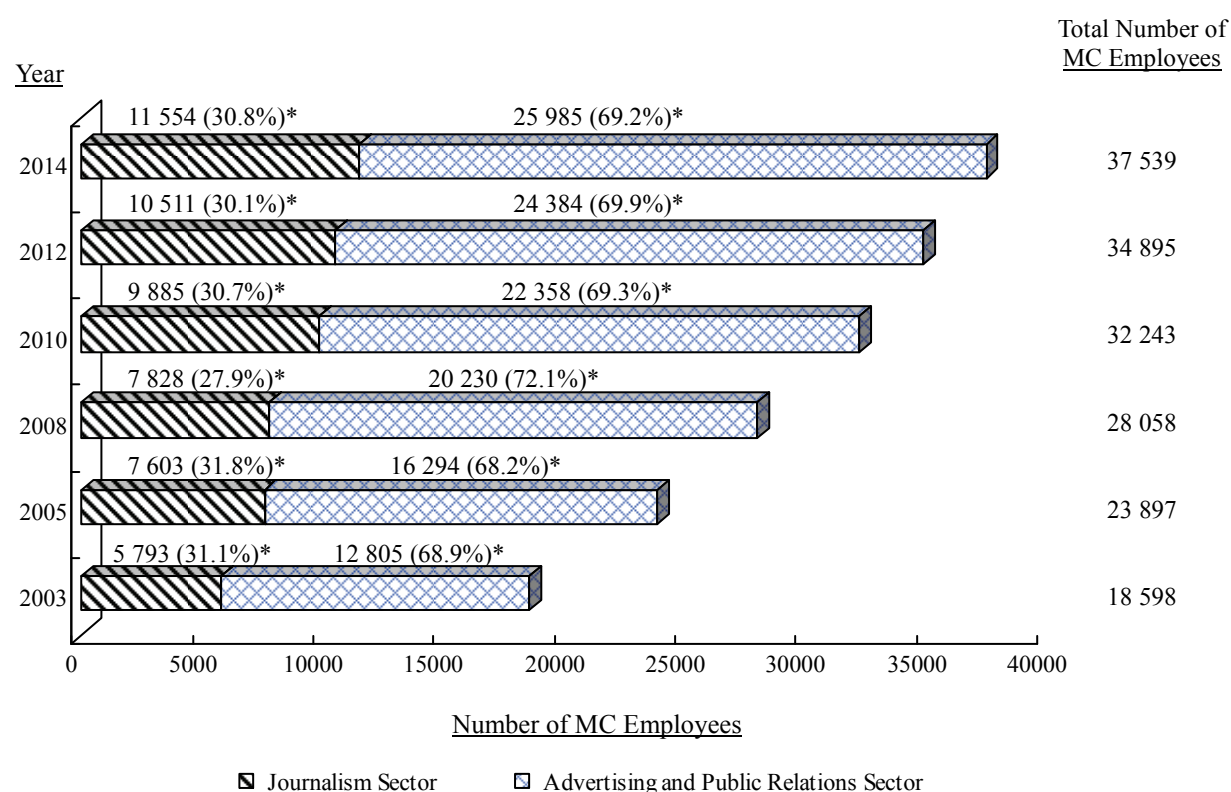
2.32 The Training Board observes that the overall growth of 7.6% in the number of MC employees from February 2012 (34 895) to January 2014 (37 539) is generally reliable in reflecting the manpower situation of the MC industry at the time of the survey. As compared with the overall increase of 8.2% in the number of MC employees from February 2010 (32 243) to February 2012 (34 895), the Training Board considers that the labour market in the MC industry continue to display signs of consolidation over the past two years.

2.33 Among the job levels, the number of MC employees at the supporting / technical level has the greatest increase from 2 356 to 2 948 (25.1%) in the advertising and public relations sector ⁽¹⁾. The Training Board believes that the considerable increase is on account of significant growth of supporting / technical employees (such as designer and digital designer) in this round of survey, particularly in the advertising companies, agencies and other advertising services.

Manpower Changes by Sector by Branch

2.34 Over the past two years, the number of MC employees (including freelancers) increased by 7.6% (2 644) and the increase in percentage was mainly attributed to the journalism sector. The distribution of MC employees by sector from December 2003 to January 2014 is shown in Figure 13. Table 2.18 shows the changes in the number of MC employees (including freelancers) between February 2012 and January 2014 by sector by branch.

Figure 13 Distribution of MC Employees by Sector
(December 2003 – January 2014)



* 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 2012 – January 2014)

Branch	No. of MC Employees (incl. Freelancers)			
	February 2012	January 2014	Increase / Decrease	% Changes
Journalism Sector				
Newspapers	4 951	5 111	160	3.2
Magazines	3 142	3 216	74	2.4
News Department in Radio / TV Stations	1 682	2 471	789	46.9
News Agencies	225	241	16	7.1
Digital / New Media	511	515	4	0.8
Sub-total	10 511 (30.1) #	11 554 (30.8) #	1 043	9.9
Advertising and Public Relations Sector				
Public Relations Services Suppliers	2 056	2 264	208	10.1
Advertising Sales / PR / Marketing Department in Media Organizations	4 077	4 201	124	3.0
Advertising Companies, Agencies & other Advertising Services	13 122	14 214	1 092	8.3
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	5 129	5 306	177	3.5
Sub-total	24 384 (69.9) #	25 985 (69.2) #	1 601	6.6
Total	34 895 (100.0%) #	37 539 (100.0%) #	2 644	7.6

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

2.35 Benefiting from the application of various innovative broadcasting technologies and growing viewership at different emerging media platforms, MC employees engaged in the news department in radio / TV stations enjoy the highest growth rate of 46.9% (789) from February 2012 to January 2014, followed by the public relations services suppliers 10.1% (208) and the advertising companies, agencies and other advertising services 8.3% (1 092).

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

Employers' Preferred Educational Levels of MC Employees

2.36 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 level by job code / 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 (518)*	Bachelor Degree (441) [#]	85.1%
	Advertising and Public Relations ⁺ (3 699)*	Bachelor Degree (3 091) [#]	83.6%
Supervisory	Journalism (1 369)*	Bachelor Degree (990) [#]	72.3%
	Advertising and Public Relations ⁺ (6 487)*	Bachelor Degree (3 900) [#]	60.1%
Editorial / Production / Executorial	Journalism (7 206)*	Bachelor Degree (4 399) [#]	61.1%
	Advertising and Public Relations ⁺ (12 851)*	Bachelor Degree (4 358) [#]	33.9%
Supporting / Technical	Journalism (2 461)*	Diploma / Higher Certificate / Certificate (1 093) [#]	44.4%
	Advertising and Public Relations ⁺ (2 948)*	Diploma / Higher Certificate / Certificate (1 692) [#]	57.4%
Overall	Journalism (11 554)*	Bachelor Degree (6 086)[#]	52.7%
	Advertising and Public Relations⁺ (25 985)*	Bachelor Degree (11 638)[#]	44.8%

* Total number of MC employees by sector by job level.

Total number of MC employees by preferred educational level by sector by job level.

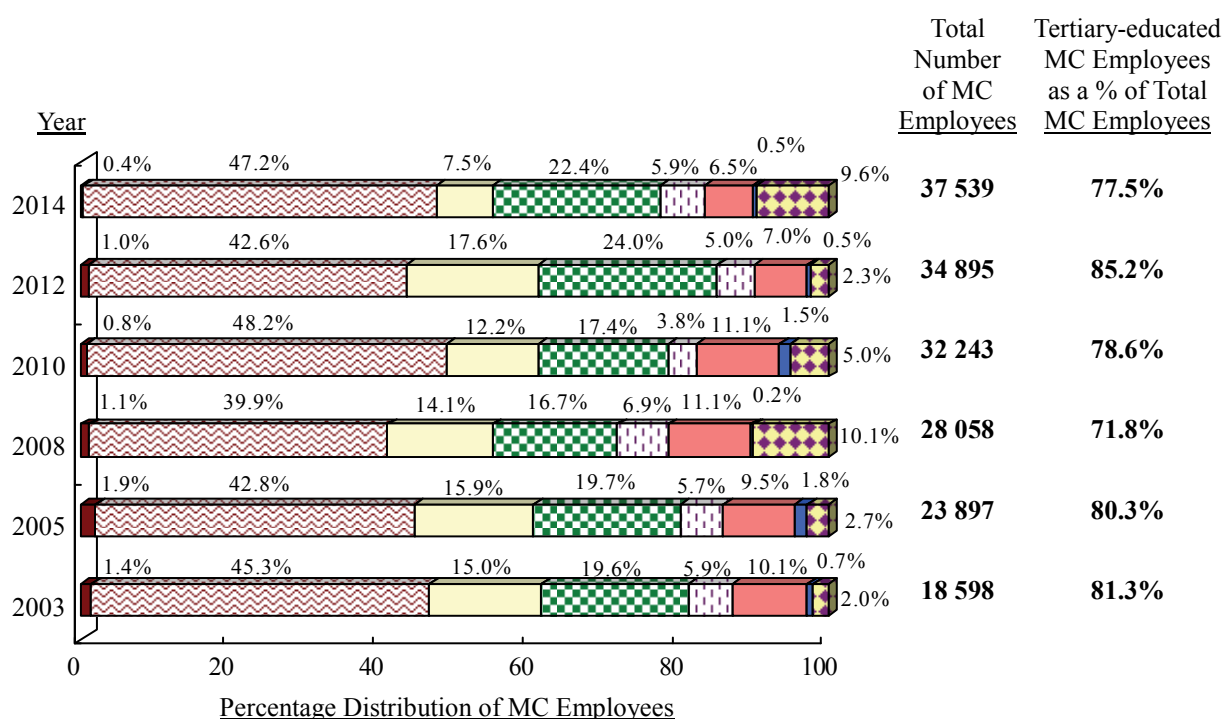
+ Advertising and public relations sector includes advertising sales/PR/marketing department in media organizations.

Note: Number of MC employees including freelancers.

2.37 The Training Board observes that employers generally preferred their MC employees (77.5%) to have tertiary qualifications (i.e. diploma / higher certificate / certificate or above qualifications) (Figure 14). For instance, 89.3% and 2.7% of the Publisher / Managing Director / President require a bachelor degree or above qualifications and an associate degree / higher diploma qualification respectively (Table 9.7 of Appendix 9) (2012 survey: 89.8% and 2.4%).

2.38 Over the past ten years, the profile of MC manpower by preferred educational level did not differ much. 47.6% of MC employees were preferred to have bachelor degree or above qualifications, and 29.9% to have associate degree / higher diploma / diploma / higher certificate / certificate qualifications in 2014. (2012 survey: 43.6% and 41.6%). 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 2014 (i.e. 27.0% at post-secondary degree level and 8.9% at post-secondary sub-degree / diploma / certificate level). (Source: Labour force figures from the Quarterly Report on General Household Survey – January to March 2014 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 and well trained manpower. A comparison of the profile of MC manpower by preferred educational level between 2003 and 2014 is shown in Figure 14.

Figure 14 Profile of MC Manpower by Preferred Educational Level
(December 2003 – January 2014)



- Master Degree or Above
- Bachelor Degree
- Associate Degree/Higher Diploma or Equivalent
- Diploma/Higher Certificate/Certificate or Equivalent
- Matriculation/DSE
- Secondary 5
- Below Secondary 5
- Unspecified

Employers' Preferred Years of Relevant Experience of MC Employees

2.39 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, 7 years to less than 10 years for supervisory level, 2 years to less than 5 years for editorial / production level, and also 2 years to less than 5 years for supporting / technical level; while employers in the advertising and public relations 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 executional level, and also 2 years to less than 5 years for supporting / technical level. A summary of the employers' preferred years of relevant experience of MC employees by sector by branch by job level is given in Table 2.20. More detailed analyses of the findings by branch by job level by job code / title are presented in Appendix 10.

Table 2.20 Employers' Most Preferred Years of Relevant Experience of MC Employees by Sector by 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	5 to less than 7 years	2 to less than 5 years
Magazines	10 to less than 15 years	5 to less than 7 years	2 to less than 5 years	2 to less than 5 years
News Department in Radio / TV Stations	10 to less than 15 years	Unspecified	2 to less than 5 years	2 to less than 5 years
News Agencies	15 years or over	7 to less than 10 years	7 to less than 10 years	Unspecified
Digital / New Media	15 years or over	10 to less than 15 years	2 to less than 5 years	2 to less than 5 years
Advertising and Public Relations Sector				
Public Relations Services Suppliers	10 to less than 15 years	5 to less than 7 years	Less than 2 years	No experience required
Advertising Sales / PR / Marketing Department in Media Organizations	10 to less than 15 years	5 to less than 7 years	2 to less than 5 years	Unspecified
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	10 to less than 15 years	5 to less than 7 years	Unspecified	2 to less than 5 years

2.40 The Training Board observes that employers generally preferred their MC employees to have substantial relevant experience in the industry. For instance, 45.7% of the senior reporter / reporter require having 5 years to less than 7 years' relevant experience and 17.6% of them require having 2 years to less than 5 years' relevant experience (Table 10.1 of Appendix 10).

Income Range Distribution

2.41 The majority of MC employees (excluding freelancers) in the journalism sector in general earned a total average monthly income range (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 \$20,001 to \$50,000 for supervisory level, from \$12,001 to \$30,000 for editorial / production level, and from \$8,001 to \$30,000 for supporting / technical level. The income range distribution of MC employees (excluding freelancers) 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

Job Level	Average Monthly Income								All (No. of MC Employees)
	\$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	
Newspapers									
Managerial	-	-	-	5	70	57	12	36	180
Supervisory	-	1	11	274	169	3	1	50	509
Editorial / Production	1	-	1 369	1 804	25	-	-	225	3 424
Supporting / Technical	-	162	637	41	1	-	-	136	977
Sub-total	1	163	2 017	2 124	265	60	13	447	5 090
Magazines									
Managerial	-	2	8	29	49	38	33	55	214
Supervisory	18	9	78	149	103	-	-	91	448
Editorial / Production	13	103	901	389	38	3	-	415	1 862
Supporting / Technical	-	79	311	18	2	-	-	111	521
Sub-total	31	193	1 298	585	192	41	33	672	3 045
News Department in Radio and Television Stations									
Managerial	-	-	-	1	12	19	57	3	92
Supervisory	-	-	-	16	168	51	-	45	280
Editorial / Production	-	1	424	484	133	12	-	360	1 414
Supporting / Technical	-	102	171	308	29	1	-	27	638
Sub-total	-	103	595	809	342	83	57	435	2 424
News Agencies									
Managerial	-	-	-	5	5	-	3	4	17
Supervisory	-	-	-	9	1	19	-	12	41
Editorial / Production	-	-	29	29	36	1	-	68	163
Supporting / Technical	-	-	1	7	-	-	-	12	20
Sub-total	-	-	30	50	42	20	3	96	241

Job Level	Average Monthly Income								All (No. of MC Employees)
	\$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	
Digital / New Media									
Managerial	-	-	4	-	3	-	7	1	15
Supervisory	-	-	2	6	24	13	-	-	45
Editorial / Production	-	-	129	54	4	-	-	11	198
Supporting / Technical	-	1	94	120	-	-	-	17	232
Sub-total	-	1	229	180	31	13	7	29	490
Total	32 (0.3)*	460 (4.1)*	4 169 (36.9)*	3 748 (33.2)*	872 (7.7)*	217 (1.9)*	113 (1.0)*	1 679 (14.9)*	11 290 (100.0)*

* As a percentage of number of MC employees (excluding freelancers) in the journalism sector.

2.42 The majority of MC employees (excluding freelancers) in the advertising and public relations sector earned a total average monthly income range from \$30,001 to \$80,000 for managerial level, from \$20,001 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 range distribution of MC employees (excluding freelancers) 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 level by job code / 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

Job Level	Average Monthly Income								All (No. of MC Employees)
	\$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	
Public Relations Services Suppliers									
Managerial	-	-	10	39	75	114	43	72	353
Supervisory	5	11	97	189	118	16	-	186	622
Executional	16	156	549	121	23	-	-	316	1 181
Supporting / Technical	34	5	15	5	-	-	-	-	59
Sub-total	55	172	671	354	216	130	43	574	2 215
Advertising Sales / PR / Marketing Department in Media Organizations									
Managerial	12	-	13	103	296	148	127	219	918
Supervisory	-	1	120	366	478	40	-	239	1 244
Executional	3	202	1 145	293	52	1	-	280	1 976
Supporting / Technical	-	-	-	-	-	-	-	24	24
Sub-total	15	203	1 278	762	826	189	127	762	4 162
Advertising Companies, Agencies and Other Advertising Services									
Managerial	-	-	12	279	392	302	116	184	1 285
Supervisory	-	50	488	1 182	990	42	-	525	3 277
Executional	250	506	3 885	581	-	-	-	1 626	6 848
Supporting / Technical	103	648	1 251	218	76	-	-	306	2 602
Sub-total	353	1 204	5 636	2 260	1 458	344	116	2 641	14 012

Job Level	Average Monthly Income								All (No. of MC Employees)
	\$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	
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions									
Managerial	-	-	35	43	160	225	110	552	1 125
Supervisory	-	-	114	312	238	6	17	636	1 323
Executorial	-	114	615	289	56	3	-	1 694	2 771
Supporting / Technical	26	-	22	9	2	-	-	24	83
Sub-total	26	114	786	653	456	234	127	2 906	5 302
Total	449 (1.7)*	1 693 (6.6)*	8 371 (32.6)*	4 029 (15.7)*	2 956 (11.5)*	897 (3.5)*	413 (1.6)*	6 883 (26.8)*	25 691 (100.0)*

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

2.43 Table 2.23 shows that employment income has been steadily raising in the MC industry over the two-year period.

Table 2.23 Income Range Distribution of MC Employees
(Excluding Freelancers) by Sector
(February 2012 – January 2014)

Year	Average Monthly Income Range								All (No. of MC Employees) (%)*
	\$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									
2012	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)
2014	32 (0.3)	460 (4.1)	4 169 (36.9)	3 748 (33.2)	872 (7.7)	217 (1.9)	113 (1.0)	1 679 (14.9)	11 290 (100.0)
Advertising and Public Relations Sector ⁽¹⁾									
2012	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)
2014	449 (1.7)	1 693 (6.6)	8 371 (32.6)	4 029 (15.7)	2 956 (11.5)	897 (3.5)	413 (1.6)	6 883 (26.8)	25 691 (100.0)

* As a percentage of number of MC employees (excluding freelancers) by sector in the respective year.

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

2.44 More recent data from the General Household Survey of the Census and Statistics Department indicated that the median monthly employment earnings (i.e. HK\$13,000 in Q1 2013 and HK\$14,000 in Q1 2014) of employed persons (excluding foreign domestic helpers) accelerated to a year-on-year growth rate of 7.7% in money terms in the first quarter of 2014. The Training Board observes that nominal pay rises were found almost in all job levels in the MC industry between February 2012 and January 2014. 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 (Table 2.21) and the advertising & public relations sector (Table 2.22).

Existing MC Employees' Skills / Knowledge Need to Enhance

2.45 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 indicated 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 their MC Employees' Skills / Knowledge Need to Enhance (Ranked in Descending Order of Popularity) by Type of Skills / Knowledge by Sector

Type of Skills / Knowledge	Overall		Journalism Sector ⁽¹⁾		Advertising and Public Relation Sector	
	Rank	%*	Rank	%*	Rank	%*
Putonghua	1	52.5	2	62.8	2	51.6
Multimedia knowledge and applications	2	49.0	36	4.9	1	52.6
Political system, social and economic development in the mainland of China	3	35.6	1	67.2	3	33.0
Sales / marketing strategic planning	4	30.9	34	7.7	4	32.8
Account strategic planning	5	29.8	42	3.3	5	31.9
Market research applications	6	27.4	37	4.4	6	29.3
Innovative media research and applications	7	22.6		4.4	7	24.0
Production management	8	22.2	3	49.7	10	19.9
Spoken English	9	20.6	22	19.7	9	20.6
Marketing management	10	20.1	12	29.5	11	19.4
Creativity and cultural insights		20.1	37	4.4	8	21.4
Industry practices in the mainland of China	12	20.0	11	30.1	12	19.2
PR consultation / presentation skills	13	17.6	41	3.8	13	18.8
Self-management	14	15.7	4	43.2	21	13.4
Strategic planning management	15	15.4	10	30.6	18	14.1
Written Chinese	16	14.8	19	21.9	17	14.3
Media planning and market research	17	14.3	33	8.7	14	14.8
Written English	18	13.9	21	20.2	21	13.4
Corporate communications / public relations / public affairs management		13.9	29	15.9	19	13.7
Project management	20	13.8	45	2.2	14	14.8
Consumer database management	21	13.6	43	2.7	16	14.5
Social media marketing	22	12.8		2.7	20	13.6
Website design and supporting skills	23	12.3	37	4.4	23	13.0
Crisis management	24	12.2	14	24.6	24	11.2
Translation	25	7.9	24	18.0	25	7.0

Type of Skills / Knowledge	Overall		Journalism Sector ⁽¹⁾		Advertising and Public Relation Sector	
	Rank	%*	Rank	%*	Rank	%*
Human resources management	26	7.0	12	29.5	26	5.1
Financial management	27	5.7	28	16.4	27	4.9
Other language skills (Thai and Japanese)	28	4.6	45	2.2	28	4.8
Computer literacy skills	29	3.6	9	34.4	29	1.1
Application of new media technologies in editorial work	30	3.4	5	40.4	31	0.4
Integration of new technology with the news work flow	31	3.0	6	36.6	37	0.3
Multi-tasking skills	32	2.9	7	35.5		0.3
News curation	33	2.8	8	35.0	46	0.1
Innovative media technology products	34	2.2	14	24.6	35	0.4
Intellectual property and copyright law		2.2	16	24.0	31	0.4
Strategic news planning	36	2.1	17	22.4		0.4
Social media applications	37	1.9		22.4	42	0.2
Global vision / cultural-setting skill	38	1.8	20	20.8	37	0.3
Integration of the Internet with journalism	39	1.7	22	19.7	41	0.2
Reporting and editing skills	40	1.6	29	15.9	30	0.5
Critical thinking skills and cross-disciplinary knowledge		1.6		15.9	31	0.4
Media law and ethics	42	1.5	24	18.0	42	0.2
Print / TV / media production skills	43	1.4	27	16.9		0.2
Data analysis		1.4	26	17.5	46	0.1
Audience research	45	1.3	32	14.8	42	0.2
Trends and changes of the financial market	46	0.6	35	6.6	48	0.1
Others - Industry Specific Skills (Advertising and Public Relations Sector)	47	0.3	49	-	36	0.3
- Management Skills		0.3		-		0.3
Others - Innovative Media Technology (Journalism Sector)	49	0.2	45	2.2	51	-
Others - China-related Knowledge	50	0.1	49	-	48	0.1
- Innovative Media Technology (Advertising and Public Relations Sector)		0.1		-		0.1
- Industry Specific Skills (Journalism Sector)		0.1	48	1.1	52	-

* 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

2.46 The Training Board considers that the ability to compete and succeed in the global information economy hinges on the quality and skills / knowledge of a reservoir of MC manpower. Therefore, the development of a skilled MC workforce 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	Political system, social and economic development in the mainland of China	Multimedia knowledge and applications
2	Putonghua	Putonghua
3	Production management	Political system, social and economic development in the mainland of China
4	Self-management	Sales / marketing strategic planning
5	Application of new media technologies in editorial work	Account and strategic planning
6	Integration of new technology with news work flow	Market research applications
7	Multi-tasking skills	Innovative media research and applications
8	News curation	Creativity and culture insights

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

2.47 The Training Board observes that the top essential skill / knowledge in the journalism sector and the advertising & public relations sector are “Political System, Social and Economic Development in the Mainland of China” and “Multimedia Knowledge and Applications” respectively. The Training Board also observes that the emergence of various types of management and technology 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

2.48 The survey reveals that employers would plan to provide / sponsor training in respect of skills and knowledge to 4 561 MC employees (in terms of man-times) in the next 12 months (2012 survey: 7 906 MC employees). The Training Board observes that a number of employers indicated their existing MC employees had already been well-trained to meet the needs of the industry and / or their companies had not provided any training budget for the next 12 months. 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 for		Industry Specific Skills for		Others	Overall
				Journalism Sector	Advertising and Public Relations Sector	Journalism Sector	Advertising and Public Relations Sector		
Journalism Sector ⁽¹⁾									
Managerial	49	17	13	41	8	8	8	-	144
Supervisory	50	8	6	168	4	27	4	-	267
Editorial / Production	26	47	35	126	19	218	142	11	624
Supporting / Technical	2	6	8	24	6	10	6	-	62
Sub-total	127	78	62	359	37	263	160	11	1 097
Rank	4	5	6	1	7	2	3	8	-
Advertising and Public Relations Sector									
Managerial	209	105	165	21	189	16	174	-	879
Supervisory	158	99	222	38	195	27	206	7	952
Executional	118	26	279	54	362	24	236	42	1 141
Supporting / Technical	61	33	90	-	243	-	37	28	492
Sub-total	546	263	756	113	989	67	653	77	3 464
Rank	4	5	2	6	1	8	3	7	-
Total	673	341	818	472	1 026	330	813	88	4 561

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

2.49 To cater for the development of a knowledge-based and technology-driven economy, 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 in January 2015

2.50 The findings of the survey reflect the manpower situation of the MC industry in January 2014. 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 in this context.

2.51 Employers forecast that there would be 38 332 MC posts in January 2015, an increase of 0.43% (165) over the number of existing MC posts (38 167). Among the job levels in the journalism sector (Table 2.10), supporting / technical level recorded the highest growth rate of 1.19% (30), followed by editorial / production level 0.87% (64). Employers' forecast of MC manpower demand in January 2015 by sector is shown in Table 2.27. More detailed analyses of the findings by branch by job level by job code / title are presented in Appendix 4.

Table 2.27 Employers' Forecast of MC Manpower Demand in January 2015 by Sector

Sector	No. of MC Employees (Excl. Freelancers) in January 2014	No. of Freelancers in January 2014	No. of Vacancies in January 2014	Manpower Demand ⁽¹⁾ in January 2014	January 2015 Employers' Forecast Manpower Growth (%)*	January 2015 Employers' Forecast No. of MC Posts
Journalism	11 290	264	190	11 744	94 (0.80)	11 838
Advertising and Public Relations ⁽¹⁾	25 691	294	438	26 423	71 (0.27)	26 494
Total	36 981	558	628	38 167	165 (0.43)	38 332

* As a percentage of total number of MC posts by sector in January 2014.

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

(2) Manpower Demand includes the number of existing MC employees, number of freelancers, and number of vacancies.

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

Additional Manpower Requirement in January 2015

2.52 On the basis of employers' forecast of MC manpower growth in January 2015 (Table 2.27 and Appendix 4) and the estimated annual wastage rate of 3.0% adopted, the Training Board has worked out the additional manpower requirement in January 2015 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⁽¹⁾ in January 2015 by Branch by Job Level

Job Level	No. of MC Employees (include Freelancers) in January 2014	Employers' Forecast of MC Manpower Growth in January 2015	No. of MC Employees to Replenish Wastage *	Total No. of Additional MC Employees in January 2015
Newspapers				
Managerial	180	-	5	5
Supervisory	509	-	15	15
Editorial / Production	3 432	-	103	103
Supporting / Technical	990	-	30	30
Sub-total	5 111	-	153	153
Magazines				
Managerial	214	-	6	6
Supervisory	474	-	14	14
Editorial / Production	1 966	-	59	59
Supporting / Technical	562	-	17	17
Sub-total	3 216	-	96	96
News Department in Radio / TV Stations				
Managerial	92	-	3	3
Supervisory	280	-	8	8
Editorial / Production	1 442	64	43	107
Supporting / Technical	657	30	20	50
Sub-total	2 471	94	74	168
News Agencies				
Managerial	17	-	1	1
Supervisory	41	-	1	1
Editorial / Production	163	-	5	5
Supporting / Technical	20	-	1	1
Sub-total	241	-	8	8
Digital / New Media				
Managerial	15	-	-	-
Supervisory	65	-	2	2
Editorial / Production	203	-	6	6
Supporting / Technical	232	-	7	7
Sub-total	515	-	15	15
Total	11 554	94	346	440

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

- Notes:
- (1) Journalism sector excludes advertising sales / PR / marketing department in media organizations.
 - (2) "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.
 - (3) Figures may not add up to their total due to rounding.

Table 2.29 Additional Manpower Requirement in the Advertising and Public Relations Sector in January 2015 by Branch by Job Level

Job Level	No. of MC Employees (include Freelancers) in January 2014	Employers' Forecast of MC Manpower Growth in January 2015	No. of MC Employees to Replenish Wastage*	Total No. of Additional MC Employees in January 2015
Public Relations Services Suppliers				
Managerial	355	1	11	12
Supervisory	634	3	19	22
Executional	1 216	-	36	36
Supporting / Technical	59	-	2	2
Sub-total	2 264	4	68	72
Advertising Sales / PR / Marketing Department in Media Organizations				
Managerial	919	-	28	28
Supervisory	1 244	-	37	37
Executional	2 014	-	60	60
Supporting / Technical	24	-	1	1
Sub-total	4 201	-	126	126
Advertising Companies, Agencies & other Advertising Services				
Managerial	1 297	-	39	39
Supervisory	3 286	-	99	99
Executional	6 849	6	205	211
Supporting / Technical	2 782	13	83	96
Sub-total	14 214	19	426	445
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions				
Managerial	1 128	-	34	34
Supervisory	1 323	-	40	40
Executional	2 772	48	83	131
Supporting / Technical	83	-	2	2
Sub-total	5 306	48	159	207
Total	25 985	71	779	850

* 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 2014/18

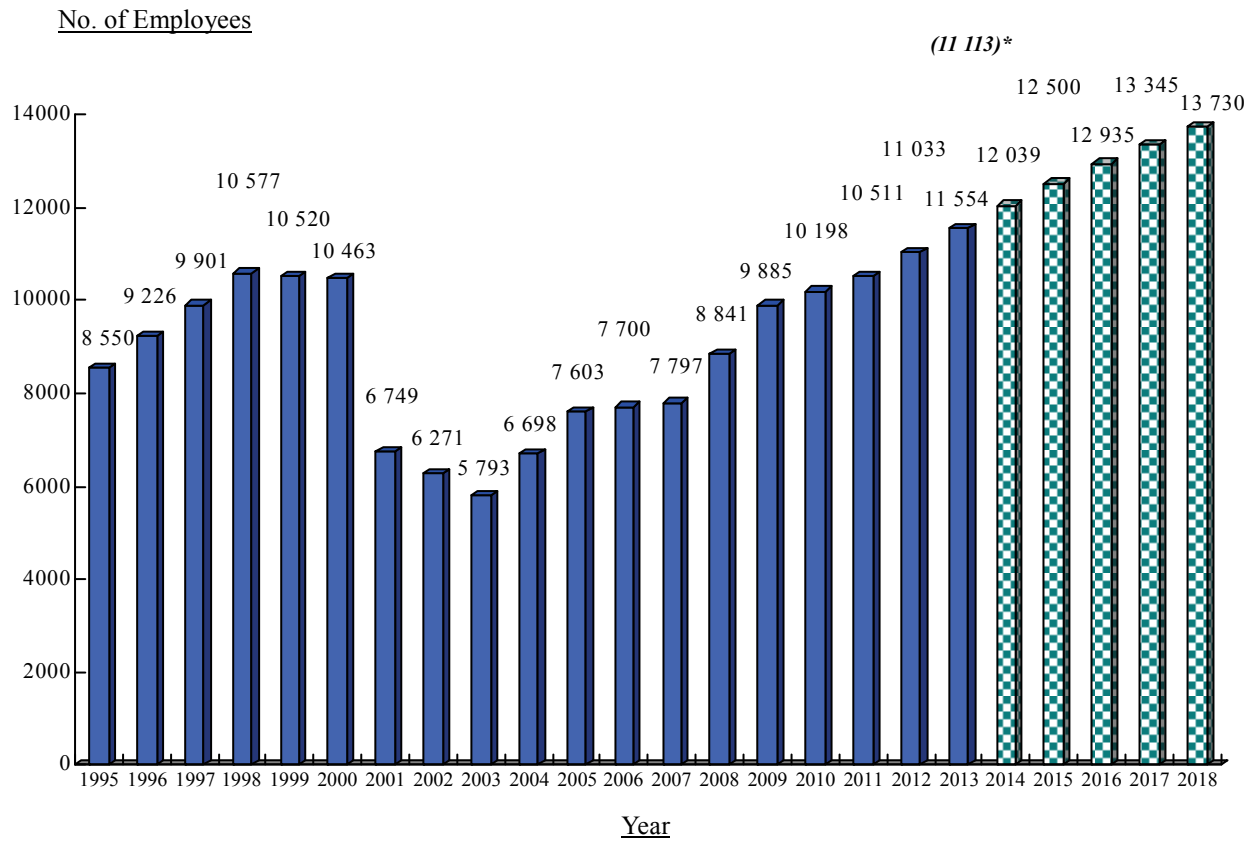
2.53 The projection of MC manpower requirement must relate to labour market needs and respond to rapid economic and social changes. Assessment of future manpower demand is not easy and involves the exercise of judgement based upon certain assumptions and economic analysis. The basic assumptions for projecting 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 2014/18. 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 2014/18 using the adaptive filtering method is shown in Figure 15.

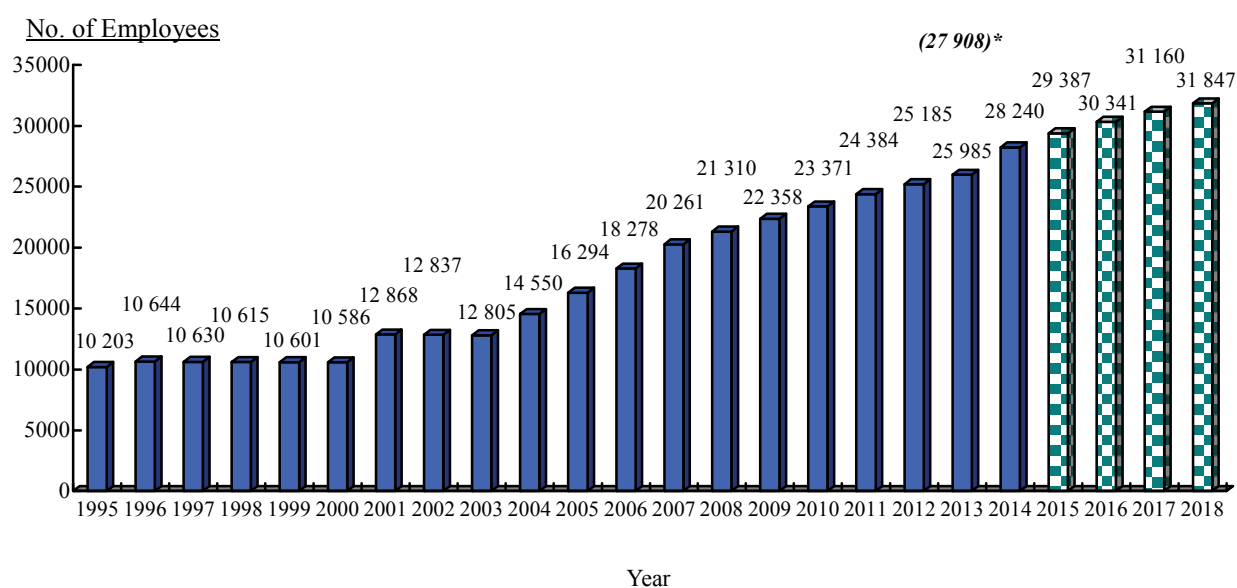
Figure 15 Manpower Projection of the Journalism Sector for 2014/18
(by Adaptive Filtering Method)



- * Figure in bracket denotes the MC manpower projection of the journalism sector for 2014 in the 2012 survey.
- Notes:
- (1) 2014, 2015, 2016, 2017 and 2018 projected data in January of the subsequent year.
 - (2) 2007, 2009, 2011 and 2013 actual survey data in January of the subsequent year.
 - (3) 1995, 1997, 1999, 2001, 2003 and 2005 actual survey data in November/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 2014/18 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⁽¹⁾ for 2014/18 (by Labour Market Analysis Approach)



* Figure in bracket denotes the MC manpower projection of the advertising and public relations sector for 2014 in the 2012 survey.

- Notes: (1) Advertising and public relations sector includes advertising sales / PR / marketing department in media organizations.
 (2) 2014, 2015, 2016, 2017 and 2018 projected data in January of the subsequent year.
 (3) 2007, 2009, 2011 and 2013 actual survey data in January of the subsequent year.
 (4) 1995, 1997, 1999, 2001, 2003 and 2005 actual survey data in November/December of the year.

2.57 The Training Board observes from Figures 15 and 16 that the actual outturns of the MC manpower requirement in January 2014 in respect of the journalism sector (11 554) and the advertising and public relations sector⁽¹⁾ (25 985) fall in line with MC manpower projection for the journalism sector (11 113) and the advertising and public relations sector (27 908) in the 2012 survey with absolute percentage errors of 4.0% and 7.4% respectively. The Training Board believes that as the pace of globalization continues to accelerate, supported by domestic consumption as well as CEPA, the 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 2014/18 by sector is shown in Table 2.30.

Table 2.30 Projected Annual Additional Manpower Requirement for 2014/18 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	12 910	435	387	822
Advertising and Public Relations ⁽¹⁾	30 195	1 172	906	2 078
Total	43 105	1 607	1 293	2 900

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

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

Distribution of Projected Annual Additional Manpower Requirement for 2014/18 by Preferred Educational Level By Sector

2.58 By adopting employers' preferred educational level of MC employees in Paragraph 2.38 and Appendix 9, the Training Board estimates the distribution of projected annual additional manpower requirement for 2014/18 by preferred educational level by sector in Table 2.31.

Table 2.31 Distribution of Projected Annual Additional Manpower Requirement for 2014/18 by Preferred Educational Level by Sector

Sector \ Educational Level	Master Degree or Above (%)*	Bachelor Degree (%)*	HD/AD (%)*	HC/D/C (%)*	Matriculation/ DSE (%)*	S5 (%)*	Below S5 (%)*	Total (%)*
Journalism	3 (0.4)	473 (57.5)	77 (9.4)	168 (20.4)	67 (8.2)	32 (3.9)	2 (0.3)	822 (100.0)
Advertising and Public Relations ⁽¹⁾	10 (0.5)	1 037 (49.9)	162 (7.8)	557 (26.8)	118 (5.7)	181 (8.7)	13 (0.6)	2 078 (100.0)
Total	13 (0.5)	1 510 (52.1)	239 (8.2)	725 (25.0)	185 (6.4)	213 (7.3)	15 (0.5)	2 900 (100.0)
	1 523		964		413			

* As a percentage of total number of projected annual additional MC manpower requirement in the respective sector.

- Notes: (1) Advertising and public relations sector includes advertising sales / PR / marketing department in media organizations.
(2) "Unspecified cases" in the respective sectors have been distributed among various educational levels on a pro-rata basis.
(3) Figures may not add up to their totals due to rounding.

Estimated Supply of MC Graduates for 2014/18 from Local Educational Institutes

2.59 Based on the information provided by UGC-funded institutions, Vocational Training Council 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 2014/18 by educational level.

**Table 2.32 Planned Output of Graduates from UGC /
Government-Funded and Self-Financed MC
Programmes for 2014/18 by Educational Level**

Year Edu. Level	2014		2015		2016		2017		2018		Planned Average Annual Output of MC Graduates		
	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	Total
PgD	43	995	34	1 032	35	994	30	993	30	996	35	1 002	1 037
DEG	372	470	408	541	401	783	432	578	432	556	409	586	995
AD	-	78	-	75	-	75	-	75	-	75	-	76	76
HD	760	635	677	395	535	673	535	543	535	615	608	572	1 180
Year Total	1 175	2 178	1 119	2 043	971	2 525	997	2 189	997	2 242	1 052	2 236	3 288

Notes: (1) DEG - First Degree PgD - Postgraduate Degree / Diploma / Certificate
AD - Associate Degree HD - Higher Diploma
GF - UGC / Government-Funded SF - Self-Financed
(2) Figures may not add up to their totals due to rounding.

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 75.4% and for full-time sub-degree graduates would not be less than 59.0% for 2014/18. Accordingly, the average annual supply of graduates in MC programmes joining the MC industry (from local educational and training institutions) for 2014/18 by educational level is estimated in Table 2.33.

**Table 2.33 Estimated Average Annual Supply of Graduates in
MC Programmes for 2014/18 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	35	1 002	0.60	21	601	622	1 369
First Degree	409	586	0.75	307	440	747	
Associate Degree	-	76	0.59	-	45	45	742
Higher Diploma	608	572	0.59	359	338	697	
Total	1 052	2 236		687	1 424	2 111	

* 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 2012/13.

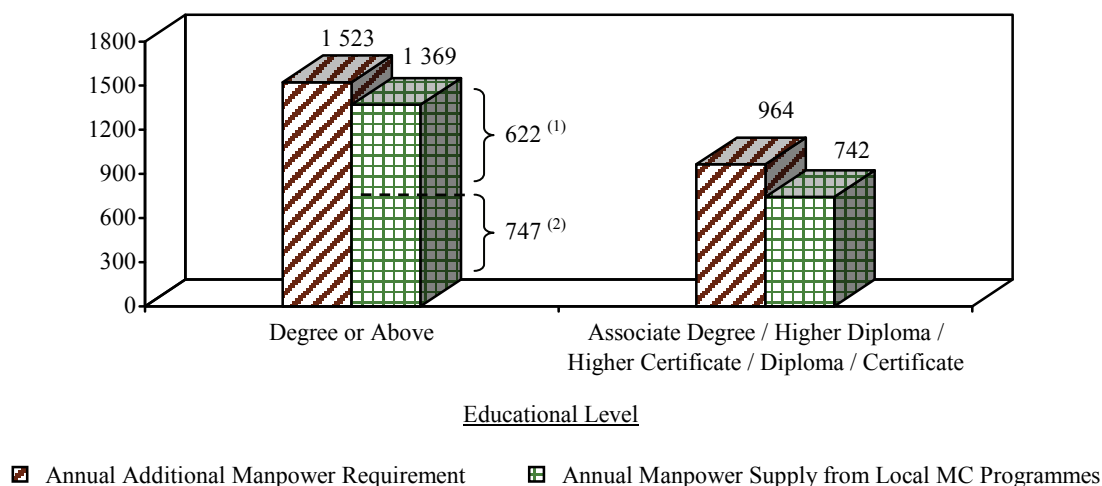
Notes: (1) GF = UGC / Government-funded SF = Self-financed
(2) Figures may not add up to their totals due to rounding.

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 2014/18 by educational level as shown in Figure 17.

Figure 17 Annual Additional Manpower Demand and Supply Situation for 2014/18 by Educational Level

MC Manpower



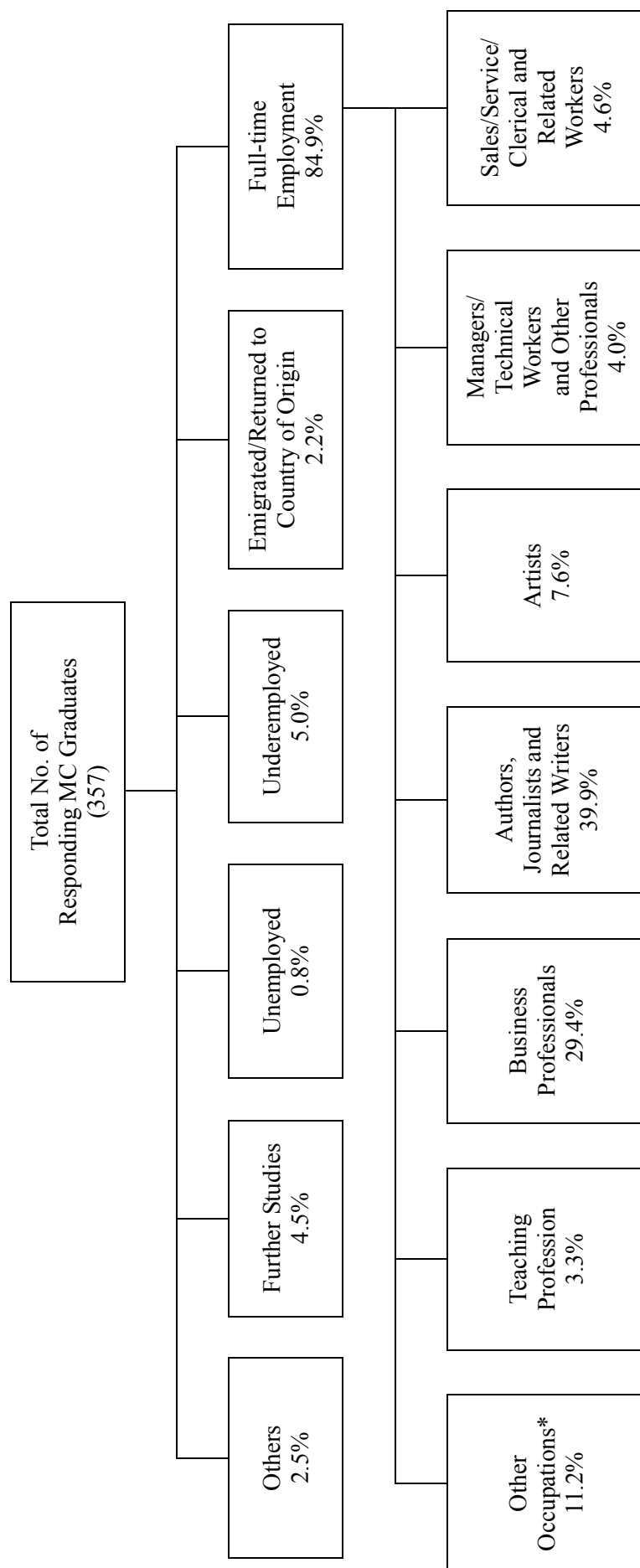
Notes: (1) Annual manpower supply from local MC programmes includes those existing MC employees who take self-financed upgrading courses in part-time mode.
 (2) Annual manpower supply from local MC programmes includes those who take full-time mode.

2.62 From Tables 2.31, 2.33, and Figure 17, it can be concluded that the average annual supply of 1 369 local degree or above graduates from MC programmes would not be able to meet the forecast annual additional manpower demand for 1 523 MC employees with such qualification. The annual shortfall of 154 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 222 additional MC employees 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 413 people for MC jobs (Table 2.31). Such demand can be met from the supply of Matriculation / DSE or below school leavers. Most of these people should need relevant skill training before they are capable of performing the MC jobs effectively. Local educational and training institutions and employers will provide basic skills training to meet their needs.

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

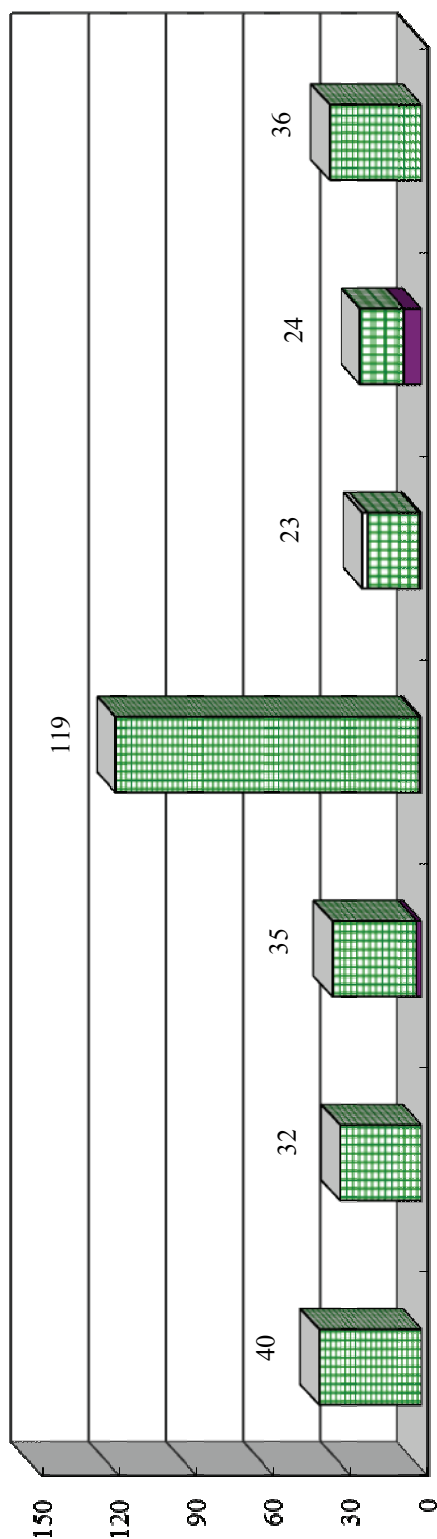


* Occupations not relevant to participation rate were excluded. As a result, the successful participation rate calculated was 75.4% (i.e. 84.9% x 88.8%) for full-time first-degree UGC-funded graduates.

Source: Employment Survey of the Graduates from Full-time UGC-funded Programmes in Academic Year 2012/13.

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

Number of Graduates from Full-time UGC-funded Programmes



Academic Programme Category	Social Sciences	Business & Management Studies	Humanities	Languages & Related Studies	Arts, Design & Performing Arts	Education	Others ⁽¹⁾	Total
Postgraduate Degree	-	-	2	1	1	7	-	11
First Degree	40	32	33	118	20	17	36	296
Sub-degree	-	-	-	-	2	-	-	2
Total	40	32	35	119	23	24	36	309

Notes: (1) Other APCs include biological sciences, physical sciences, mathematical sciences, computer science & IT, engineering & technology, law, and studies allied to medicine & health.
(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 2012/13.

Major Developments and Business Outlook

Major Developments in the MC Industry

2.65 Based on the manpower changes between the 2012 and 2014 surveys and other observations, the Training Board concludes the following major developments in the MC industry:

Impact of Digital / 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 directors / production assistants / video editors / engineers & technicians (Tables 4.1, 4.2 & 4.3 of Appendix 4).
- (ii) Due to the development of technology and the awareness of environmental protection, the number of advertising sales / PR / marketing employees engaged in the tasks of 2D paper promotion in newspapers and magazines has been reduced over the two-year period (Table 2.3 & Table 4.7 of Appendix 4).
- (iii) MC employees (such as reporters, online editors, web page designers, and webmasters) engaged in e-marketing / on-line marketing (with social media web experience) are growing in number due to the popularity of web promulgation / promotion. (Table 4.5 of Appendix 4).
- (iv) 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, apps development, and web security to perform the social media functions for meeting the changing appetite of advertisers during the advent of social marketing (Table 2.13).
- (v) A number of advertising companies and agencies have employed freelancers to work as designers, digital designers and webmasters at supporting / technical level to support graphic artists at executional level in respect of web development work (Table 4.8 of Appendix 4). Besides, about 27.0% (3 819) of the MC employees engaged in the advertising companies and agencies are aged below 30 (Table 2.14) with high turnover rate recorded in this creative industry.

- (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, writing scripts, and the role of news announcers), sub-editors have to perform out-door reporting and photo-taking, and digital designers and webmasters have to share the work of online editing.

Impact of Further Transition to Knowledge Society

- (vii) It appears that employers in the MC 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.
- (viii) Demand for well-rounded MC employees tends to become more acute when companies are looking to get more work done with fewer people. For example, advertising administration assistants in magazine branch have to undertake the job of account executive.
- (ix) 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.
- (x) 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).
- (xi) 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.
- (xii) 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).

- (xiii) Skill sets (such as Putonghua; multimedia knowledge and applications; political system, social and economic development in the mainland of China; sales / marketing strategic planning; account strategic planning; market research applications; innovative media research and applications; and production management) 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 continues to display positive signs of growth and remains highly attractive to investors and jobseekers, with an average compound annual growth rate of 5.1% in the number of MC employees from 2001 (19 617) to 2014 (37 539) as shown in Table 2.34.

Table 2.34 Changes in the Number of MC Employees from December 2001 to January 2014 by Sector

	Number of Persons Engaged							Average Compound Annual Growth Rate		
	Dec 2001	Dec 2003	Dec 2005	Feb 2008	Feb 2010	Feb 2012	Jan 2014	2001-2005 (%)	2008-2014 (%)	2001-2014 (%)
MC Employees ⁽¹⁾	19 617	18 598	23 897	28 058	32 243	34 895	37 539	5.1	7.5	5.1
Within which:										
Journalism Sector	6 749	5 793	7 603	7 828	9 885	10 511	11 554	3.0	10.2	4.2
Advertising & PR Sector ⁽²⁾	12 868	12 805	16 294	20 230	22 358	24 384	25 985	6.1	6.5	5.6

- 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 The local economy appears robust and has led to an active professional employment market, with employees remaining optimistic. As a result, the seasonally adjusted unemployment rate fell to 3.1% in Q1 2014, which was lower than the 3.2% in Q4 2013 and the 3.5% in Q1 2013. The underemployment rate also fell to 1.2% in Q1 2014, lower than the 1.4% in Q4 2013 and the 1.6% in Q1 2013 (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 slowdown in China's economic growth, the prospects for an earlier-than-anticipated US Federal Reserve rate hike and the negative development in the euro-zone banking sector, remain a cause of concern.

Impact of Digital / New Media Developments

2.68 The majority of media outlets have their own websites to expand their sales and marketing channels as the Internet and mobile become 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 digital / 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.

Impact of Further Transition to Knowledge Society

2.69 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. The production of regional publications in Hong Kong underlines its importance as a financial, trading, media and communications centre.

2.70 The ability to absorb, process and apply knowledge and skills to create new values will be the competitive advantage of MC companies in an innovative and knowledge-based economy. The factors that might affect the growth rate of the MC industry for the years ahead include industry consolidation, the introduction of new technologies, greater use of services outside the industry, and competition from different emerging media platforms. In this respect, every branch in the MC industry is looking to empower their people, reduce costs, improve their customer connections (via digital / social media) and create new opportunities through their technology investments.

Younger Generation

2.71 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 who used to engage with social media are expected to acquire relevant accomplishment training and self-management skills (such as working attitude, team work, creativity, concentration on work, passion, interpersonal communication skills, punctuality, and protection of company's tangible & intangible assets (or intellectual property right)) (Table 2.15) so that they can become more competent in their workplace and have greater contributions to the company.

Impact of Mainland's Developments

2.72 One of the focuses of the National Twelfth Five-year Plan is to uplift the Mainland's overall information-based level, including e-business, logistics and cloud computing. This provides ample opportunities for the development of MC in Hong Kong. Business opportunities arising from the specific initiatives included, among others, the signing of Supplement X to the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) in August 2013 to provide 73 services liberalisation and trade and investment facilitation measures. Under these measures, Hong Kong service suppliers enjoy preferential treatment in entering the Mainland's service industries. Hong Kong has the facilities, expertise in project management and implementation, advertising / sales / PR / marketing knowledge and experience in respect of the MC industry, and stringent intellectual property rights protection and enforcement to foster technological cooperation and trade between Mainland partners and international market players.

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.

SECTION III

RECOMMENDATIONS

Annual Additional Training Requirement

3.1 The findings of the survey reflect the manpower situation of the MC industry in January 2014. 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 (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 2014 to 2018 by sector by job level as shown in Table 3.1.

Table 3.1 Estimated Annual Additional Training Requirement for MC employees from 2014 to 2018 by Sector by Job Level

Job Level	Estimated Annual Additional Training Requirement (%)*	
Journalism Sector		
Managerial	30	(3.6)
Supervisory	76	(9.3)
Editorial / Production	522	(63.5)
Supporting / Technical	194	(23.6)
Sub-Total	822	(100.0)
Advertising and Public Relations Sector ⁺		
Managerial	274	(13.2)
Supervisory	484	(23.3)
Execuational	1 074	(51.7)
Supporting / Technical	247	(11.9)
Sub-Total	2 078	(100.0)
Total	2 900	

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

* Percentage distribution of additional MC employees in January 2015 by job level in the respective sector is used for estimating the annual additional training requirement from 2014 to 2018.

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

Skill Types to Cope with the New Technology Environment, Enforcement of CEPA, Knowledge based Economy and Globalisation

Social Media and Mobile Communication

3.3 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 social networking platform, web searching, apps development, web security, web analytics, and sharing platform) (Table 2.13 of Paragraph 2.26) and build awareness of services and products through m-commerce offering to reach the global market.

Training on Media and Information Literacy

3.4 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 the young MC employees for their professional development, whereby about 60.0% of employers in the MC industry specified that MIL was somewhat important (Appendix 8).

Enforcement of CEPA

3.5 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 language skill (such as Putonghua), multimedia knowledge & applications, political system, social & economic development in the mainland of China, sales / marketing strategic planning, account & strategic planning, market research applications, innovative media research & applications, and production management, of which the training demand would increase substantially (Table 2.24 of Paragraph 2.45).

Younger Generation

Training for Senior Management

3.6 The Training Board considers that the younger generation of MC employees are more egocentric, who emphasise work-life balance, quality of life 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 and adopt suitable measures to 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 (including Younger Generation)

3.7 The Training Board observes that 85.3% of employers making salary increment as the most effective method for retaining their existing MC employees (including those with aged below 30), followed by shortening working hours (25.7%), increasing job autonomy (24.4%) and enhancing job satisfaction (14.2%). 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 (Appendix 7). The Training Board recommends that it is an important insight that employers should understand the key driving force (such as motivators, mentoring, retention and technology) to retain their existing MC employees. Employers can consider providing certain level of autonomy to their existing MC employees by encouraging them to lead a task force to drive results that can enhance their job satisfaction.

3.8 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 (including fundamental training on some basic skills) 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

3.9 The Training Board observes that MC graduates are expected to have in-depth training with emphases 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 political system, social & economic development 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.

3.10 The Training Board recommends that the local educational institutions could offer more 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 77.5% of MC employees are preferred to have diploma or above qualifications (Figure 14 of Paragraph 2.38). 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 (Table 2.26 of Paragraph 2.48) in order to sustain the company's competitiveness.

Industrial Visits Across the Border

3.11 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 (Appendix 12). 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

3.12 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

3.13 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.

3.14 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

3.15 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.

3.16 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

3.17 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 (including digital media technology) 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 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

3.18 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

2014 年人力調查報告摘要

1. 引言

職業訓練局大眾傳播業訓練委員會於 2014 年 1 至 2 月期間，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 1 006 間公司（包括 4 宗新個案）。是次調查的有效填覆率為 90.0%。

2. 人力現況

2.1 僱員總數

大眾傳播業的人力市場維持穩定。2014 年 1 月，業內僱員總數（包括自由工作者）增至 37 539 人，較 2012 年 2 月的 34 895 人，增加 7.6%。然而，由於整體勞動人口每年亦有 1.0% 的溫和增長，故大眾傳播業僱員所佔百分率錄得輕微升幅，僅由 2012 年 2 月的 0.92% 增至 2014 年 1 月的 0.98%。

2.2 新聞業、廣告與公共關係業僱員

調查結果顯示，2014 年 1 月有 11 554 人（30.8%）從事新聞業主要職務，25 985 人（69.2%）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）主要職務。

2.3 自由工作者

調查期間，大眾傳媒兩行業均有僱用自由工作者，其中新聞業有 84 間公司（包括傳媒機構內的廣告／公共關係／市場部），佔該行業調查所覆蓋 463 間公司的 18.1%，以及廣告與公共關係業有 84 間公司，佔該行業調查所覆蓋 4 540 間公司的 1.9%。按公司規模劃分，僱員少於 10 人的雜誌機構聘用最多自由工作者，他們多數擔任正稿製作員、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. 僱員流動情況、空缺數目及挽留人才

3.1 離職僱員人數

據僱主報告，過去 12 個月新聞及廣告公關兩行業共有 2 946 人離職（佔 38 167 名從業員的 7.7%）。其中電台／電視台新聞部的僱員流動率最高（16.1%），其次為公共關係服務供應商（12.2%）。按職級劃分，新聞業流動率最高的職級是編採／製作人員，達 9.5%；而廣告與公共關係業則是輔助／技術人員職級，有 8.6%。

3.2 招聘人數

調查顯示，2013／14 年度大眾傳播業共招聘了 3 130 名僱員（佔 38 167 個職位的 8.2%），當中 2 541 名（6.7%）具相關行業經驗，589 名（1.5%）未具相關經驗。按職級劃分，160 人屬經理級，438 人屬主任級，1 938 人屬編採／製作／執行人員級，594 人屬輔助／技術人員級。

3.3 內部晉升

調查發現在過去 12 個月，大眾傳播業共有 429 名員工獲內部晉升，擔任新設或固有職位，佔 38 167 個職位的 1.1%。其中，129 個屬經理級（佔同級職位數目的 3.0%），199 個屬主任級（2.5%），80 個屬編採／製作／執行人員級（0.4%），21 個屬輔助／技術人員級（0.4%）。

3.4 空缺數目

調查期間，僱主報稱新聞業共有 190 個職位空缺（佔 11 744 個職位的 1.6%），廣告與公共關係業則有 438 個職位空缺（佔 26 423 個職位的 1.7%）。按職稱劃分，以客戶服務主任、資深（高級）記者／記者、數碼媒體設計員／美術設計員、廣告及市場傳訊主任／助理的空缺最多。

3.5 網站／新媒體工作為主的本地從業員

調查期間，337間大眾傳播業公司（佔5 003間回覆機構中的6.7%）表示有派遣／招聘本地從業員主力負責網站／新媒體工作。在這1 577名從業員中，351名（佔674人中的52.1%）新聞業僱員、以及408名（佔903人中的45.2%）廣告與公共關係業僱員，均須同時兼顧社交網站的相關職務。

3.6 挽留人才

調查顯示，大眾傳播業僱主認為「增加薪金」是挽留現有業內僱員的最有效方法，尤其公司僱員人數在1至4名的機構有此看法。

4. 僱主要求／期望僱員宜有才幹

4.1 宜有教育程度

觀察2014年的調查結果，僱主一般希望從業員（77.5%）具備大專學歷（如文憑／高級證書／證書或以上程度）；當中47.6%從業員宜有學士學位或以上程度，29.9%宜有副學士／高級文憑／文憑／高級證書／證書程度。這顯示大眾傳播業屬知識密集型的行業，對高學歷人才的需求較大。

4.2 宜有技能及知識

觀察所得，新聞及廣告公關兩行業最重視僱員具備的技能／知識為「在中國內地的政治制度、社會和經濟發展」和「多媒體的知識及應用」。調查同時顯示，位列首八項宜有技能／知識均屬管理技巧及新科技，這反映業界為加強在全球市場的競爭力，愈來愈重視僱員具備上述的技能／知識。

5. 人力培訓與發展計劃

5.1 現職從業員的培訓需求

調查顯示，業內僱主計劃於未來 12 個月向 4 561 名從業員(以人次計)提供或資助技能和知識培訓。培訓類別包括：創新媒體科技(廣告與公共關係業)、語文技能、相關專業技能(廣告與公共關係業)、管理技巧、以及創新媒體科技(新聞業)。

6. 人力預測及供求分析

6.1 預測 2015 年 1 月的人力需求

據僱主預測，至 2015 年 1 月大眾傳播業的職位數目將達 38 332 個，較目前的 38 167 個增加 0.43%(165 個)。以新聞業為例，按職級劃分增長率最高的是輔助／技術人員級，增加 1.19%(30 個)；其次為編採／製作人員級，增加 0.87%(64 個)。

6.2 推算 2014 至 2018 年每年額外人力需求 (按宜有教育程度劃分)

隨著全球化步伐持續加快，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)，長遠而言大眾傳播業的人力需求增長將會持續。按宜有教育程度劃分，預計 2014 至 2018 年間，每年額外需要 1 523 名學士學位或以上程度的從業員，以及 964 名副學士／高級文憑／高級證書／文憑／證書程度的從業員。

6.3 估計 2014 至 2018 年平均每年大眾傳播課程畢業生供應人數 (按教育程度劃分)

按教育程度劃分，2014 至 2018 年修讀本地大眾傳播課程並投身業界的畢業生當中，平均每年有 1 369 人具備學位或以上程度，742 名具備副學士／高級文憑程度。

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 1 369 名，而業界預計每年須增聘 1 523 名同類學歷的僱員，故本地人力將不足以應付市場需求。未能填補的 154 個空缺，可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／證書程度的人手亦有不足，每年 222 個額外同類學歷的空缺可由其他學科的畢業生填補。

7. 大眾傳播業發展趨勢

根據 2012 年與 2014 年調查所反映的人力轉變及其他觀察所得，本會對大眾傳播業主要發展結論如下：

數碼／新媒體發展 對業務和人力需求的影響

- (i) 數碼／新媒體業務發展，包括各種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。
- (ii) 科技發展及環保意識的提高，令過去兩年從事報刊平面宣傳的廣告銷售／公共關係／市場推廣的僱員人數有所減少。
- (iii) 網上發布資訊／宣傳日漸普及，令從事電子推廣或網上宣傳，且具備社交網站經驗的從業人數增加，如記者、網絡編輯、網頁製作員及網主等。
- (iv) 社交網站（如 Facebook、微博、Twitter 等）愈來愈流行，本地從業員須掌握網上搜尋／網站分析、社交網絡／分享平台、應用程式開發及網絡安全等方面的技能知識，才能善用社交媒體功能。
- (v) 隨著數碼／新媒體業務擴展，加上部分職位合併或取消，從業員須擁有多方面技能，以執行各種不同職務。

進一步轉型至知識型社會的影響

- (vi) 大眾傳播業僱主在招聘人手時，態度較為審慎；此外，亦提高入職門檻，要求應徵者具備較佳學歷和相關經驗。
- (vii) 大眾傳播業機構傾向精簡人手，渴求僱員能身兼多職。
- (viii) 更多廣告／公共關係／市場推廣僱員與傳媒伙伴透過緊密合作，舉辦宣傳性質的研討會／活動，擴大媒體平台的數目和種類，以接觸目標顧客。
- (ix) 更多本地廣告與公共關係業機構外判輔助／技術相關的工作（如平面及視覺設計、印刷、網頁設計／更新等），以便專注核心業務、迅速拓展新領域、亦藉此解決人手及技能不足的問題，及減省成本。
- (x) 從業員須掌握多種知識技能（如普通話、多媒體的知識及應用、了解在中國內地的政治制度、社會和經濟發展、銷售／市場推廣策略規劃、客戶策略規劃、市場調查的應用、創新媒體的研究及應用、製作管理等），以執行不同的工作。

8. 業務展望

數碼／新媒體發展的影響

- (i) 新媒體科技／社交網站（採用 web 3.0 技術）為業界帶來新挑戰，業界須具備應變能力，始能繼續發展。數碼／新媒體科技亦擴闊了客戶的接觸面，令本地及海外用戶可隨時隨地透過各種裝置，享用不同類型的製作服務。

進一步轉型至知識型社會的影響

- (ii) 更多廣告商以雜誌／新媒體為宣傳平台，為客戶促銷產品。此外，多份亞太地區刊物在本港印製，顯示香港在金融、貿易、媒體和通訊領域的重要地位。
- (iii) 未來數年，大眾傳播業的發展將受多項因素影響，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。

新一代從業員

- (iv) 大眾傳播業的年輕僱員須接受相關的素養培訓，以及自我管理技巧訓練（包括工作態度、團隊合作、創意、專心工作、熱忱、人際溝通技巧、守時、保護公司有形及無形資產等），以貢獻業界。

9. 建議

大眾傳播業人力及培訓需求的建議，摘要如下：

- (i) 2014 至 2018 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 822 人，廣告及公共關係業則為 2 078 人。
- (ii) 因應數碼／新媒體的發展，從業員應把握機會加強培訓，以及汲取經驗提升本身實力（包括發展以下技能：社交網絡平台、網上搜尋、應用程式開發、網絡安全、網站分析及分享平台等），並要多留意「流動商貿」所推廣的服務和產品，接觸全球市場。
- (iii) 面對更複雜的媒體及資訊環境，本地從業員須具備更高層次的技能，以獲取、評估、篩選、分析、運用及創新知識。本會建議開辦「媒體與資訊素養」培訓課程，協助年輕從業員提升專業能力。

- (iv) 隨著大眾傳播業僱員的角色轉變，他們更須具備語文能力（如普通話）、多媒體的知識及應用、認識在中國內地的政治制度、社會和經濟發展、銷售／市場推廣策略規劃、客戶策略規劃、市場調查的應用、創新媒體的研究及應用、以及製作管理等等，相信這些範疇的培訓需求將會大增。
- (v) 對於年輕僱員的處事態度及行為表現，僱主應知己知彼，並設法消除代溝問題。
- (vi) 僱主亦應向現職僱員提供內部培訓（包括基本技能訓練），或給予津貼／有薪假期，資助員工參加外間培訓課程。
- (vii) 本地教育院校可提供更多大眾傳播學位及副學位課程，鼓勵中學畢業生升讀大專時選擇這類課程。
- (viii) 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（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），成員包括業界、學術界及政府官員的代表，均由政府委任，其職責是向 VTC 就大眾傳播業的人力及培訓需求建議適當措施，以配合業界對幹練人才日增的需求。本會委員名單及其職權範圍載於附錄 1 及 2。

人力調查目的

1.2 進行人力調查的目的是協助 VTC 履行《職業訓練局條例》所列的兩項主要職責：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。委員會自八十年代開始，每兩年進行人力調查，藉此蒐集準確的人力現況、未來發展，以及業界對主要職務的人才培訓等資料。

人力調查日期

1.3 是次調查於 2014 年 1 月 7 日至 3 月 6 日，獲政府統計處（下文稱「統計處」）協助下進行。

1.4 調查結果反映調查期間業界的人力狀況。然而，現時環球金融市場的不明朗因素，可能影響業界的人力需求。讀者在參閱本報告的人力數據及預測時須加以留意。

人力調查工作小組

1.5 委員會下設工作小組，監督人力調查工作，其工作範圍大致分為四部分：設計調查表、抽樣、分析、以及匯報。工作小組擬備相關的調查文件，交由本會審批。另一方面，統計處提供實地調查、輸入數據、以及編製圖表的專業服務。工作小組名單載於附錄 1。

人力調查範圍

1.6 是次調查涵蓋新聞業五大門類（其業務對象主要為香港讀者／觀眾／聽眾），以及廣告與公共關係業四大門類：

新聞業界

- (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) 傳媒機構內的廣告／公共關係／市場部
- (h) 廣告業機構
- (i) 公司或機構內的企業傳訊／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，從統計處的機構單位記錄庫內約 7 500間大眾傳播機構中抽出約 1 000間，然後將這些機構按主要業務分門別類，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，2014年人力調查工作小組亦提供補充樣本，包括 71間報業機構、雜誌社、電台／電視台及數碼／新媒體機構，以及 39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。樣本選定的公司合共 1 006間，各須填寫詳細的人力調查表。

1.8 實地調查進行前約兩星期，本會郵寄調查表，連同附註及大眾傳播業主要職務工作說明（見附錄 3）予各樣本／選定機構。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載於附錄 17。

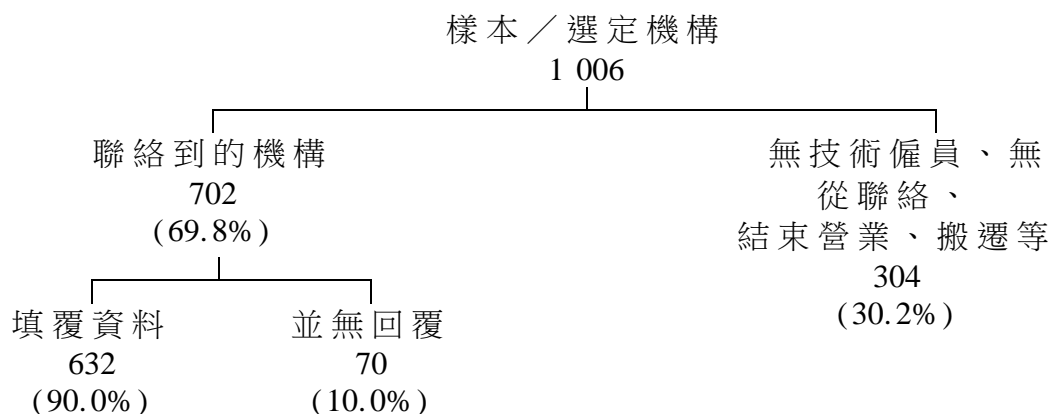
1.9 受訪僱主在填寫調查表時，須按僱員實際負責的工作，而非機構內所採用的職稱將職務歸類。本會事前亦安排簡介會，向統計處調查員講解各種職務的性質。收回的調查表經複核、編碼，並於有需要時與填覆機構核實。所得數據以統計學方法倍大，以反映業界的整體人力情況。

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 1 006 間樣本／選定機構中，66 間並無技術僱員，84 間無從聯絡，154 間已結束營業、搬遷、無法追查、有註冊但並無營業、暫時停業、與其他機構合併，以及其他情況。只有 70 間機構拒絕答覆。以填覆調查表的 632 間機構計算(包括 4 宗新個案)，有效填覆率為 90.0%。是次調查的填覆分析如下：



調查結果

1.12 本報告第二章載有調查結果概要(包括大眾傳播業的人力、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」指由機構直接支付薪金的員工，包括現時仍在上班，以及因病假、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」（包括自由工作者）指所有從事大眾傳播業主要職務，擔任不同技能等級的全職／兼職員工（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 7 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 「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」指因轉行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」指公司與一間或多間供應商所簽訂的合約，依照合約將目前／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、時薪或按工作項目收取報酬。

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。

鳴謝

1.22 本會特此鳴謝政府統計處，提供監督實地調查工作，以及處理調查數據。此外，調查亦得到大學教育資助委員會各院校及其他專上學院協助，提供政府資助及自資大眾傳播課程的預計畢業生人數資料，本會在此向各院校致謝。

第二章

調查結果概要

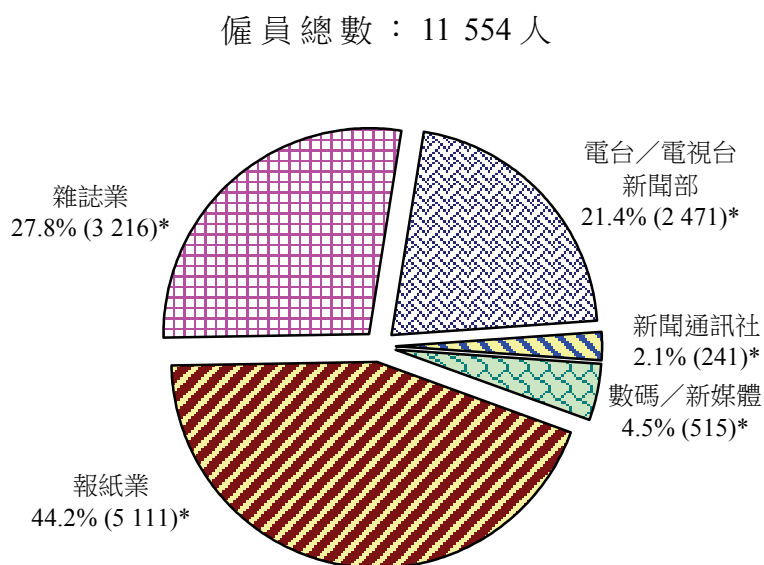
人力現況

僱員人數

2.1 調查顯示，2014 年 1 月，本港共有 37 539 人（包括自由工作者）受僱擔任大眾傳播業的主要職務（約佔 2014 年第一季總勞動人口 3 833 900 人⁽¹⁾的 1.0%）。其中 30.8% (11 554 人) 受僱於新聞業，69.2% (25 985 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 調查顯示，廣告業機構僱用 14 214 人（包括自由工作者），佔廣告與公共關係業僱員總數 54.7%；其次為報紙業，僱用 5 111 人，佔新聞業僱員總數 44.2%。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）
（2014 年 1 月）



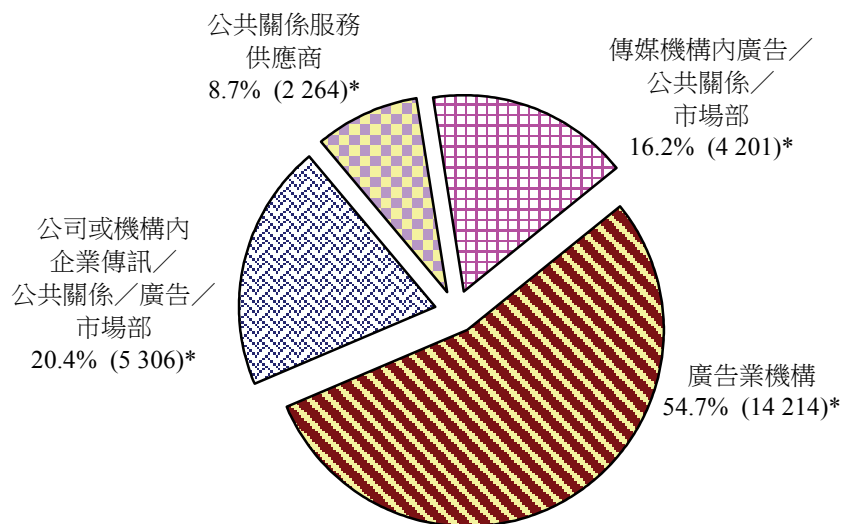
* 括弧內為該門類大眾傳播僱員人數（包括自由工作者）。

註：(1) 資料來源：政府統計處。

(2) 因四捨五入關係，括弧內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)
(2014年1月)

僱員總數：25 985 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，括弧內各項數字相加或與總計數字略有出入。

2.3 表 2.1 顯示，在整體 5 003 間大眾傳播業公司當中，約 73.8% 屬廣告業機構（3 691 間），2014 年這類機構的僱員在業界約佔 37.9%（14 214 人／37 539 人）。惟若以公司為單位計算，這些機構所登記的大眾傳播僱員最少，平均只有 4 名。

表 2.1 調查涵蓋大眾傳播業僱員⁽¹⁾及公司數目
(按門類劃分)
(2012年2月 - 2014年1月)

門類		涵蓋 公司數目		涵蓋 僱員人數 ⁽²⁾		大眾傳播業 僱員人數 ⁽¹⁾		每間公司大 眾傳播業僱 員平均人數	大眾傳播業 僱員佔僱員 總數百分率
		(a)		(b)		(c)		(c)/(a)	(c)/(b) x 100%
		2012	2014	2012	2014	2012	2014	2014	2014
新聞業									
1. 報紙業	包括傳媒 機構內的 廣告／公共 關係／市場部	45	41	8 620	9 271	6 011	6 148	150	66.3
2. 雜誌業		318	329	5 285	5 837	4 653	4 510	14	77.3
3. 電台／電視台新聞部		30	37	8 100	12 087	2 499	3 502	95	29.0
4. 新聞通訊社		21	20	335	370	287	311	16	84.1
5. 數碼／新媒體		43	36	1 769	2 214	1 138	1 284	36	58.0
小計		457	463	24 109	29 779	14 588	15 755	34	52.9
廣告與公共關係業									
6. 公共關係服務供應商		353	378	2 483	2 738	2 056	2 264	6	82.7
7. 廣告業機構		3 740	3 691	15 037	16 454	13 122	14 214	4	86.4
8. 公司或機構內企業傳訊／ 公共關係／廣告／市場部		474	471	705 020	681 231	5 129	5 306	11	0.8
小計		4 567	4 540	722 540	700 423	20 307	21 784	5	3.1
總數		5 024	5 003 (-0.4%)	746 649	730 202 (-2.2%)	34 895	37 539 (7.6%)	8	5.1

註： (1) 大眾傳播業僱員人數（包括自由工作者）。
(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。

2.4 按行業、門類及技能等級劃分的大眾傳播業僱員與自由工作者人數見表 2.2。按門類及職稱劃分的詳細分析見附錄 4。

表 2.2 大眾傳播業僱員與自由工作者人數
(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	180 (3.5)	- (-)	509 (10.0)	- (-)	3 424 (67.3)	8 (38.1)	977 (19.2)	13 (61.9)	5 090 (100.0)	21 (100.0)	5 111 (44.2)
雜誌業	214 (7.0)	- (-)	448 (14.7)	26 (15.2)	1 862 (61.1)	104 (60.8)	521 (17.1)	41 (24.0)	3 045 (100.0)	171 (100.0)	3 216 (27.8)
電台／電視台新聞部	92 (3.8)	- (-)	280 (11.6)	- (-)	1 414 (58.3)	28 (59.6)	638 (26.3)	19 (40.4)	2 424 (100.0)	47 (100.0)	2 471 (21.4)
新聞通訊社	17 (7.1)	- (-)	41 (17.0)	- (-)	163 (67.6)	- (-)	20 (8.3)	- (-)	241 (100.0)	- (-)	241 (2.1)
數碼／新媒體	15 (3.1)	- (-)	45 (9.2)	20 (80.0)	198 (40.4)	5 (20.0)	232 (47.3)	- (-)	490 (100.0)	25 (100.0)	515 (4.5)
小計	518 (4.6)	- (-)	1 323 (11.7)	46 (17.4)	7 061 (62.5)	145 (54.9)	2 388 (21.2)	73 (27.7)	11 290 (100.0)	264 (100.0)	11 554 (100.0)
廣告與公共關係業											
公共關係服務供應商	353 (15.9)	2 (4.1)	622 (28.1)	12 (24.5)	1 181 (53.3)	35 (71.4)	59 (2.7)	- (-)	2 215 (100.0)	49 (100.0)	2 264 (8.7)
傳媒機構內的廣告／公 共關係／市場部	918 (22.1)	1 (2.6)	1 244 (29.9)	- (-)	1 976 (47.5)	38 (97.4)	24 (0.6)	- (-)	4 162 (100.0)	39 (100.0)	4 201 (16.2)
廣告業機構	1 285 (9.2)	12 (5.9)	3 277 (23.4)	9 (4.5)	6 848 (48.9)	1 (0.5)	2 602 (18.6)	180 (89.1)	14 012 (100.0)	202 (100.0)	14 214 (54.7)
公司或機構內企業傳訊 ／公共關係／廣告／市 場部	1 125 (21.2)	3 (75.0)	1 323 (25.0)	- (-)	2 771 (52.3)	1 (25.0)	83 (1.6)	- (-)	5 302 (100.0)	4 (100.0)	5 306 (20.4)
小計	3 681 (14.3)	18 (6.1)	6 466 (25.2)	21 (7.1)	12 776 (49.7)	75 (25.5)	2 768 (10.8)	180 (61.2)	25 691 (100.0)	294 (100.0)	25 985 (100.0)
總數	4 199 (11.4)	18 (3.2)	7 789 (21.1)	67 (12.0)	19 837 (53.6)	220 (39.4)	5 156 (13.9)	253 (45.3)	36 981 (100.0)	558 (100.0)	37 539

EM 2014 年 1 月 7 日時的僱員人數（不包括自由工作者）。

FL 2014 年 1 月 7 日時的自由工作者人數。

* 佔該門類大眾傳播僱員／自由工作者總數百分率。

佔該行業大眾傳播僱員總數（包括自由工作者）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，新聞業及廣告與公共關係業均以編採／製作／執行人員級別的僱員（包括自由工作者）佔最多；前者有 7 206 人，佔該行業僱員總數 62.4%；後者有 12 851 人，佔該行業僱員總數 49.5%。

傳媒機構內的廣告／公共關係／市場部僱員（包括自由工作者）

2.6 僱主填報於 2014 年 1 月，傳媒機構共有 4 201 名任職廣告／公共關係／市場部的僱員（包括自由工作者），佔現有 15 755 名僱員的 26.7%。與 2012 年調查比較，這類職務的僱員在傳媒機構大眾傳播僱員總數的百分率，從 2012 年的 28.0%輕微下降至 2014 年的 26.7%。然而，本會發現，受本地流動媒體市場擴展所帶動，令數碼／新媒體的廣告從業員人數，由 2012 年的 55.1%（627 人），顯著上升至 2014 年的 59.9%（769 人）。表 2.3 列出按門類及技能等級，比較 2012 年至 2014 年，傳媒機構內的廣告／公共關係／市場部的僱員人數（包括自由工作者）。

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）
（2012 年 2 月 - 2014 年 1 月）

傳媒機構 廣告／公共關係／市場部僱員人數（包括自由工作者）										
門類 \ 技能等級	經理級 (%) *		主任級 (%) *		執行人員級 (%) *		輔助／技術人 員級 (%) *		總數 (%) *	
	2012	2014	2012	2014	2012	2014	2012	2014	2012	2014
報紙業 (6 011) [^] (6 148) ⁺	233 (3.9)	231 (3.8)	363 (6.0)	267 (4.3)	464 (7.7)	539 (8.8)	- (-)	- (-)	1 060 (17.6)	1 037 (16.9)
雜誌業 (4 653) [^] (4 510) ⁺	407 (8.8)	434 (9.6)	437 (9.4)	395 (8.8)	643 (13.8)	441 (9.8)	24 (0.5)	24 (0.5)	1 511 (32.5)	1 294 (28.7)
電台／電視台新聞部 (2 499) [^] (3 502) ⁺	115 (4.6)	153 (4.4)	202 (8.1)	348 (9.9)	500 (20.0)	530 (15.1)	- (-)	- (-)	817 (32.7)	1 031 (29.4)
新聞通訊社 (287) [^] (311) ⁺	25 (8.7)	16 (5.1)	14 (4.9)	35 (11.3)	23 (8.0)	19 (6.1)	- (-)	- (-)	62 (21.6)	70 (22.5)
數碼／新媒體 (1 138) [^] (1 284) ⁺	80 (7.0)	85 (6.6)	164 (14.4)	199 (15.5)	382 (33.6)	485 (37.8)	1 (0.1)	- (-)	627 (55.1)	769 (59.9)
總數 (14 588)[^] (15 755)⁺	860 (5.9)	919 (5.8)	1 180 (8.1)	1 244 (7.9)	2 012 (13.8)	2 014 (12.8)	25 (0.2)	24 (0.2)	4 077 (28.0)	4 201 (26.7)

[^] 2012 年調查中傳媒機構各門類大眾傳播僱員總數（包括廣告／公共關係／市場部僱員）。

⁺ 2014 年調查中傳媒機構各門類大眾傳播僱員總數（包括廣告／公共關係／市場部僱員）。

* 廣告／公共關係／市場從業員佔該門類大眾傳播僱員總數（包括自由工作者）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

2.7 調查期間，業內機構均有聘用自由工作者擔任大眾傳播職務。新聞業⁽¹⁾共有 84 間公司，佔該行業現有 463 間公司的 18.1% (2012 年：91 間)；廣告與公共關係業有 84 間公司，佔該業 4 540 間公司的 1.9% (2012 年：336 間)，詳情見表 2.4。如按公司規模劃分，僱員少於 10 人的雜誌公司及廣告公司提供最多這類職位。

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)

公司規模 門類		1-9人	10-19人	20-49人	50-99人	100 人或 以上 [@]	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	5	-	-	1	4	-	-	10
雜誌業		36	14	11	1	1	-	-	63
電台／電視台 新聞部		-	1	-	1	4	-	-	6
新聞通訊社		-	-	-	-	-	-	-	-
數碼／新媒體		1	-	2	-	2	-	-	5
小計 (463) ⁺		42	15	13	3	11	-	-	84
廣告與公共關係業									
公共關係服務供應商		19	5	2	-	-	-	-	26
廣告業機構		29	14	13	-	1	-	-	57
公司或機構內企業傳訊／ 公共關係／廣告／市場部		-	-	-	-	-	-	1	1
小計 (4 540) ⁺		48	19	15	-	1	-	1	84
總數 (5 003) ⁺		-							168

@ 公司或機構內企業傳訊／公共關係／廣告／市場部的僱員數目是 100-299 人。

+ 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。

2.8 表 2.5 顯示，若以行業、門類及公司規模劃分，聘用自由工作者（558 人）擔任大眾傳播職務的公司中，以廣告業機構最多（202 人）；其次是雜誌業（171 人）及公共關係服務供應商（49 人）。這類自由工作者大部分擔任正稿製作員、攝影師、主筆、資深（高級）記者／記者、製作助理和客戶聯絡助理（2012 年調查：業內有 427 間公司共聘用 1 249 名自由工作者）。據本會觀察，大眾傳播的就業市場以常額職位為主，為配合公司的業務擴展，2012 年調查時的自由工作者部分已於 2014 年轉為全職工作。

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）

公司規模 門類	1-9人 (%)*	10-19 人 (%)*	20-49 人 (%)*	50-99 人 (%)*	100 人 或以上 @ (%)*	300-499 人 (%)*	500 人或 以上 (%)*	整體 (%)*
新聞業								
報紙業 (5 111) ⁺	10 (16.9)	- (-)	- (-)	4 (2.4)	7 (0.1)	- (-)	- (-)	21 (0.4)
雜誌業 (3 216) ⁺	68 (14.6)	43 (11.4)	29 (4.0)	14 (2.8)	17 (1.5)	- (-)	- (-)	171 (5.3)
電台／電視台新聞部 (2 471) ⁺	- (-)	8 (19.0)	- (-)	15 (28.8)	24 (1.0)	- (-)	- (-)	47 (1.9)
新聞通訊社 (241) ⁺	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)
數碼／新媒體 (515) ⁺	5 (29.4)	- (-)	20 (12.2)	- (-)	- (-)	- (-)	- (-)	25 (4.9)
小計 (11 554) ⁺	83 (14.3)	51 (11.2)	49 (4.2)	33 (4.0)	48 (0.6)	- (-)	- (-)	264 (2.3)
廣告與公共關係業								
公共關係服務供應商 (2 264) ⁺	30 (3.5)	12 (2.4)	7 (1.4)	- (-)	- (-)	- (-)	- (-)	49 (2.2)
傳媒機構內的廣告／公共關係／ 市場部 (4 201) ⁺	- (-)	2 (0.8)	1 (0.1)	- (-)	36 (1.4)	- (-)	- (-)	39 (0.9)
廣告業機構 (14 214) ⁺	77 (1.0)	96 (4.6)	26 (1.4)	- (-)	3 (0.2)	- (-)	- (-)	202 (1.4)
公司或機構內企業傳訊／公共關 係／廣告／市場部 (5 306) ⁺	- (-)	- (-)	- (-)	- (-)	- (-)	- (-)	4 (0.1)	4 (0.1)
小計 (25 985) ⁺	107 (1.2)	110 (3.9)	34 (1.1)	- (-)	39 (1.0)	- (-)	4 (0.1)	294 (1.1)
總數 (37 539) ⁺	-							558 (1.5)

@ 公司或機構內企業傳訊／公共關係／廣告／市場部的僱員數目是 100-299 人。

+ 調查涵蓋該門類大眾傳播職務僱員人數（包括自由工作者）。

* 自由工作者佔大眾傳播職務僱員總數的百分率，按行業、門類及公司規模劃分。

註： 因四捨五入關係，各項數字相加或與總計數字略有出入。

僱員流動情況

過去 12 個月離職人數

2.9 大眾傳播業僱員離職的原因包括：轉職／調職／退休／解僱／裁員及自然流失。如表 2.6 所示，僱主報稱過去 12 個月新聞業⁽¹⁾及廣告與公共關係業共有 2 946 名僱員離職，佔大眾傳播業 38 167 個職位的 7.7%（2012 年調查：業內 35 606 個職位中，有 5 073 名從業員離職，佔職位總數 14.2%）。圖 3 及 4 分別列出兩大行業各門類過去 12 個月的離職僱員人數。附錄 5 亦列出過去 12 個月大眾傳播業各門類及技能等級的離職人數。

表 2.6 過去 12 個月離職僱員人數
（按門類、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人或 以上@ (%)*	300-499人 (%)*	500人或 以上 (%)*	整體 (%)*
新聞業⁽¹⁾									
經理級	1 (1.0)	2 (2.9)	1 (1.0)	3 (1.0)	7 (4.6)	32 (4.5)	- (-)	- (-)	46 (3.2)
主任級	2 (1.4)	1 (1.1)	5 (3.6)	36 (9.7)	11 (4.7)	163 (9.9)	- (-)	- (-)	218 (8.3)
編採／製作人員級	45 (28.3)	16 (7.8)	39 (10.7)	121 (12.9)	85 (12.9)	585 (8.3)	- (-)	- (-)	891 (9.5)
輔助／技術人員級	14 (37.8)	4 (4.7)	30 (26.1)	37 (13.1)	12 (8.9)	137 (7.2)	- (-)	- (-)	234 (9.2)
小計 (16 027) +	62 (13.9)	23 (5.1)	75 (10.5)	197 (10.4)	115 (9.7)	917 (8.1)	- (-)	- (-)	1 389 (8.7)
廣告與公共關係業									
經理級	5 (1.7)	13 (4.3)	4 (1.2)	25 (7.1)	2 (1.0)	17 (9.1)	15 (7.3)	38 (4.0)	119 (4.2)
主任級	7 (0.7)	33 (2.9)	22 (3.9)	47 (6.7)	14 (4.1)	41 (15.5)	20 (6.8)	70 (6.8)	254 (4.8)
執行人員級	72 (2.3)	142 (13.9)	256 (19.0)	180 (18.8)	109 (12.1)	49 (6.0)	3 (0.5)	116 (5.3)	927 (8.4)
輔助／技術人員級	28 (2.7)	91 (14.5)	31 (7.7)	29 (6.5)	57 (36.8)	13 (5.4)	- (-)	8 (10.5)	257 (8.6)
小計 (22 140) +	112 (2.0)	279 (9.0)	313 (11.8)	281 (11.4)	182 (11.3)	120 (8.0)	38 (3.4)	232 (5.5)	1 557 (7.0)
總數 (38 167) +	-								2 946 (7.7)

@ 廣告與公共關係業的僱員數目是 100-299 人。

* 佔該門類該技能等級及公司規模大眾傳播職位總數的百分率。

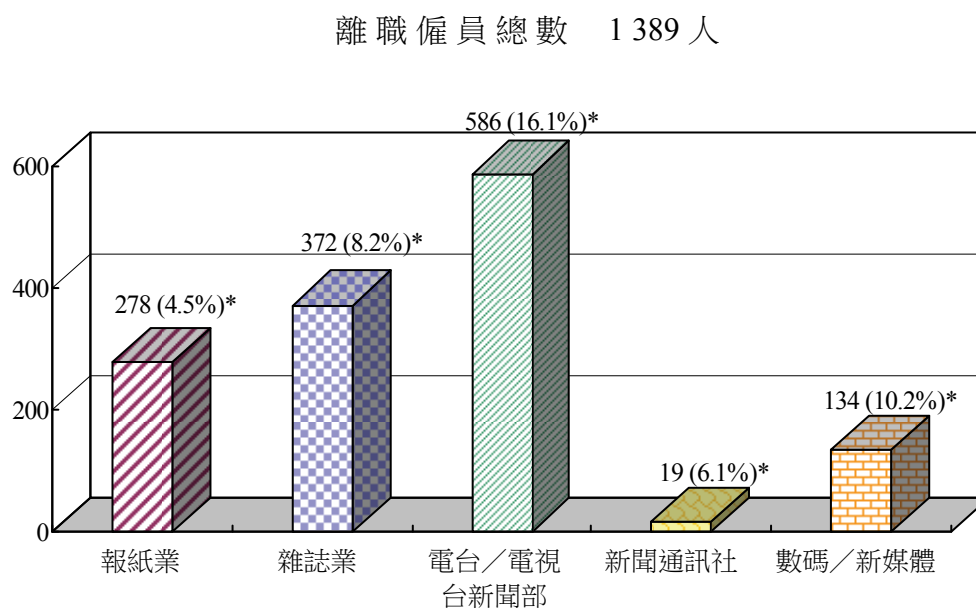
+ 大眾傳播業職位總數。

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。

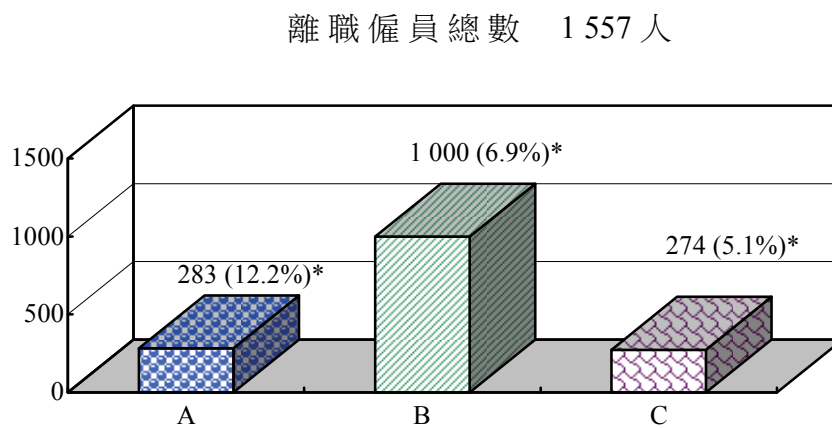
(3) 因四捨五入關係，各項數字相加或與總計數字略有出入。

圖 3 過去 12 個月新聞業⁽¹⁾離職僱員人數
(按門類劃分)



- * 佔該行業該門類大眾傳播職位總數的百分率。
 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。

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)

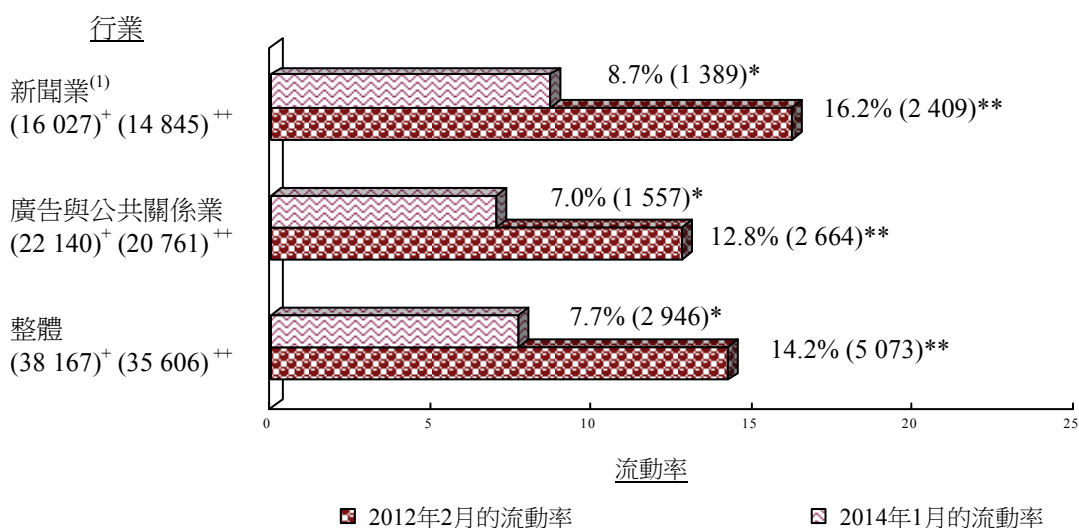


- * 佔該行業該門類大眾傳播職位總數的百分率。
 註：A -- 公共關係服務供應商
 B -- 廣告業機構
 C -- 公司或機構內企業傳訊／公共關係／廣告／市場部

僱員流動率

2.10 本會觀察到業內僱員轉職較為謹慎，流動人數佔職位總數的百分率，由 2012 年 2 月的 14.2%(5 073 人)下降至 2014 年 1 月的 7.7% (2 946 人)。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
(2012 年 2 月 - 2014 年 1 月)



* 2014 年 1 月離職的大眾傳播僱員人數。

** 2012 年 2 月離職的大眾傳播僱員人數。

+ 2014 年 1 月各行業大眾傳播僱員總數。

++ 2012 年 2 月各行業大眾傳播僱員總數。

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。

2.11 本會觀察到電台／電視台新聞部的流動率最高（16.1%），其次是公共關係服務供應商（12.2%）（圖 3 及圖 4）。按技能等級劃分，新聞業的編採／製作人員級流動率最高（9.5%），其次是廣告與公共關係業的輔助／技術人員級（8.6%）（表 2.6）。此外，過去 12 個月，傳媒機構的編輯／記者，以及廣告業機構的客戶主任、美術設計員及正稿製作員均錄得頗高流動率。

2.12 本會認為，大眾傳播業僱員因憂慮全球經濟不明朗情況會影響亞太區的經濟增長，故轉職時較為謹慎。普遍來說，他們轉職主要是尋求更穩定的工作環境、工作滿足感和更高的薪酬。

過去 12 個月的招聘來源

2.13 調查顯示，2013／14 年度招聘了 3 130 名大眾傳播業僱員（佔整體 38 167 個現有職位的 8.2%），當中 2 541 名（6.7%）具備業界相關經驗，589 名（1.5%）未具相關經驗（2012 年調查：共招聘 5 157 名大眾傳播業僱員，佔整體 35 606 個職位的 14.5%）。按技能等級劃分（圖 6），160 人屬經理級；438 人屬主任級；1 938 人屬編採／製作／執行人員級；594 人屬輔助／技術人員級。表 2.7 詳列各行業及門類過去 12 個月招聘僱員的來源。

表 2.7 過去 12 個月招聘來源
（按行業及門類劃分）

門類		招聘來源					
		具本業經驗僱員 (%)*		未具本業經驗僱員 (%)*		招聘總人數 (%)*	
新聞業 ⁽¹⁾							
1. 報紙業 (6 209) ⁺	包括傳媒機構 內的廣告／ 公共關係／ 市場部	106	(1.7)	167	(2.7)	273	(4.4)
2. 雜誌業 (4 563) ⁺		347	(7.6)	26	(0.6)	373	(8.2)
3. 電台／電視台新聞部 (3 630) ⁺		486	(13.4)	127	(3.5)	613	(16.9)
4. 新聞通訊社 (314) ⁺		5	(1.6)	11	(3.5)	16	(5.1)
5. 數碼／新媒體 (1 311) ⁺		110	(8.4)	5	(0.4)	115	(8.8)
小計 (16 027) ⁺		1 054	(6.6)	336	(2.1)	1 390	(8.7)
廣告與公共關係業							
6. 公共關係服務供應商 (2 329) ⁺		261	(11.2)	76	(3.3)	337	(14.5)
7. 廣告業機構 (14 398) ⁺		943	(6.5)	149	(1.0)	1 092	(7.6)
8. 公司或機構內企業傳訊／ 公共關係／廣告／市場部 (5 413) ⁺		283	(5.2)	28	(0.5)	311	(5.7)
小計 (22 140) ⁺		1 487	(6.7)	253	(1.1)	1 740	(7.9)
總數 (38 167) ⁺		2 541	(6.7)	589	(1.5)	3 130	(8.2)

* 佔該行業該門類大眾傳播職位總數的百分率。

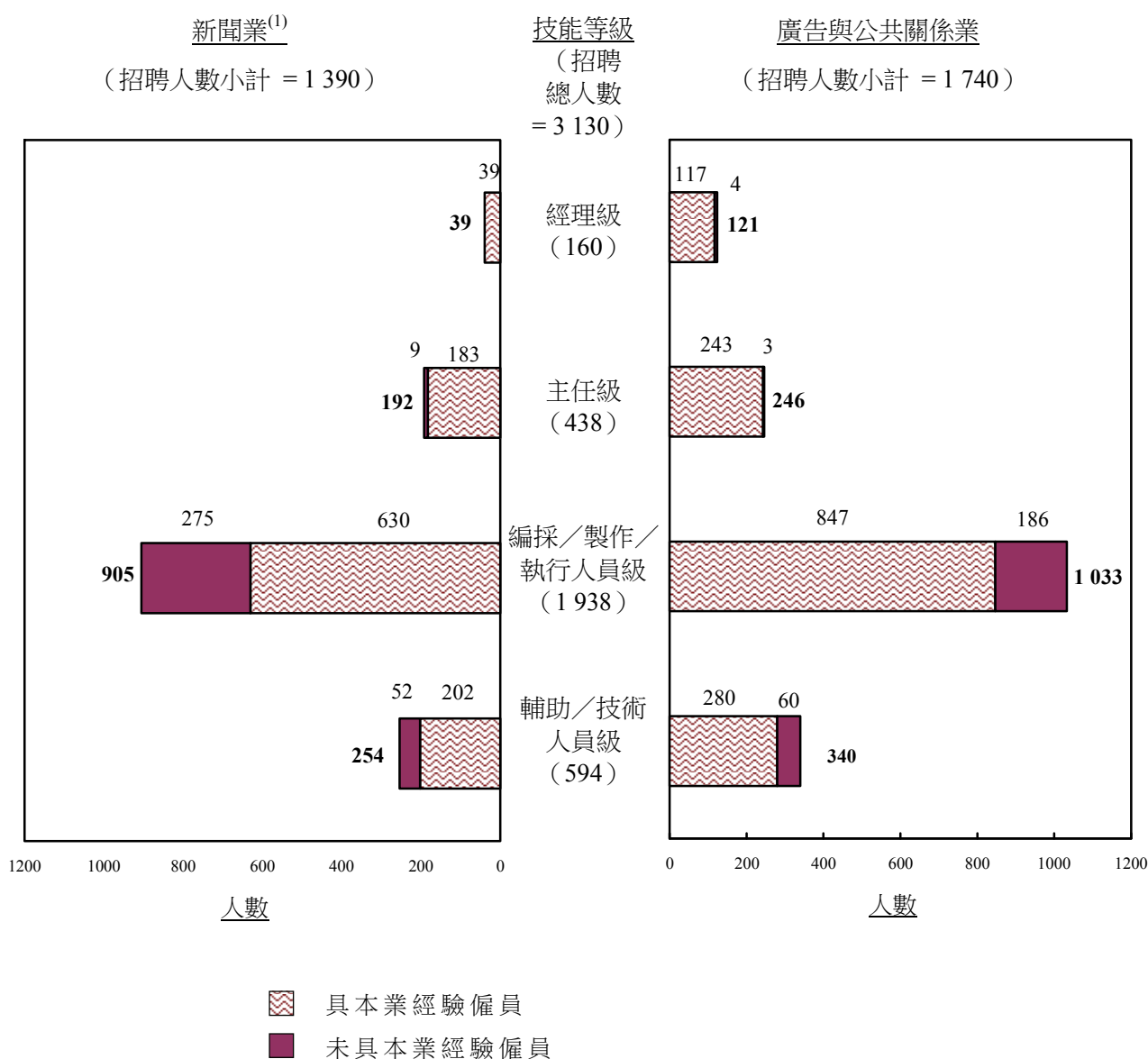
+ 該行業該門類大眾傳播職位總數。

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。

2.14 是次調查所得，新聞業⁽¹⁾聘用具業界經驗和未具相關經驗僱員的比例約為 3 比 1（2012 年：新聞業為 8 比 1，廣告與公共關係業約為 6 比 1，（2012 年：廣告與公共關係業亦為 6 比 1），顯示過去兩年，新聞業僱主填補空缺時，招聘具經驗僱員和新入行者（包括大眾傳播課程應屆畢業生）的比率相約。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

2.15 調查顯示，過去 12 個月共有 429 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 38 167 個職位的 1.1% (2012 年調查：286 名從業員獲內部晉升，佔業內 35 606 個職位的 0.8%)。表 2.8 摘要列出各行業及門類的內部晉升情況。

表 2.8 過去 12 個月僱員內部晉升情況
(按行業及門類劃分)

內部晉升 門類		內部晉升人數				晉升總人數 (%)*
		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	
新聞業 ⁽¹⁾						
報紙業 (6 209) ⁺	包括傳媒 機構內的 廣告／公共 關係／市場部	3	11	12	-	26 (0.4)
雜誌業 (4 563) ⁺		12	37	2	7	58 (1.3)
電台／電視台新聞部 (3 630) ⁺		2	7	36	12	57 (1.6)
新聞通訊社 (314) ⁺		-	2	-	-	2 (0.6)
數碼／新媒體 (1 311) ⁺		-	1	-	-	1 (0.1)
小計 (16 027) ⁺		17	58	50	19	144 (0.9)
廣告與公共關係業						
公共關係服務供應商 (2 329) ⁺		15	37	1	-	53 (2.3)
廣告業機構 (14 398) ⁺		22	23	16	2	63 (0.4)
公司或機構內企業傳訊／公共關係／ 廣告／市場部 (5 413) ⁺		75	81	13	-	169 (3.1)
小計 (22 140) ⁺		112	141	30	2	285 (1.3)
總數 (38 167) ⁺		129	199	80	21	429 (1.1)

* 佔該行業該門類大眾傳播職位總數的百分率。

+ 該行業該門類大眾傳播職位總數。

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。

2.16 調查亦顯示在新增或現有空缺中，共有 129 個經理級職位 (佔同級職位 3.0%)、199 個主任級職位 (2.5%)、80 個編採／製作／執行人員級職位 (0.4%)，以及 21 個輔助／技術人員級職位 (0.4%) 是透過內部晉升來填補。本會觀察所得，業內僱主為挽留人才，均願意給予僱員合理的晉升機會。本會鼓勵內部晉升，並建議僱主可提供更多培訓，協助僱員發展事業和終身學習。

現有空缺

空缺數目

2.17 調查期間，僱主報稱新聞業共有 190 個職位空缺（佔現有 11 744 個職位的 1.6%），廣告與公共關係業則有 438 個職位空缺（佔現有 26 423 個職位的 1.7%）。在新聞業中，電台／電視台新聞部的空缺最多，有 77 個；其次是報紙業，有 55 個。至於廣告與公共關係業中，以廣告業機構的空缺最多，有 184 個；其次是公司或機構內企業傳訊／公共關係／廣告／市場部，共 107 個。表 2.9 按行業、門類及技能等級顯示業內空缺分布情況。附錄 4 載有按門類及職務編號／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 (5 166) ⁺	- (-)	3 (0.6)	49 (1.4)	3 (0.3)	55 (1.1)
雜誌業 (3 248) ⁺	1 (0.5)	- (-)	18 (0.9)	13 (2.3)	32 (1.0)
電台／電視台新聞部 (2 548) ⁺	- (-)	- (-)	40 (2.7)	37 (5.3)	77 (3.0)
新聞通訊社 (244) ⁺	- (-)	- (-)	3 (1.8)	- (-)	3 (1.2)
數碼／新媒體 (538) ⁺	1 (6.3)	- (-)	13 (6.0)	9 (3.7)	23 (4.3)
小計 (11 744)⁺	2 (0.4)	3 (0.2)	123 (1.7)	62 (2.5)	190 (1.6)
廣告與公共關係業					
公共關係服務供應商 (2 329) ⁺	3 (0.8)	12 (1.9)	50 (3.9)	- (-)	65 (2.8)
傳媒機構內的廣告／公共關係／ 市場部 (4 283) ⁺	1 (0.1)	17 (1.3)	64 (3.1)	- (-)	82 (1.9)
廣告業機構 (14 398) ⁺	6 (0.5)	16 (0.5)	90 (1.3)	72 (2.5)	184 (1.3)
公司或機構內企業傳訊／公共關 係／廣告／市場部 (5 413) ⁺	30 (2.6)	15 (1.1)	62 (2.2)	- (-)	107 (2.0)
小計 (26 423)⁺	40 (1.1)	60 (0.9)	266 (2.0)	72 (2.4)	438 (1.7)
總數 (38 167)⁺	42 (1.0)	63 (0.8)	389 (1.9)	134 (2.4)	628 (1.6)

* 佔該行業該門類及該技能等級大眾傳播職位總數的百分率。

佔該行業該門類大眾傳播職位總數的百分率。

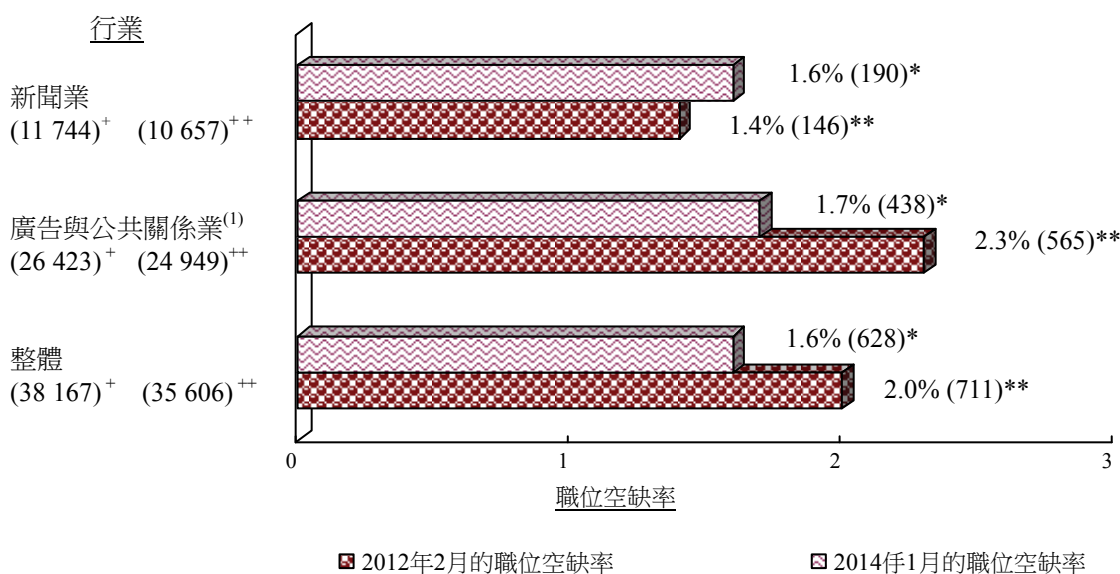
+ 該行業該門類大眾傳播職位總數。

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

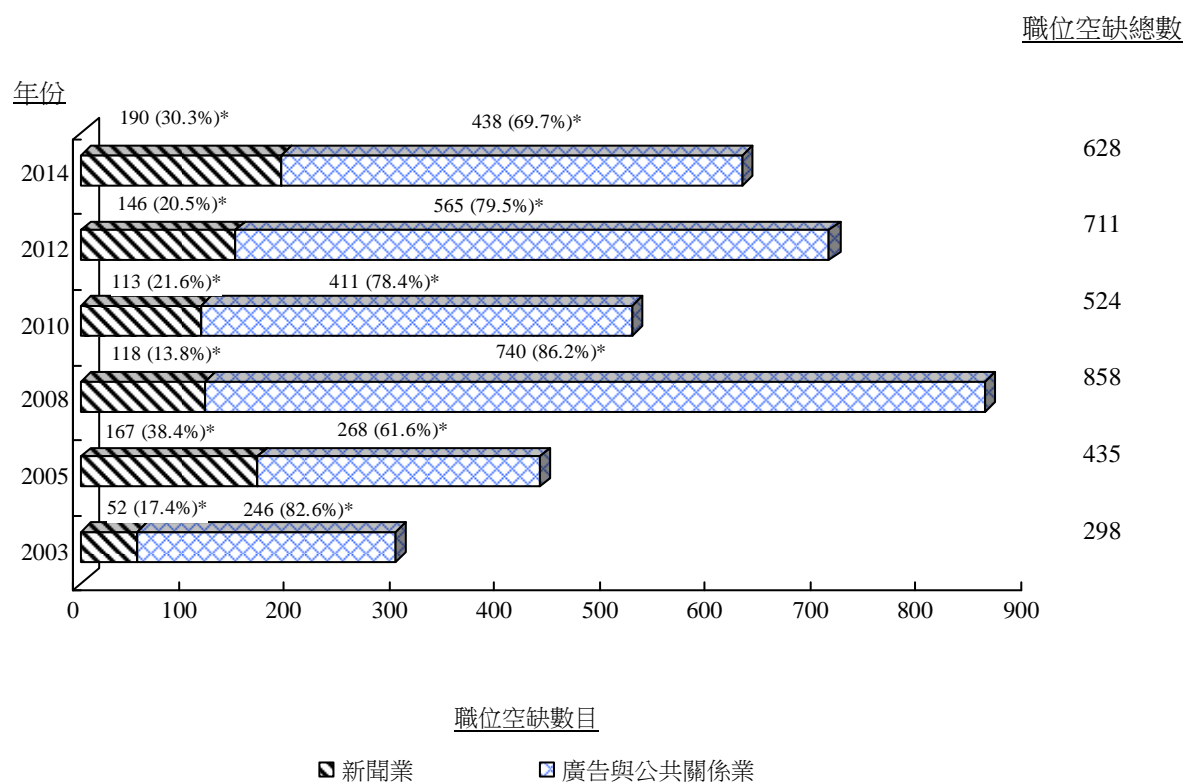
2.18 儘管大眾傳播業僱主對整體經濟情況抱審慎態度，但業界所有門類仍視香港為開展業務的重要根據地，並繼續招聘人手，填補現有職位空缺，以提升在全球市場的競爭力。相比 2012 年的調查結果，新聞業的職位空缺率從 1.4% (146 個) 微升至 2014 年的 1.6% (190 個)，但廣告與公共關係業的職位空缺率則從 2.3% (565 個) 輕微下降至 1.7% (438 個) (職位總數為僱員總數 (包括自由工作者) 與空缺的總和)。按職稱劃分，機構為了配合業務增長及服務需求，客戶服務主任、資深 (高級) 記者／記者、數碼媒體設計員／美術設計員，以及廣告及市場傳訊主任／助理的空缺最多。過去兩年各行業職位空缺率的比較見圖 7。2003 年 12 月至 2014 年 1 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
(2012 年 2 月 - 2014 年 1 月)



- * 2014 年 1 月該行業的大眾傳播職位空缺數目。
** 2012 年 2 月該行業的大眾傳播職位空缺數目。
+ 2014 年 1 月該行業的大眾傳播職位總數。
++ 2012 年 2 月該行業的大眾傳播職位總數。
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
(2003 年 12 月 - 2014 年 1 月)



* 佔該次調查中職位空缺總數百分率。

大眾傳播業整體人力市場狀況

人力、空缺及預測增長

2.19 調查發現，2014 年 1 月時有 11 554 人（包括自由工作者）從事新聞業，25 985 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 2015 年 1 月的人力相對於 2014 年會有輕微增長。預計行業的職位數目會略增 0.43%至 38 332 個，就業率亦會隨之輕微上升。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。2003 年 12 月至 2014 年 1 月大眾傳播業僱員佔本港總人力的百分率見圖 9。

表 2.10 大眾傳播業人力、空缺及預測增長
（按行業及技能等級劃分）

技能等級	2014 年 1 月 僱員人數 (不包括自由工作者)	2014 年 1 月 自由工作者 人數	2014 年 1 月 空缺數目	2014 年 1 月 人力需求 ⁽¹⁾	僱主預測 2015 年 1 月 人力增長(%)*	僱主預測 2015 年 1 月 業內職位 數目
新聞業						
經理級	518	-	2	520	- (-)	520
主任級	1 323	46	3	1 372	- (-)	1 372
編採／製作人員級	7 061	145	123	7 329	64 (0.87)	7 393
輔助／技術人員級	2 388	73	62	2 523	30 (1.19)	2 553
小計	11 290	264	190	11 744	94 (0.80)	11 838
廣告與公共關係業⁺						
經理級	3 681	18	40	3 739	1 (0.03)	3 740
主任級	6 466	21	60	6 547	3 (0.05)	6 550
執行人員級	12 776	75	266	13 117	54 (0.41)	13 171
輔助／技術人員級	2 768	180	72	3 020	13 (0.43)	3 033
小計	25 691	294	438	26 423	71 (0.27)	26 494
總數	36 981	558	628	38 167	165 (0.43)	38 332

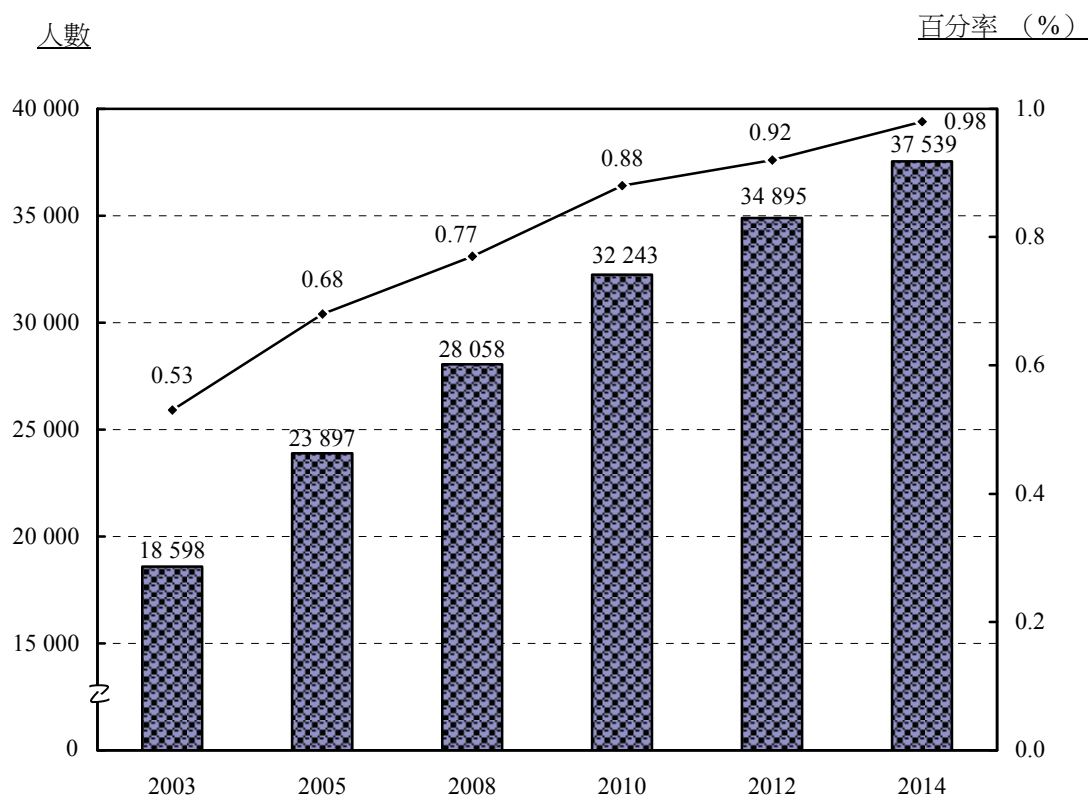
* 2014 年 1 月佔該行業同級大眾傳播職位總數的百分率。

+ 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) 人力需求指現有僱員人數、自由工作者人數與空缺數目的總和。

(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
(2003 年 12 月 - 2014 年 1 月)



	2003 年 12 月	2005 年 12 月	2008 年 2 月	2010 年 2 月	2012 年 2 月	2014 年 1 月
總人力* (‘000)	3 486.4	3 537.9	3 653.5	3 657.3	3 773.7	3 842.3
大眾傳播業 僱員 ⁽¹⁾	18 598	23 897	28 058	32 243	34 895	37 539
大眾傳播業 僱員 ⁽¹⁾ 佔總人力 百分率	0.53	0.68	0.77	0.88	0.92	0.98

■ 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。

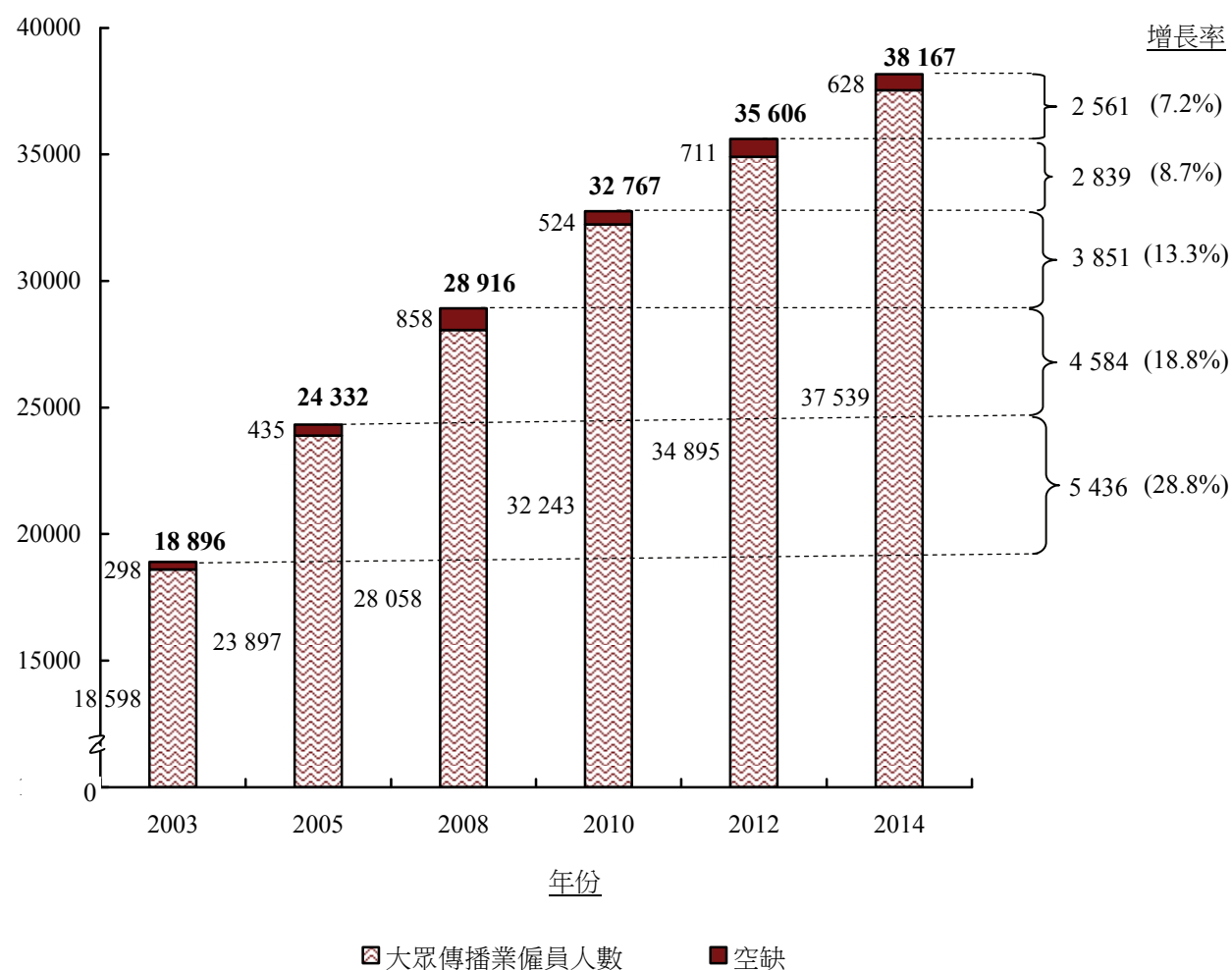
2.20 大眾傳播業的人力市場於 2014 年 1 月保持穩定，業內僱員總數（包括自由工作者）上升至 37 539 人，較 2012 年 2 月時的 34 895 人增加 7.6%。然而，由於整體勞動人口每年亦有 1.0% 的溫和增長，因此大眾傳播業僱員佔整體勞動人口的百分率僅由 2012 年 2 月的 0.92%，微升至 2014 年 1 月的 0.98%。

大眾傳播業職位總數

2.21 經濟持續增長有利大眾傳播業創造職位。整體而言，業內職位數目由 2012 年 2 月的 35 606 個，上升至 2014 年 1 月的 38 167 個，增幅為 7.2%（2 561 個），數字包括就業人數和空缺數目，詳情見圖 10。不過，相對於 2010 至 2012 年期間，行業職位數目錄得 8.7% 的增長（由 32 767 個增至 35 606 個），可見僱主在開設大眾傳播業職位時更為謹慎，這亦與歐債危機持續，導致就業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 - 2014 年 1 月）

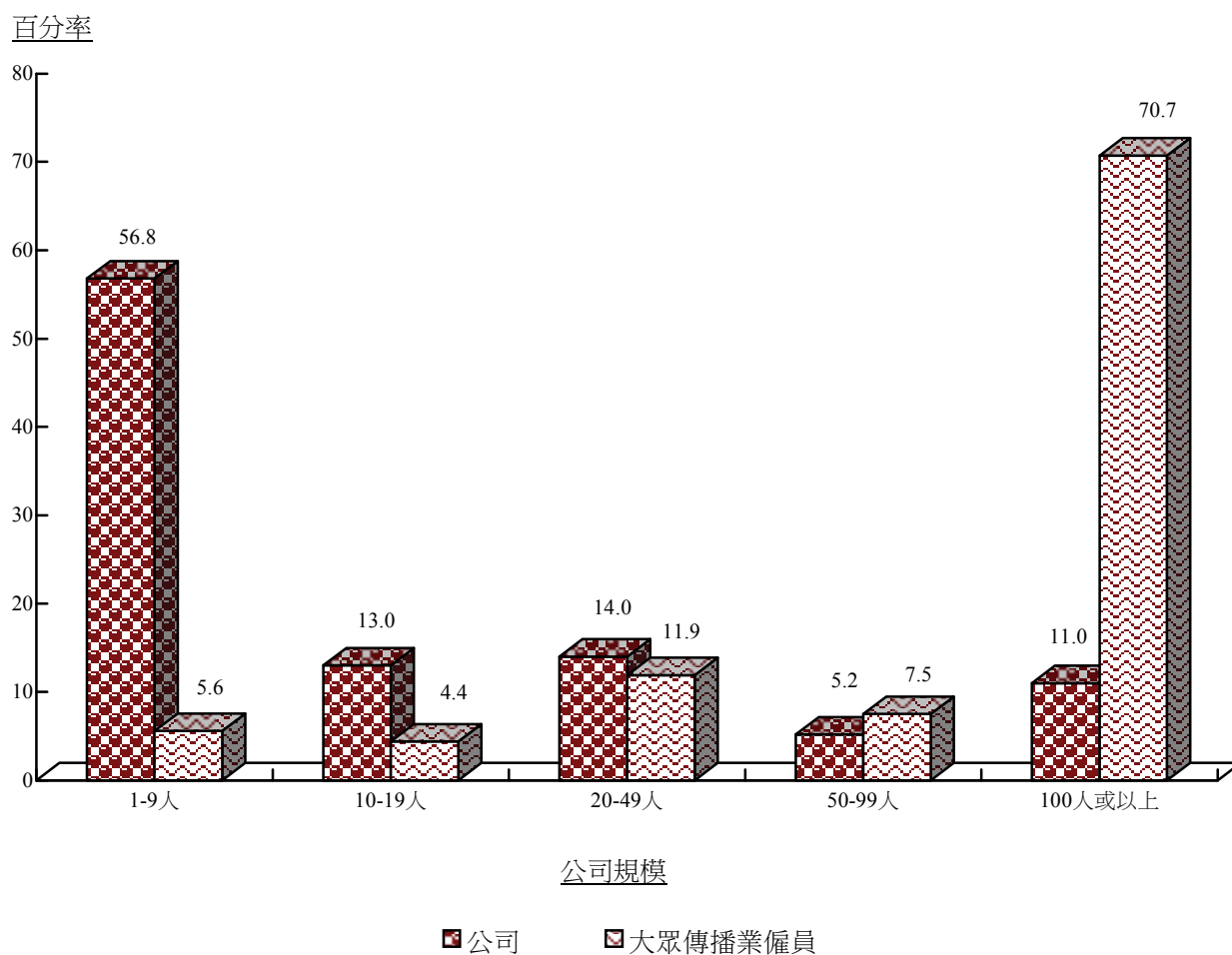
大眾傳播業職位



大眾傳播業與僱員百分率分布情況（按公司規模劃分）

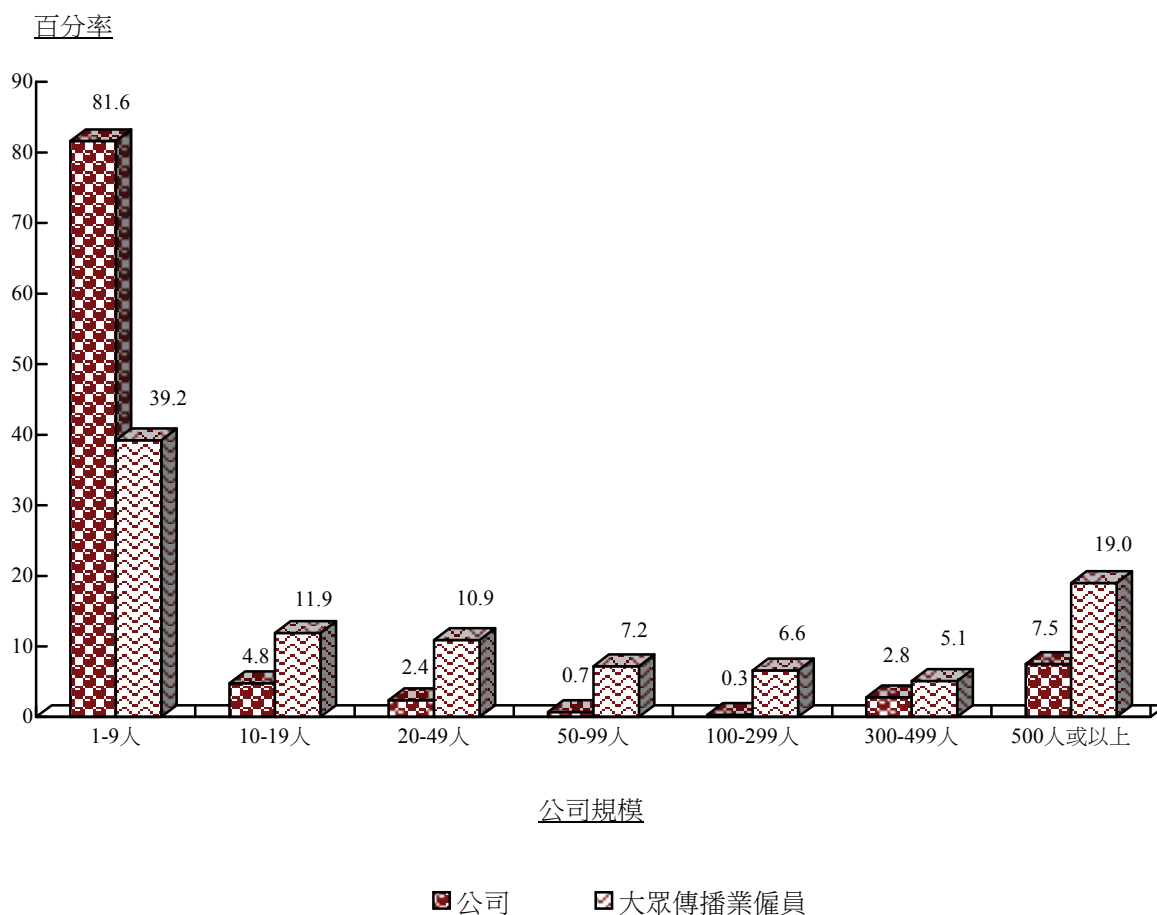
2.22 約 78.2% 的新聞業從業員（包括自由工作者）受僱於僱員人數在 50 人或以上公司，惟在廣告與公共關係業，約八成公司屬小型企業，僱員不足 10 人，詳情見圖 11 及圖 12。

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）
（2014 年 1 月）



- 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。

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)
(2014 年 1 月)



註：(1) 因四捨五入關係，各項數字相加或與總計數字略有出入。

主要擔任網站／新媒體工作的本地大眾傳播業僱員

2.23 調查期間，337 間公司(佔是次調查 5 003 間填覆機構的 6.7%)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(2012 年調查為 518 間公司，佔 5 024 間填覆機構的 10.3%)。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(83.3%)，其次是電台／電視台新聞部(48.6%)及新聞通訊社(20.0%)。本會發現，更多公司外判網站或新媒體的工作予專業機構，無需內部員工負責。

表 2.11 調派／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		調派／招聘從業員 主要擔任網站／新媒體工作的公司 (2014年1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	8	(19.5)	27	6	41
2. 雜誌業		54	(16.4)	255	20	329
3. 電台／電視台新聞部		18	(48.6)	17	2	37
4. 新聞通訊社		4	(20.0)	14	2	20
5. 數碼／新媒體		30	(83.3)	5	1	36
小計		114	(24.6)	318	31	463
6. 公共關係服務供應商		13	(3.4)	362	3	378
7. 廣告業機構		158	(4.3)	3 510	23	3 691
8. 公司或機構內企業傳訊／ 公共關係／廣告／市場部		52	(11.0)	381	38	471
小計		223	(4.9)	4 253	64	4 540
總數		337	(6.7)	4 571	95	5 003

* 佔該門類公司數目的百分率。

2.24 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）及廣告與公共關係業分別有 674 及 903 名僱員調派／招聘來主要擔任網站／新媒體工作。

2.25 在 1 577 名調派／招聘來主要擔任網站／新媒體工作的僱員中，多人須同時兼顧與社交網站相關的工作／任務，新聞業僱員有 351 人（佔 674 人中的 52.1%），廣告與公共關係業僱員有 408 人（佔 903 人中的 45.2%）。有關數字正好引證本會的觀點，即隨著科技發展及社交媒體的普及，大眾傳播業僱員須掌握最新的技術；業內機構亦意識到制訂明確社交媒體的策略，以此配合其他傳統媒體宣傳的重要。

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，同時須兼顧與社交網站相關職務的從業員人數
		1-9人 (%)*	10-19 人 (%)*	20-49 人 (%)*	50-99 人 (%)*	100人或 以上@ (%)*	300-499 人 (%)*	500人或 以上 (%)*	整體 (%)*	
新聞業 ⁽¹⁾										
報紙業 (6 209) ⁺	包括傳媒機 構內的廣告 ／公共關係 ／市場部	4 (4.8)	- (-)	4 (6.5)	1 (0.3)	54 (0.9)	- (-)	- (-)	63 (1.0)	9
雜誌業 (4 563) ⁺		20 (2.8)	52 (8.6)	42 (3.7)	18 (2.6)	23 (1.6)	- (-)	- (-)	155 (3.4)	108
電台／電視台 新聞部 (3 630) ⁺		9 (31.0)	3 (5.9)	3 (3.0)	3 (5.1)	175 (5.2)	- (-)	- (-)	193 (5.3)	62
新聞通訊社 (314) ⁺		1 (3.2)	15 (35.7)	29 (14.9)	- (-)	- (-)	- (-)	- (-)	45 (14.3)	21
數碼／新媒體 (1 311) ⁺		12 (32.4)	4 (57.1)	120 (29.6)	33 (36.3)	49 (6.4)	- (-)	- (-)	218 (16.6)	151
小計 (16 027) ⁺		46 (5.1)	74 (10.3)	198 (10.4)	55 (4.7)	301 (2.7)	- (-)	- (-)	674 (4.2)	351
廣告與公共關係業										
公共關係服務供應商 (2 329) ⁺		10 (1.1)	5 (1.0)	- (-)	2 (0.5)	- (-)	- (-)	- (-)	17 (0.7)	11
廣告業機構 (14 398) ⁺		153 (2.0)	245 (11.4)	108 (5.6)	84 (7.2)	159 (10.8)	- (-)	- (-)	749 (5.2)	373
公司或機構內企業傳訊／ 公共關係／廣告／市場部 (5 413) ⁺		- (-)	- (-)	2 (11.8)	1 (16.7)	2 (5.6)	5 (0.4)	127 (3.0)	137 (2.5)	24
小計 (22 140) ⁺		163 (1.9)	250 (9.5)	110 (4.5)	87 (5.4)	161 (10.7)	5 (0.4)	127 (3.0)	903 (4.1)	408
總數 (38 167) ⁺		-							1 577 (4.1)	759

@ 公司或機構內企業傳訊／公共關係／廣告／市場部的僱員數目是 100-299 人。

* 佔該行業該門類及公司規模大眾傳播職位總數的百分率。

+ 各門類大眾傳播職位總數。

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。

社交媒體工作所需技能／知識

2.26 本會觀察所得，愈來愈多大眾傳播業機構利用社交媒體加強與客戶的關係。表 2.13 列出各行業所需具備的技能／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）。附錄 6 詳列各行業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）。

表 2.13 擔任社交媒體工作所需技能／知識比較
(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）	佔填覆機構百分率	技能／知識（非常需要）	佔填覆機構百分率
1	社交網絡平台（如：Facebook、Twitter）	15.1	網上搜尋	5.6
2	網上搜尋	12.4	社交網絡平台（如：Facebook、Twitter）	5.3
3	應用程式開發	12.0	應用程式開發	4.7
4	網絡安全	11.2	分享平台（如：YouTube）	4.5
5	分享平台（如：YouTube）	10.2	網站分析	4.2
6	網絡監測及監督	9.3	搜尋引擎優化	3.6
	策展			
	微博			
7	-	-	網絡安全	3.3
			微博	
8	-	-	-	-
9	網站分析	8.3	策展	2.8
10	搜尋引擎優化	6.1	網絡監測及監督	2.2

註： (1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

新一代僱員

年輕大眾傳播業僱員的素養

2.27 僱主報稱 2014 年 1 月，共有 9 711 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 38 167 個職位的 25.4%（2012 年調查：8 400 名大眾傳播業從業員，佔 35 606 個職位的 23.6%）。本會認為，這些年輕僱員可為公司帶來嶄新視野和創新意念。

2.28 調查顯示公共關係服務供應商僱有 855 名 30 歲以下的大眾傳播僱員（包括自由工作者），佔該門類現有 2 329 個職位的 36.7%；其次為數碼／新媒體僱有 382 名，佔現有 1 311 個職位的 29.1%。表 2.14 列出按行業、門類及公司規模劃分下，30 歲以下大眾傳播業僱員的人數（包括自由工作者）。

表 2.14 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人或 以上 [@] (%)*	300-499人 (%)*	500人或 以上 (%)*	整體 (%)*
新聞業									
報紙業 (6 209) ⁺	包括傳媒 機構內的 廣告／公共 關係／ 市場部	6 (7.1)	2 (14.3)	10 (16.1)	45 (15.7)	1 660 (28.8)	- (-)	- (-)	1 723 (27.8)
雜誌業 (4 563) ⁺		142 (19.8)	179 (29.7)	284 (25.0)	243 (34.7)	280 (19.9)	- (-)	- (-)	1 128 (24.7)
電台／電視台 新聞部 (3 630) ⁺		13 (44.8)	11 (21.6)	20 (19.8)	4 (6.8)	809 (23.9)	- (-)	- (-)	857 (23.6)
新聞通訊社 (314) ⁺		5 (16.1)	12 (28.6)	13 (6.7)	- (-)	- (-)	- (-)	- (-)	30 (9.6)
數碼／新媒體 (1 311) ⁺		12 (32.4)	5 (71.4)	184 (45.4)	24 (26.4)	157 (20.4)	- (-)	- (-)	382 (29.1)
小計 (16 027) ⁺		178 (19.8)	209 (29.2)	511 (26.9)	316 (26.7)	2 906 (25.6)	- (-)	- (-)	4 120 (25.7)
廣告與公共關係業									
公共關係服務供應商 (2 329) ⁺		277 (31.3)	233 (46.3)	230 (45.2)	115 (26.6)	- (-)	- (-)	- (-)	855 (36.7)
廣告業機構 (14 398) ⁺		1 241 (16.1)	933 (43.6)	602 (31.2)	333 (28.5)	710 (48.4)	- (-)	- (-)	3 819 (26.5)
公司或機構內企業傳訊／公共 關係／廣告／市場部 (5 413) ⁺		- (-)	- (-)	8 (47.1)	2 (33.3)	5 (13.9)	297 (26.2)	605 (14.3)	917 (16.9)
小計 (22 140) ⁺		1 518 (17.7)	1 166 (44.1)	840 (34.2)	450 (28.0)	715 (47.6)	297 (26.2)	605 (14.3)	5 591 (25.3)
總數 (38 167) ⁺		-							9 711 (25.4)

@ 公司或機構內企業傳訊／公共關係／廣告／市場部的僱員人數是 100-299 人。

* 佔該行業該門類及公司規模大眾傳播職位總數的百分率。

+ 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。

2.29 本會發現，為使僱員有更大貢獻，受訪公司大多樂意填覆對年輕大眾傳播業僱員所需素養培訓重要程度的意見。表 2.15 列出新聞業及廣告與公共關係業僱主，對年輕大眾傳播業僱員素養培訓（按高度重要程度降序排列）的重要程度比較。附錄 8 列出素養培訓及其重要程度評價的百分率分布。

表 2.15 年輕大眾傳播業僱員素養培訓重要程度比較
(按重要程度，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	65.1	工作態度	59.5
2	團隊合作	64.6	創意	53.6
3	保護公司有形及無形資產（或知識產權）	52.2	團隊合作	52.4
4	專心工作	49.8	熱誠	47.0
5	守時	48.8	守時	46.8
6	人際溝通技巧	44.0	保護公司有形及無形資產（或知識產權）	44.0
7	情緒管理	43.5	人際溝通技巧	43.5
	保障私隱			
8	-	-	保障私隱	41.0
9	熱誠	42.1	專心工作	40.7
10	忠誠度	38.3	情緒管理	32.4

註： (1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

挽留人才

2.30 調查顯示，大眾傳播業僱主（尤其是僱員人數在 1 至 4 名的機構）認為「增加薪金」是挽留員工的最有效方法。本會認為，機構對這些挽留僱員的方法應加以考慮，以制訂內部策略挽留員工，應付人力市場的緊絀情況。本會認為僱員共同參與公司事務，心境愉快下工作會更有效率和投入。表 2.16 比較各行業挽留現有大眾傳播業僱員所採用的有效方法（按優先次序排列）。附錄 7 詳列按行業、門類及公司規模劃分的分析。

表 2.16 各行業挽留人才的方法比較（按優先次序排列）
（填覆者最多可選三項）

排名	新聞業 ⁽¹⁾		廣告與公共關係業	
	有效方法	佔填覆機構百分率	有效方法	佔填覆機構百分率
1	增加薪金	89.0	增加薪金	84.9
2	縮短工作時間	27.5	增加工作自主權	25.6
3	提升工作滿意度	25.5	縮短工作時間	25.5
4	內部晉升／事業發展	21.5	加強與現職僱員溝通， 增強他們的歸屬感	14.2
5	增加工作自主權	13.3	更多有薪休假	14.1
6	更多有薪休假	13.0	提升工作滿意度	13.1
7	加強與現職僱員溝通， 增強他們的歸屬感	8.5	內部晉升／事業發展	11.7
8	提供／資助技能培訓和 發展	4.0	建立正面的機構形象／文化	3.1
9	建立正面的機構形象／ 文化	2.0	提供職務輪換	1.3
	提供職務輪換			
10	政府重視大眾傳播業的 政策	1.8	商討薪酬福利	0.1

註： (1) 新聞業包括傳媒機構內的廣告／公共關係／市場部。

人力變化

各技能等級人力變化

2.31 與上一次調查比較，各個技能等級的大眾傳播業僱員人數（包括自由工作者）均有所上升。當中，從事新聞業的僱員增加 1 043 人，由 2012 年 2 月的 10 511 人上升至 2014 年 1 月的 11 554 人，兩年的增幅為 9.9%。廣告與公共關係業⁽¹⁾方面，整體人力增加 1 601 人，由 2012 年 2 月的 24 384 人，上升至 2014 年 1 月的 25 985 人，兩年的增幅為 6.6%。2012 年 2 月至 2014 年 1 月，按行業及技能等級劃分下，大眾傳播業僱員人數（包括自由工作者）的變化見表 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）
（2012 年 2 月 - 2014 年 1 月）

技能等級	大眾傳播業僱員人數(包括自由工作者)			
	2012年2月	2014年1月	增／減	% 轉變
新聞業				
經理級	456	518	62	13.6
主任級	1 330	1 369	39	2.9
編採／製作人員級	6 553	7 206	653	10.0
輔助／技術人員級	2 172	2 461	289	13.3
小計	10 511 (30.1) #	11 554 (30.8) #	1 043	9.9
廣告與公共關係業⁽¹⁾				
經理級	3 513	3 699	186	5.3
主任級	6 137	6 487	350	5.7
執行人員級	12 378	12 851	473	3.8
輔助／技術人員級	2 356	2 948	592	25.1
小計	24 384 (69.9) #	25 985 (69.2) #	1 601	6.6
總數	34 895 (100.0%) #	37 539 (100.0%) #	2 644	7.6

佔該年調查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。

(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

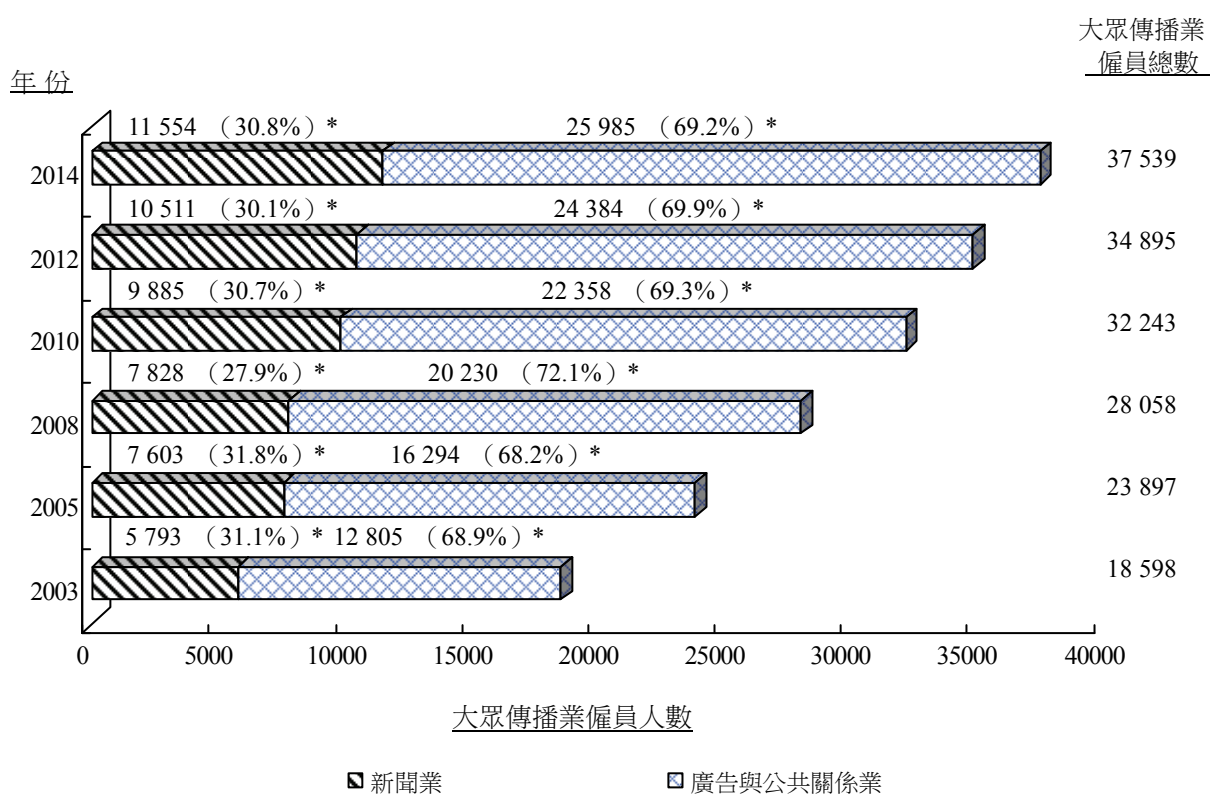
2.32 調查結果顯示，業內僱員由 2012 年 2 月的 34 895 人增至 2014 年 1 月的 37 539 人，整體增幅為 7.6%，頗能反映調查期間業內的人力情況。與 2010 年 2 月至 2012 年 2 月相比（由 32 243 人增至 34 895 人，整體增幅 8.2%），本會認為過去兩年大眾傳播業的人力市場繼續呈現整固跡象。

2.33 各技能等級僱員中，廣告與公共關係業⁽¹⁾的輔助／技術人員級僱員增幅最大，由 2 356 人上升至 2 948 人，增幅達 25.1%。本會認為在是次調查中廣告業機構僱用大量輔助／技術人員（如美術設計員及數碼媒體設計員），令僱員數字大增。

各行業及門類的人力變化

2.34 過去兩年，大眾傳播業僱員人數（包括自由工作者）增加 2 644 人，增長達 7.6%，主要見於新聞業。2003 年 12 月至 2014 年 1 月各行業的人力分布見圖 13。2012 年 2 月至 2014 年 1 月期間，按行業及門類劃分的僱員人數變化（包括自由工作者）見表 2.18。

圖 13 各行業僱員分布
(2003 年 12 月 - 2014 年 1 月)



* 佔該年調查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。

表 2.18 大眾傳播業僱員人數變化（包括自由工作者）
（按行業及門類劃分）
（2012 年 2 月 – 2014 年 1 月）

門類	大眾傳播業僱員人數（包括自由工作者）			
	2012年2月	2014年1月	增／減	% 轉變
新聞業				
報紙業	4 951	5 111	160	3.2
雜誌業	3 142	3 216	74	2.4
電台／電視台新聞部	1 682	2 471	789	46.9
新聞通訊社	225	241	16	7.1
數碼／新媒體	511	515	4	0.8
小計	10 511 (30.1) #	11 554 (30.8) #	1 043	9.9
廣告與公共關係業				
公共關係服務供應商	2 056	2 264	208	10.1
傳媒機構內的廣告／ 公共關係／市場部	4 077	4 201	124	3.0
廣告業機構	13 122	14 214	1 092	8.3
公司或機構內企業傳訊／ 公共關係／廣告／市場部	5 129	5 306	177	3.5
小計	24 384 (69.9) #	25 985 (69.2) #	1 601	6.6
總數	34 895 (100.0%) #	37 539 (100.0%) #	2 644	7.6

佔該年調查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。

2.35 受惠於業界採用多種嶄新廣播技術，以及瀏覽新興媒體平台日漸普及，2012 年 2 月至 2014 年 1 月，從事電台／電視台新聞部的大眾傳播業僱員錄得最大升幅，達 46.9%（789 人）；其次為公共關係服務供應商，達 10.1%（208 人）；之後為廣告業機構，達 8.3%（1 092 人）。

僱員宜有才能與每月平均收入幅度

僱員宜有教育程度

2.36 調查顯示，大多數僱主期望其所有級別的僱員具備學士學位，輔助／技術級人員，則需具備文憑／高級證書／證書。大眾傳播業僱員宜有教育程度，按各行業及技能等級劃分見表 2.19。按門類、技能等級及職務編號／職稱劃分的詳細分析見附錄 9。

表 2.19 大眾傳播業僱員宜有教育程度
(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 (518)*	學士學位 (441) [#]	85.1%
	廣告與公共關係業 ⁺ (3 699)*	學士學位 (3 091) [#]	83.6%
主任級	新聞業 (1 369)*	學士學位 (990) [#]	72.3%
	廣告與公共關係業 ⁺ (6 487)*	學士學位 (3 900) [#]	60.1%
編採／製作／ 執行人員級	新聞業 (7 206)*	學士學位 (4 399) [#]	61.1%
	廣告與公共關係業 ⁺ (12 851)*	學士學位 (4 358) [#]	33.9%
輔助／技術人員級	新聞業 (2 461)*	文憑／高級證書／證書 (1 093) [#]	44.4%
	廣告與公共關係業 ⁺ (2 948)*	文憑／高級證書／證書 (1 692) [#]	57.4%
整體	新聞業 (11 554)*	學士學位 (6 086)[#]	52.7%
	廣告與公共關係業⁺ (25 985)*	學士學位 (11 638)[#]	44.8%

* 該行業該技能等級大眾傳播僱員總數。

該行業該技能等級具備該教育程度的大眾傳播僱員總數。

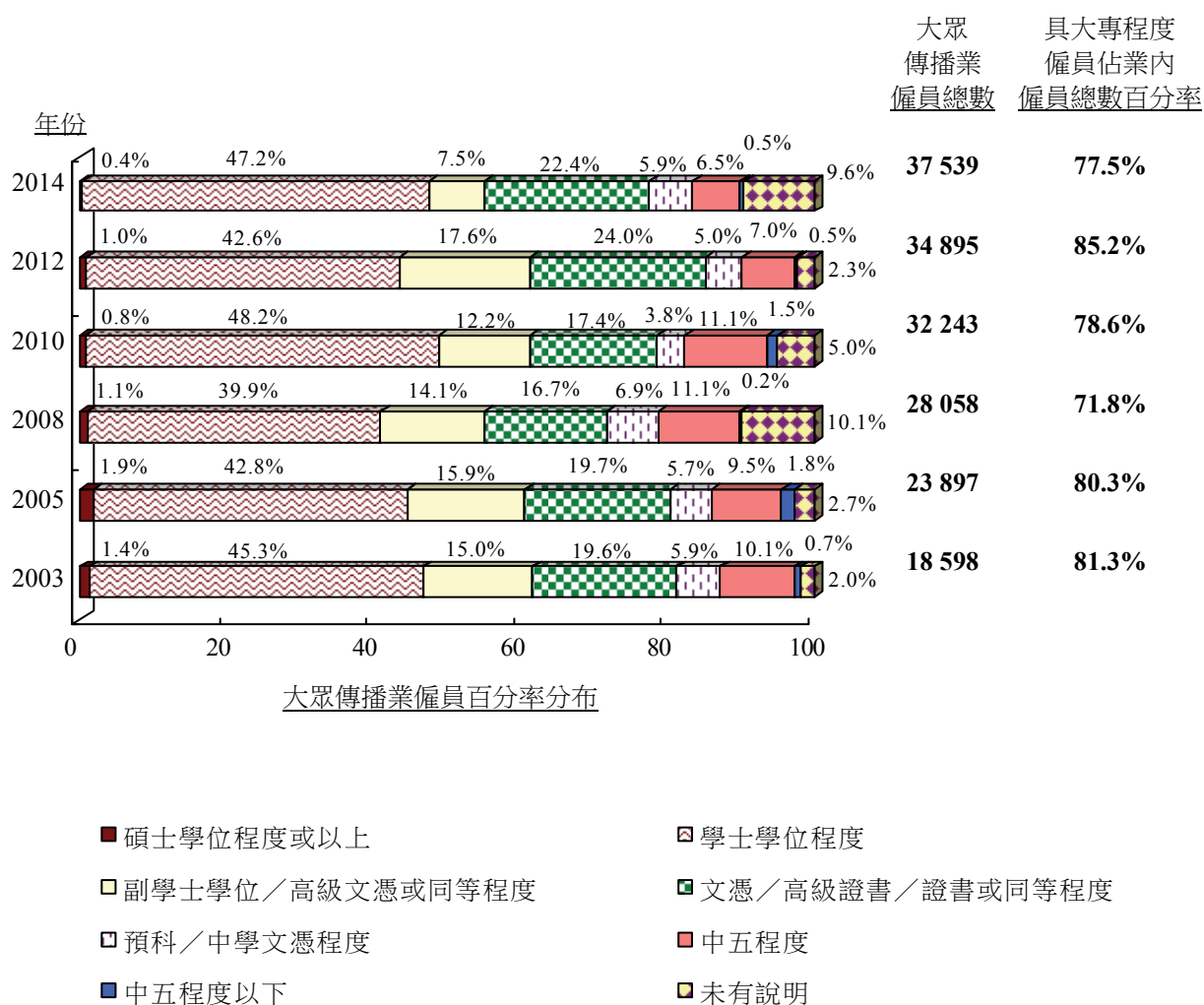
+ 廣告與公共關係業包括傳媒機構內的廣告／公共關係／市場部。

註：大眾傳播業僱員人數包括自由工作者。

2.37 本會發現，僱主普遍認為業內僱員 (77.5%) 宜有大專學歷 (如文憑／高級證書／證書或以上學歷)，見圖 14。例如：89.3% 擔任社長／董事經理／總裁，需具備學士學位或以上學歷，2.7% 則具備 副學士學位／高級文憑程度 (2012 年調查：分別為 89.8% 及 2.4%)，詳見附錄 9 表 9.7。

2.38 過去十年，僱主對僱員宜有教育程度的要求分別不大。2014年的調查顯示，僱主認為 47.6%的僱員宜有學士學位或更高學歷，29.9%僱員宜有副學士學位／高級文憑／文憑／高級證書／證書程度（2012年調查：43.6%及 41.6%）。有關比例遠高於 2014 年第一季的 15 歲及以上，且擁有大專學歷的勞動人口比率（27.0%達學士學位程度，8.9% 達副學位／文憑／證書程度）（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 - 2014 年 1 月至 3 月，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和訓練有素的人才。圖 14 比較 2003 年至 2014 年間業內僱主對僱員宜有教育程度的要求。

圖 14 大眾傳播業僱員宜有教育程度
(2003 年 12 月 - 2014 年 1 月)



僱員宜有相關年資

2.39 調查顯示新聞業僱主一般認為經理級僱員宜有 10 年至 15 年以下相關年資，主任級僱員宜有 7 年至 10 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／技術人員級則宜有 2 年至 5 年以下相關年資；廣告與公共關係業僱主則認為，經理級僱員宜有 10 年至 15 年以下相關年資，主任級 5 年至 7 年以下相關年資，執行人員級及輔助／技術人員級需要 2 年至 5 年以下相關年資。大眾傳播業僱員按各行業、門類及技能等級劃分宜有相關年資摘錄於表 2.20；按門類、技能等級及職務編號／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	5 至 7 年以下	2 至 5 年以下
雜誌業	10 至 15 年以下	5 至 7 年以下	2 至 5 年以下	2 至 5 年以下
電台／電視台新聞部	10 至 15 年以下	未有說明	2 至 5 年以下	2 至 5 年以下
新聞通訊社	15 年或以上	7 至 10 年以下	7 至 10 年以下	未有說明
數碼／新媒體	15 年或以上	10 至 15 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	10 至 15 年以下	5 至 7 年以下	2 年以下	無需經驗
傳媒機構內的廣告／公共 關係／市場部	10 至 15 年以下	5 至 7 年以下	2 至 5 年以下	未有說明
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	10 至 15 年以下	5 至 7 年以下	未有說明	2至5年以下

2.40 本會發現，僱主普遍屬意僱員具備豐富的行業經驗，以高級(資深)記者／記者為例，45.7%須具備 5 年至 7 年以下相關年資，17.6%則須具備 2 年至 5 年以下相關年資；詳見附錄 10 表 10.1。

薪酬幅度

2.41 各級新聞業僱員（不包括自由工作者）的平均每月總收入如下（包括底薪、超時工資、生活津貼、膳食津貼、佣金與花紅）：經理級由 30,001 元至 80,000 元不等，主任級由 20,001 元至 50,000 元不等，編採／製作人員級由 12,001 元至 30,000 元不等，輔助／技術人員級由 8,001 元至 30,000 元不等。新聞從業員（不包括自由工作者）按各門類及技能等級劃分的平均每月收入幅度見表 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）

技能等級	平均每月收入								總數 （大眾傳播 業僱員）
	\$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	
報紙業									
經理級	-	-	-	5	70	57	12	36	180
主任級	-	1	11	274	169	3	1	50	509
編採／製作人員級	1	-	1 369	1 804	25	-	-	225	3 424
輔助／技術人員級	-	162	637	41	1	-	-	136	977
小計	1	163	2 017	2 124	265	60	13	447	5 090
雜誌業									
經理級	-	2	8	29	49	38	33	55	214
主任級	18	9	78	149	103	-	-	91	448
編採／製作人員級	13	103	901	389	38	3	-	415	1 862
輔助／技術人員級	-	79	311	18	2	-	-	111	521
小計	31	193	1 298	585	192	41	33	672	3 045
電台／電視台新聞部									
經理級	-	-	-	1	12	19	57	3	92
主任級	-	-	-	16	168	51	-	45	280
編採／製作人員級	-	1	424	484	133	12	-	360	1 414
輔助／技術人員級	-	102	171	308	29	1	-	27	638
小計	-	103	595	809	342	83	57	435	2 424
新聞通訊社									
經理級	-	-	-	5	5	-	3	4	17
主任級	-	-	-	9	1	19	-	12	41
編採／製作人員級	-	-	29	29	36	1	-	68	163
輔助／技術人員級	-	-	1	7	-	-	-	12	20
小計	-	-	30	50	42	20	3	96	241

技能等級	平均每月收入								總數 （大眾傳播 業僱員）
	\$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	
數碼／新媒體									
經理級	-	-	4	-	3	-	7	1	15
主任級	-	-	2	6	24	13	-	-	45
編採／製作人員級	-	-	129	54	4	-	-	11	198
輔助／技術人員級	-	1	94	120	-	-	-	17	232
小計	-	1	229	180	31	13	7	29	490
總數	32 (0.3) *	460 (4.1) *	4 169 (36.9) *	3 748 (33.2) *	872 (7.7) *	217 (1.9) *	113 (1.0) *	1 679 (14.9) *	11 290 (100.0) *

* 佔新聞從業員人數（不包括自由工作者）的百分率。

2.42 廣告與公共關係業各級僱員（不包括自由工作者）的平均每月總收入如下：經理級由 30,001 元至 80,000 元不等，主任級由 20,001 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。廣告與公共關係從業員（不包括自由工作者）按各門類及技能等級劃分的平均每月收入幅度見表 2.22；按門類、技能等級及職務編號／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)

技能等級	平均每月收入								總數 (大眾傳播 業僱員)
	\$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	
公共關係服務供應商									
經理級	-	-	10	39	75	114	43	72	353
主任級	5	11	97	189	118	16	-	186	622
執行人員級	16	156	549	121	23	-	-	316	1 181
輔助／技術人員級	34	5	15	5	-	-	-	-	59
小計	55	172	671	354	216	130	43	574	2 215
傳媒機構內的廣告／公共關係／市場部									
經理級	12	-	13	103	296	148	127	219	918
主任級	-	1	120	366	478	40	-	239	1 244
執行人員級	3	202	1 145	293	52	1	-	280	1 976
輔助／技術人員級	-	-	-	-	-	-	-	24	24
小計	15	203	1 278	762	826	189	127	762	4 162

技能等級	平均每月收入								總數 (大眾傳播 業僱員)
	\$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	
廣告業機構									
經理級	-	-	12	279	392	302	116	184	1 285
主任級	-	50	488	1 182	990	42	-	525	3 277
執行人員級	250	506	3 885	581	-	-	-	1 626	6 848
輔助／技術人員級	103	648	1 251	218	76	-	-	306	2 602
小計	353	1 204	5 636	2 260	1 458	344	116	2 641	14 012
公司或機構內企業傳訊／公共關係／廣告／市場部									
經理級	-	-	35	43	160	225	110	552	1 125
主任級	-	-	114	312	238	6	17	636	1 323
執行人員級	-	114	615	289	56	3	-	1 694	2 771
輔助／技術人員級	26	-	22	9	2	-	-	24	83
小計	26	114	786	653	456	234	127	2 906	5 302
總數	449 (1.7) *	1 693 (6.6) *	8 371 (32.6) *	4 029 (15.7) *	2 956 (11.5) *	897 (3.5) *	413 (1.6) *	6 883 (26.8) *	25 691 (100.0) *

* 佔廣告與公共關係業大眾傳播僱員人數（不包括自由工作者）的百分率。

2.43 表 2.23 顯示過去兩年，大眾傳播業僱員的薪酬升幅一直穩步上升。

表 2.23 各行業僱員薪酬分布情況（不包括自由工作者）
(2012 年 2 月 - 2014 年 1 月)

年份	平均每月收入								總數 （大眾傳播 業僱員） （%）*
	\$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									
2012	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）
2014	32 （0.3）	460 （4.1）	4 169 （36.9）	3 748 （33.2）	872 （7.7）	217 （1.9）	113 （1.0）	1 679 （14.9）	11 290 （100.0）
廣告與公共關係業 ⁽¹⁾									
2012	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）
2014	449 （1.7）	1 693 （6.6）	8 371 （32.6）	4 029 （15.7）	2 956 （11.5）	897 （3.5）	413 （1.6）	6 883 （26.8）	25 691 （100.0）

* 佔該年該行業大眾傳播僱員人數（不包括自由工作者）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。

2.44 政府統計處近期的《綜合住戶統計調查》數據顯示，2014 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（2013 年首季 13,000 元，2014 年首季 14,000 元；），按年上升 7.7%。本會觀察到於 2012 年 2 月至 2014 年 1 月期間，業界幾乎所有技能等級均有增薪。然而由於供求情況不一，新聞業及廣告與公共關係業各門類和技能等級僱員的平均月入幅度亦有不同（見表 2.21 及表 2.22）。

現職僱員需要提升的技能與知識

2.45 調查顯示，僱主普遍滿意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提升技能／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）。各行業僱員須加強技能／知識的百分率（按普及程度降序排列）摘要見表 2.24。按技能等級及門類劃分的詳細分析載於附錄 12。

表 2.24 大眾傳播業僱員需提升技能／知識的百分率
（按普及程度降序排列）

技能／知識類別	整體		新聞業 ⁽¹⁾		廣告與公共關係業	
	排名	%*	排名	%*	排名	%*
普通話	1	52.5	2	62.8	2	51.6
多媒體的知識及應用	2	49.0	36	4.9	1	52.6
在中國內地的政治制度、社會和經濟發展	3	35.6	1	67.2	3	33.0
銷售／市場推廣策略規劃	4	30.9	34	7.7	4	32.8
客戶策略規劃	5	29.8	42	3.3	5	31.9
市場調查的應用	6	27.4	37	4.4	6	29.3
創新媒體的研究及應用	7	22.6		4.4	7	24.0
製作管理	8	22.2	3	49.7	10	19.9
英語會話	9	20.6	22	19.7	9	20.6
市場管理	10	20.1	12	29.5	11	19.4
對創意及文化的瞭解		20.1	37	4.4	8	21.4
在中國內地的行業常規	12	20.0	11	30.1	12	19.2
公關的諮詢／表達技巧	13	17.6	41	3.8	13	18.8
自我管理	14	15.7	4	43.2	21	13.4
策略計劃管理	15	15.4	10	30.6	18	14.1
中文書寫能力	16	14.8	19	21.9	17	14.3
傳媒規劃及市場研究	17	14.3	33	8.7	14	14.8
英文書寫能力	18	13.9	21	20.2	21	13.4

技能／知識類別	整體		新聞業 ⁽¹⁾		廣告與公共關係業	
	排名	%*	排名	%*	排名	%*
企業傳訊／公共關係／公共事務管理		13.9	29	15.9	19	13.7
項目管理	20	13.8	45	2.2	14	14.8
客戶資料庫管理	21	13.6	43	2.7	16	14.5
社交媒體營銷	22	12.8		2.7	20	13.6
網站設計及支援技巧	23	12.3	37	4.4	23	13.0
危機管理	24	12.2	14	24.6	24	11.2
翻譯	25	7.9	24	18.0	25	7.0
人力資源管理	26	7.0	12	29.5	26	5.1
財務管理	27	5.7	28	16.4	27	4.9
其他語文技能（泰文及日文）	28	4.6	45	2.2	28	4.8
電腦應用技巧	29	3.6	9	34.4	29	1.1
新媒體科技在編採工作上的應用	30	3.4	5	40.4	31	0.4
新科技與新聞工作流程結合	31	3.0	6	36.6	37	0.3
一身多職的能力	32	2.9	7	35.5		0.3
新聞策展	33	2.8	8	35.0	46	0.1
創新媒體科技產品	34	2.2	14	24.6	35	0.4
知識產權及版權法		2.2	16	24.0	31	0.4
新聞規劃	36	2.1	17	22.4		0.4
社交媒體的應用	37	1.9		22.4	42	0.2
國際視野／文化交流技巧	38	1.8	20	20.8	37	0.3
互聯網與新聞的結合	39	1.7	22	19.7	41	0.2
編採技巧	40	1.6	29	15.9	30	0.5
批判性思考技巧及跨學科知識		1.6		15.9	31	0.4
傳媒法規與操守	42	1.5	24	18.0	42	0.2
印刷／電視／媒體製作技巧	43	1.4	27	16.9		0.2
數據分析		1.4	26	17.5	46	0.1
受眾調查	45	1.3	32	14.8	42	0.2
金融市場之趨勢及變化	46	0.6	35	6.6	48	0.1
其他 - 業內專業技能（廣告與公共關係業）	47	0.3	49	-	36	0.3
- 管理技巧		0.3		-		0.3
其他 - 創新媒體科技（新聞業）	49	0.2	45	2.2	51	-
其他 - 有關中國的知識	50	0.1	49	-	48	0.1
- 創新媒體科技（廣告與公共關係業）		0.1		-		0.1
- 業內專業技能（新聞業）		0.1	48	1.1	52	-

* 佔填覆公司總數的百分率。

註： (1) 新聞業包括傳媒機構內的廣告／公共關係／市場部

2.46 本會認為，要在全球資訊型經濟保持競爭力和取得成功，關鍵是大眾傳播業擁有優秀的人才和知識／技能；因此，為業界栽培充足的幹練人才，對本港的長遠發展至為重要。新聞業及廣告公共關係業的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 各行業現職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	在中國內地的政治制度、社會和經濟發展	多媒體的知識及應用
2	普通話	普通話
3	製作管理	在中國內地的政治制度、社會和經濟發展
4	自我管理	銷售／市場推廣策略規劃
5	新媒體科技在編採工作上的應用	客戶策略規劃
6	新科技與新聞工作流程結合	市場調查的應用
7	一身多職的能力	創新媒體的研究及應用
8	新聞策展	對創意及文化的瞭解

註：（1）新聞業包括傳媒機構內的廣告／公共關係／市場部。

2.47 觀察所得，新聞業及廣告與公共關係業最重視僱員具備的技能／知識是「在中國內地的政治制度、社會和經濟發展」和「多媒體的知識及應用」。本會觀察所得，位列首八項技能均屬管理技巧及新科技應用，反映業界為加強在全球市場的競爭力，愈來愈重視上述技能／知識。

培訓需求與發展計劃

現職從業員培訓需求

2.48 調查顯示，僱主將於未來 12 個月向 4 561 名大眾傳播業僱員（以人次計）提供或資助技能和知識培訓，（2012 年調查：7 906 名）。不少僱主表示：「現職僱員已受過良好訓練應付業內需要，公司未來 12 個月不會為員工提供訓練」或「公司未來 12 個月不會為員工提供訓練」。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／知識類別 技能等級	管理技巧	有關中國的知識	語文技能	創新媒體科技		業內專業技能		其他	整體
				新聞業	廣告公關業	新聞業	廣告公關業		
新聞業 ⁽¹⁾									
經理級	49	17	13	41	8	8	8	-	144
主任級	50	8	6	168	4	27	4	-	267
編採／製作人員級	26	47	35	126	19	218	142	11	624
輔助／技術人員級	2	6	8	24	6	10	6	-	62
小計	127	78	62	359	37	263	160	11	1 097
排名	4	5	6	1	7	2	3	8	-
廣告與公共關係業									
經理級	209	105	165	21	189	16	174	-	879
主任級	158	99	222	38	195	27	206	7	952
執行人員級	118	26	279	54	362	24	236	42	1 141
輔助／技術人員級	61	33	90	-	243	-	37	28	492
小計	546	263	756	113	989	67	653	77	3 464
排名	4	5	2	6	1	8	3	7	-
總數	673	341	818	472	1 026	330	813	88	4 561

註：（1）新聞業包括傳媒機構內的廣告／公共關係／市場部。

2.49 為配合知識及科技型經濟發展，僱主一般均樂意資助現職僱員接受對其業務有重要影響的新科技培訓。僱員可以預期，在瞬息萬變的業界環境中，他們需終身學習面對新技術的挑戰。

人力增長與預測

僱主預測 2015 年 1 月的人力需求

2.50 調查結果反映 2014 年 1 月的大眾傳播業人力狀況。然而，現時全球金融市場不明朗，可能影響業內的人力需求，因此，讀者在閱讀報告的人力數據及預測時須多加留意。

2.51 據僱主預測，至 2015 年 1 月，業內的職位數目將達 38 332 個，較目前的 38 167 個上升 0.43% (165 個)。按新聞業的技能等級劃分，輔助／技術人員級增幅最大，有 1.19% (30 個)(見表 2.10)，其次為編採／製作人員級，有 0.87% (64 個)。僱主對 2015 年 1 月各行業的人力需求預測見表 2.27。附錄 4 載有按門類、技能等級及職務編號／職稱劃分的詳細分析。

表 2.27 僱主預測 2015 年 1 月時各行業人力需求

行業	2014 年 1 月大眾傳播業僱員總數(不包括自由工作者)	2014 年 1 月自由工作者人數	2014 年 1 月空缺數目	2014 年 1 月人力需求 ⁽¹⁾	僱主預測 2015 年 1 月人力增長 (%) *	僱主預測 2015 年 1 月大眾傳播業職位數目
新聞業	11 290	264	190	11 744	94 (0.80)	11 838
廣告與公共關係業 ⁽¹⁾	25 691	294	438	26 423	71 (0.27)	26 494
總數	36 981	558	628	38 167	165 (0.43)	38 332

- * 佔 2014 年 1 月該行業大眾傳播職位總數的百分率。
- 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。
(2) 人力需求即現有僱員人數、自由工作者人數與空缺數目的總和。
(3) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2015 年 1 月額外人力需求

2.52 根據僱主對 2015 年 1 月的大眾傳播業人力增長預測（見表 2.27 及附錄 4），以及每年 3.0% 的估計流失率，本會推算出 2015 年 1 月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 2015 年 1 月新聞業⁽¹⁾額外人力需求
(按門類及技能等級劃分)

技能等級	2014 年 1 月 大眾傳播業僱員總數 (包括自由工作者)	僱主預測 2015 年 1 月大眾傳播業 人力增長	為填補流失* 人手而須增聘 僱員人數	預計 2015 年 1 月 額外人力需求
報紙業				
經理級	180	-	5	5
主任級	509	-	15	15
編採／製作人員級	3 432	-	103	103
輔助／技術人員級	990	-	30	30
小計	5 111	-	153	153
雜誌業				
經理級	214	-	6	6
主任級	474	-	14	14
編採／製作人員級	1 966	-	59	59
輔助／技術人員級	562	-	17	17
小計	3 216	-	96	96
電台／電視台新聞部				
經理級	92	-	3	3
主任級	280	-	8	8
編採／製作人員級	1 442	64	43	107
輔助／技術人員級	657	30	20	50
小計	2 471	94	74	168
新聞通訊社				
經理級	17	-	1	1
主任級	41	-	1	1
編採／製作人員級	163	-	5	5
輔助／技術人員級	20	-	1	1
小計	241	-	8	8
數碼／新媒體				
經理級	15	-	-	-
主任級	65	-	2	2
編採／製作人員級	203	-	6	6
輔助／技術人員級	232	-	7	7
小計	515	-	15	15
總數	11 554	94	346	440

* 假定每年流失率為 3.0%。

註：(1) 新聞業不包括傳媒機構內的廣告／公共關係／市場部。

(2) 「流失率」是指因轉行以及其他原因離職者所佔業內僱員總數的百分率。

(3) 因四捨五入關係，各項數字相加或與總計數字略有出入。

表 2.29 2015 年 1 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	2014 年 1 月 大眾傳播業僱員總數 (包括自由工作者)	僱主預測 2015 年 1 月大眾傳播業人力 增長	為填補流失*人 手而須增聘僱 員人數	預計 2015 年 1 月 額外人力需求
公共關係服務供應商				
經理級	355	1	11	12
主任級	634	3	19	22
執行人員級	1 216	-	36	36
輔助／技術人員級	59	-	2	2
小計	2 264	4	68	72
傳媒機構內的廣告／公共關係／市場部				
經理級	919	-	28	28
主任級	1 244	-	37	37
執行人員級	2 014	-	60	60
輔助／技術人員級	24	-	1	1
小計	4 201	-	126	126
廣告業機構				
經理級	1 297	-	39	39
主任級	3 286	-	99	99
執行人員級	6 849	6	205	211
輔助／技術人員級	2 782	13	83	96
小計	14 214	19	426	445
公司或機構內企業傳訊／公共關係／廣告／市場部				
經理級	1 128	-	34	34
主任級	1 323	-	40	40
執行人員級	2 772	48	83	131
輔助／技術人員級	83	-	2	2
小計	5 306	48	159	207
總數	25 985	71	779	850

* 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職者所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。

2014 年至 2018 年的額外人力需求預測

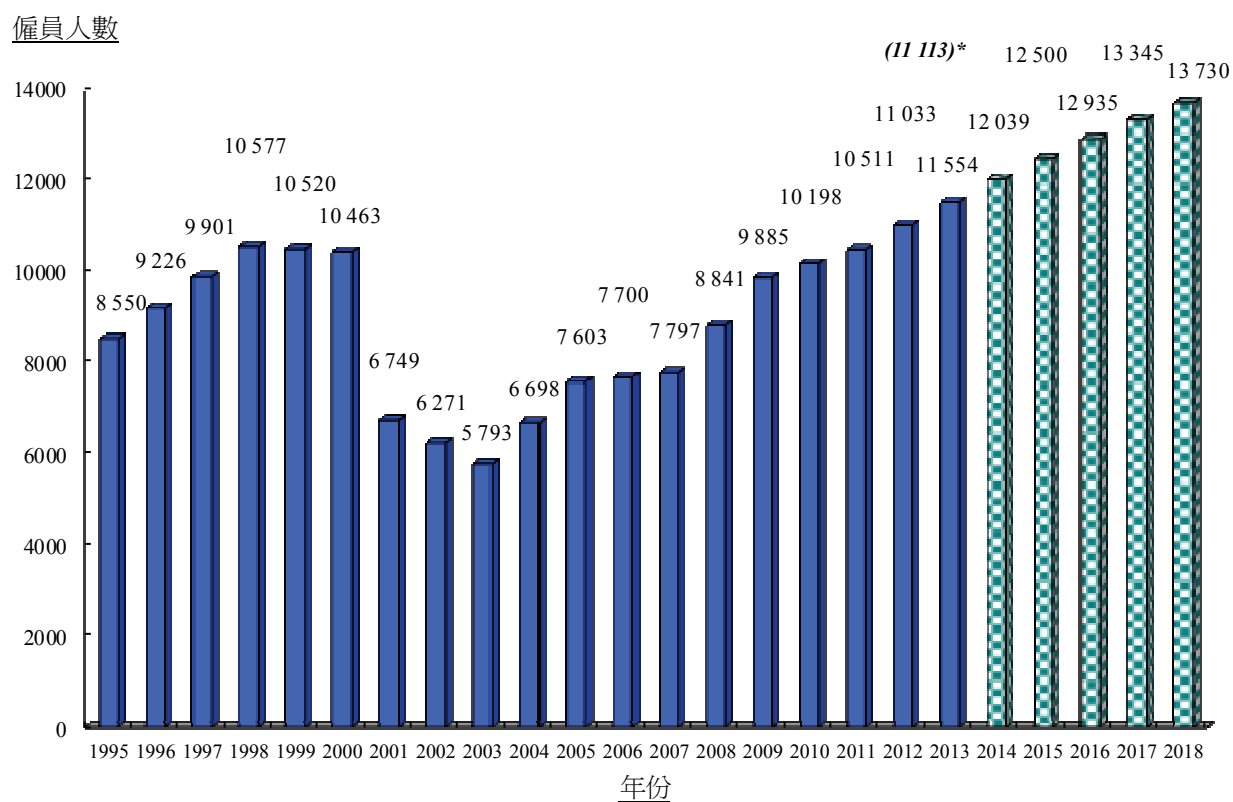
2.53 在推算大眾傳播業人力需求時，須考慮人力市場情況，以及社會和經濟的迅速環境。評估未來人力需求的工作殊不容易，須先作若干假設，衡量各項經濟因素，再作判斷。預測大眾傳播業人力需求的基本假設如下：

- (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綢繆，確定人才培育計劃。教育及培訓機構栽培人才需時經年，實有必要盡早評估行業需求；否則，大眾傳播業如缺乏所需的優秀人才，或會影響本港經濟發展。

2.55 本會採用調節過濾法，即根據過去及是次調查結果（較近期的數據佔較大比重），推算新聞業於 2014 年至 2018 年間的每年人力需求。本會考慮整體社會和經濟發展與行業前景、僱主對來年的人力預測及僱員每年流失率等因素，選出最適當的推算數字。圖 15 列出新聞業 2014 年至 2018 年的每年人力預測。

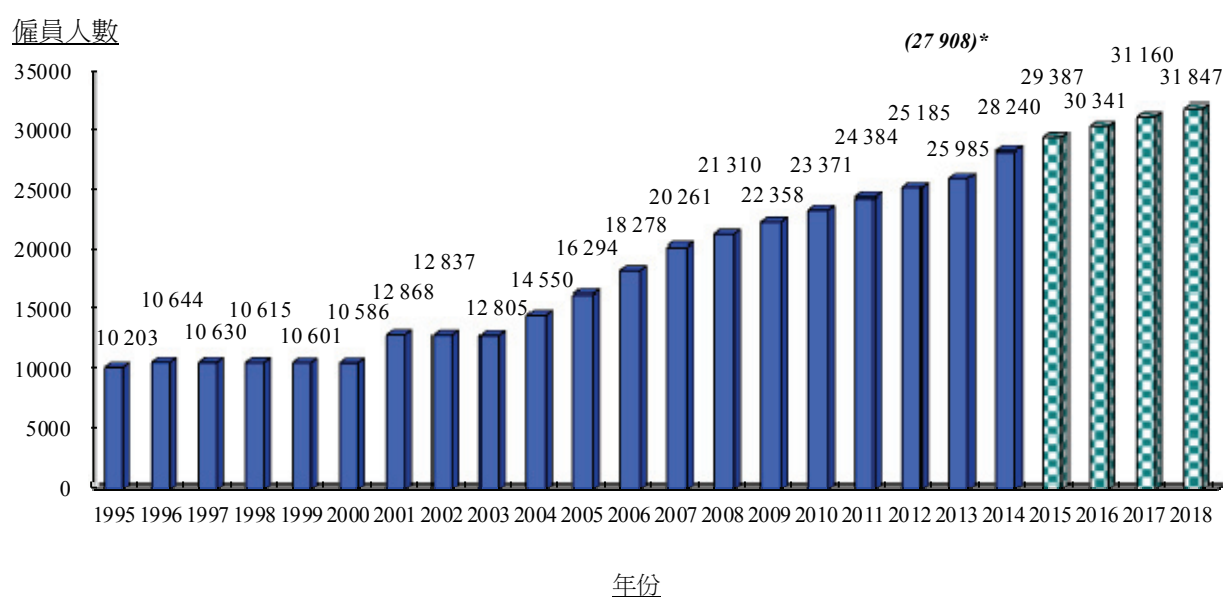
圖 15 2014 年至 2018 年新聞業人力預測
(採用調節過濾法作出推算)



- * 括弧內的數字為 2012 年調查時對新聞業 2014 年的人力推算數據。
- 註：
- (1) 2014、2015、2016、2017 及 2018 年的數字為翌年 1 月的推算數據。
 - (2) 2007、2009、2011 及 2013 年的數字為翌年 1 月的實際調查數據。
 - (3) 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 本會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。由信譽可靠的獨立機構，蒐集能反映本港經濟、人口及人力市場重大轉變的主要統計數據／經濟指標。再採用「主要因素分析」的變數篩選方法，從多個經濟指標選定相關的變數／因子，從而建立和維持一項統計模型。以人力市場分析法推算廣告與公共關係業於2014年至2018年間的人力預測（採人力市場分析法）見圖16，詳細資料載於附錄14。

圖 16 2014年至2018年廣告與公共關係業⁽¹⁾人力預測
（採用人力市場分析法）



- * 括弧內的數字為2012年調查時對廣告與公共關係業2014年的人力推算數據。
- 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) 2014、2015、2016、2017及2018年的數字為翌年1月的推算數據。
 (3) 2007、2009、2011及2013年的數字為翌年1月的實際調查數據。
 (4) 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及圖16觀察所得，於2014年1月新聞業及廣告與公共關係業⁽¹⁾的實際人力需求數字（11 554人及25 985人）與2012年調查的預測數據（11 113人及27 908人）非常接近，絕對百分率誤差分別為4.0%及7.4%。本會相信，全球化步伐持續加快，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），長遠來說大眾傳播業的人力需求的增長趨勢將會持續。表2.30以圖15及圖16的數據為基礎，推算各行業2014至2018年間的每年額外人力需求數字。

表 2.30 2014 年至 2018 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 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	12 910	435	387	822
廣告與公共關係業 ⁽¹⁾	30 195	1 172	906	2 078
總數	43 105	1 607	1 293	2 900

* 假定每年流失率為 3.0%。

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。

推算 2014 年至 2018 年每年額外人力需求分布情況 預測（按行業及宜有教育程度劃分）

2.58 本會根據第 2.38 段及附錄 9 所顯示的大眾傳播業僱員宜有教育程度，預測 2014 至 2018 年間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），詳情見表 2.31。

表 2.31 預測 2014 年至 2018 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／ 中學文憑 (%)*	中五 (%)*	中五以下 (%)*	總數 (%)*
新聞業	3 (0.4)	473 (57.5)	77 (9.4)	168 (20.4)	67 (8.2)	32 (3.9)	2 (0.3)	822 (100.0)
廣告與公共關係業 ⁽¹⁾	10 (0.5)	1 037 (49.9)	162 (7.8)	557 (26.8)	118 (5.7)	181 (8.7)	13 (0.6)	2 078 (100.0)
總數	13 (0.5)	1 510 (52.1)	239 (8.2)	725 (25.0)	185 (6.4)	213 (7.3)	15 (0.5)	2 900 (100.0)
	1 523		964		413			

* 佔該行業每年額外人力需求預測百分率。

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。
(2) 未有註明教育程度者，已按比例撥歸各級教育程度內。
(3) 因四捨五入關係，各項數字相加或與總計數字略有出入。

本地院校大眾傳播課程預計畢業生人數（2014-2018）

2.59 本會根據大學教育資助委員會（教資會）院校、VTC 及其他本地大專院校提供的資料，按教育程度列出 2014 年至 2018 年教資會／政府資助及自負盈虧大眾傳播課程的預計畢業生人數，見表 2.32 及附錄 15、16。

表 2.32 2014 至 2018 年教資會／政府資助及自負盈虧
大眾傳播課程預計畢業生人數
(按教育程度劃分)

年份 教育程度	2014		2015		2016		2017		2018		預計平均每年 畢業生人數		
	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	總數
PgD	43	995	34	1 032	35	994	30	993	30	996	35	1 002	1 037
DEG	372	470	408	541	401	783	432	578	432	556	409	586	995
AD	-	78	-	75	-	75	-	75	-	75	-	76	76
HD	760	635	677	395	535	673	535	543	535	615	608	572	1 180
全年 總數	1 175	2 178	1 119	2 043	971	2 525	997	2 189	997	2 242	1 052	2 236	3 288

註：(1) DEG - 學士學位 PgD - 研究院學位／文憑／證書
AD - 副學士 HD - 高級文憑
GF - 教資會／政府資助課程 SF - 自負盈虧課程

(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

2.60 畢業生供應人數（包括入讀增修課程的在職從業員）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。本會研究圖 18 的全日制教資會畢業生就業調查後，認為於 2014 至 2018 年間，全日制學士學位畢業生的成功入職率不會低於 75.4%，全日制副學位畢業生則不低於 59.0%。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 2014 至 2018 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 畢業生人數		平均* 成功入職率	預計院校平均每年供應 畢業生人數			
	GF	SF		GF	SF	總數	
研究院學位／文憑／證書	35	1 002	0.60	21	601	622	1 369
學士學位	409	586	0.75	307	440	747	
副學士	-	76	0.59	-	45	45	742
高級文憑	608	572	0.59	359	338	697	
全年總數	1 052	2 236		687	1 424	2 111	

* 根據 2012／13 學年教資會院校、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調查的數據。

註：(1) GF = 教資會／政府資助課程 SF = 自負盈虧課程

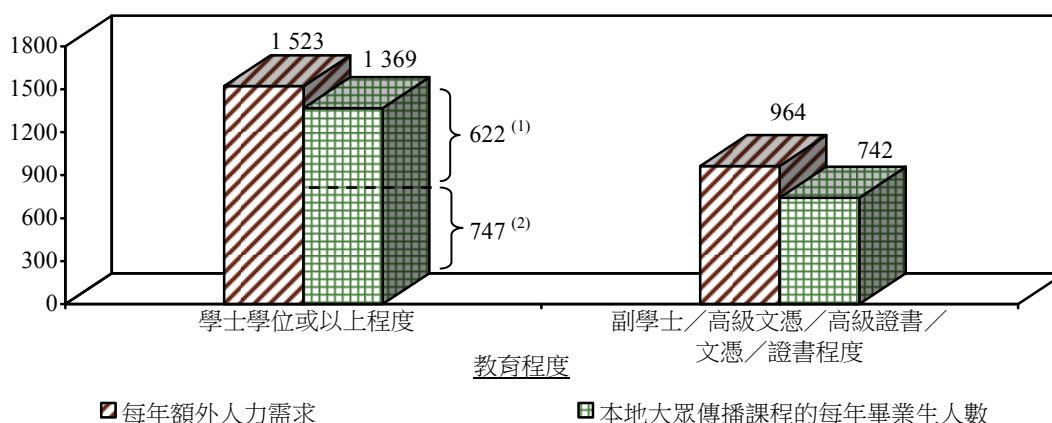
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。

人力供求分析

2.61 是項分析的主要目的是根據僱員教育程度，評估大眾傳播業 2014 年至 2018 年每年的額外人力供求情況，詳情見圖 17。

圖 17 2014 年至 2018 年大眾傳播業每年額外人力供求情況
(按教育程度劃分)

大眾傳播業人力



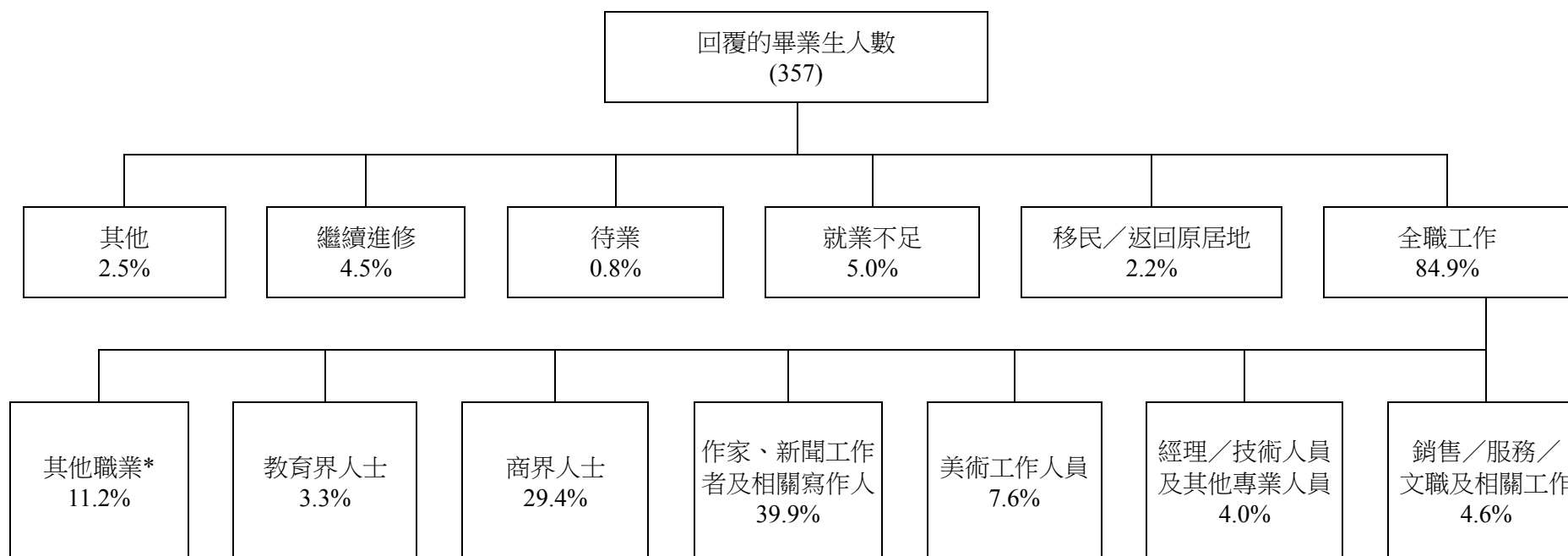
註： (1) 本地大眾傳播課程每年供應畢業生人數包括進修兼讀制自負盈虧增修課程的在職僱員。
(2) 本地大眾傳播課程每年供應畢業生人數包括修讀全日制者。

2.62 表 2.31、2.33 及圖 17 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 1 369 名，業界預計每年須增聘 1 523 名該程度學歷的僱員，故本地人力供應將不能滿足市場需求，而未能填補的 154 個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。圖 19 列出僱用其他學科及教育程度畢業生受僱擔任作者、新聞工作者及寫作人的情況。

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 222 個同等程度的空缺，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的相關課程，繼而投身大眾傳播行列。

2.64 大眾傳播業每年須招聘 413 人負責各項大眾傳播職務（表 2.31），這方面的需求可由預科／中學文憑或以下程度的畢業生填補。不過，他們大多須接受相關的技術訓練，始能勝任工作要求。本地教育培訓機構與僱主可為這些畢業生提供基本技能訓練。

圖 18 教資會資助全日制大眾傳播學士學位課程畢業生初期就業情況

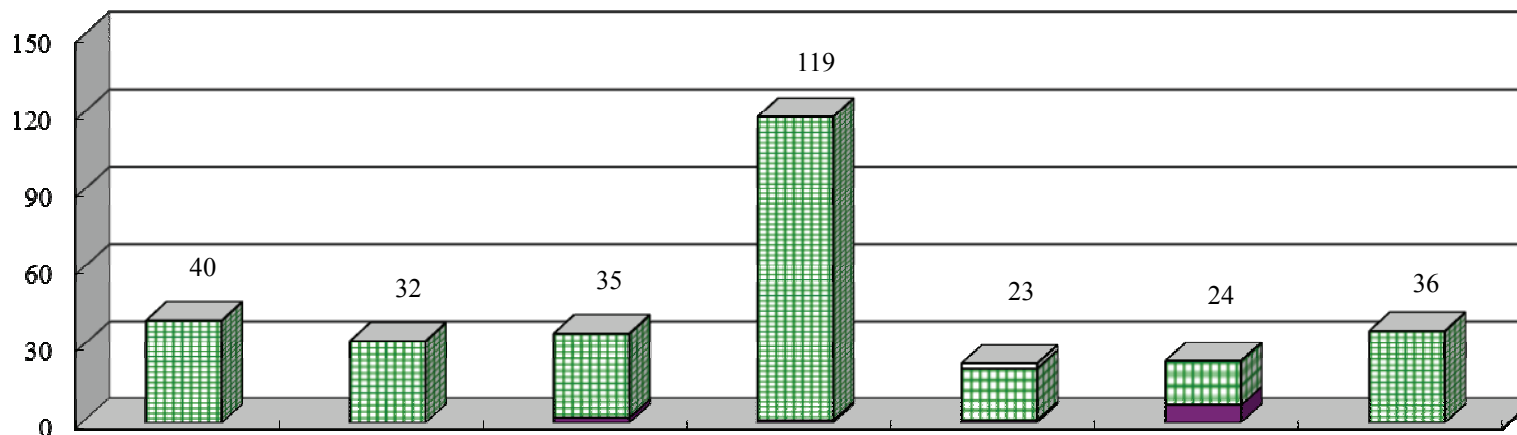


* 與入職率無關的職業不在此列。因此，計算出的全日制學士課程畢業生的成功入職率為 75.4% (即 84.9% x 88.8%)。

註： 2012／13 學年教資會院校全日制課程畢業生就業調查。

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

教資會資助全日制課程畢業生人數



教育程度 \ 學科	社會科學	商業與管理學	人文學	語文及相關課程	藝術、設計表演藝術	教育	其他 ⁽¹⁾	總數
研究院學位 	-	-	2	1	1	7	-	11
學士學位 	40	32	33	118	20	17	36	296
副學位程度 	-	-	-	-	2	-	-	2
總數	40	32	35	119	23	24	36	309

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，以及與醫藥衛生等相關學科。

(2) 部分教資會資助課程涉及多個學科，學生遂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： 2012/13學年教資會院校全日制課程畢業生就業調查。

主要發展及業務展望

大眾傳播業發展大勢

2.65 根據 2012 及 2014 年調查所反映的人力變化及其他觀察，本會歸納出大眾傳播業有以下的主要發展：

數碼／新媒體發展 對業務和人力需求的影響

- (i) 隨著數碼／新媒體業務持續發展，推出各種社交媒體應用程式及流動服務，有關範疇的就業機會最為理想。此外，本地報章／雜誌（電子版），電台（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，這些發展為有志成為記者、編輯及導演／製作助理／影片剪接／工程及技術人員，提供更佳就業機會，（見附錄 4 表 4.1、表 4.2、表 4.3）。
- (ii) 科技發展以及環保意識提高，過去兩年從事報刊平面宣傳的廣告銷售／公共關係／市場推廣的僱員人數已有減少（見附錄 4、表 2.3 及表 4.7）。
- (iii) 網上發布資訊／宣傳日漸普及，令從事電子推廣或網上宣傳，並具社交網站經驗的大眾傳播業人數增加，如記者、網絡編輯、網頁製作員及網主等（見附錄 4 表 4.5）。
- (iv) 社交網站（如 Facebook、微博、Twitter 等）愈來愈流行，本地從業員須掌握網上搜尋／網站分析、社交網絡／分享平台、應用程式開發及網絡安全等方面的技能知識，善用社交媒體功能，滿足廣告客戶的喜好，配合社交網絡營銷時代的來臨（見表 2.13）。
- (v) 不少廣告業機構已聘用自由工作者，擔任美術設計員、數碼媒體設計員及網主等輔助／技術人員級職務，協助執行人員級的正稿製作員設計網頁（見附錄 4 表 4.8）。此外，在重視創意的廣告業機構中，約有 27.0%（3 819 人）僱員未滿 30 歲，流動率卻頗高（表 2.14）。

- (vi) 隨著數碼／新媒體業務擴展，加上部分職位合併或取消，大眾傳播業僱員須具備多方面技能，身兼多職（見表 2.12）。例如：記者須負責新聞製作（包括拍攝照片／影片、撰稿及擔任新聞主播）；編輯須負責戶外採訪和拍照；數碼媒體設計員及網主則須分擔網上編輯工作。

進一步轉型至知識型社會的影響

- (vii) 大眾傳播業僱主招聘人手時，態度審慎；同時，亦提高入職門檻，要求應徵者具備較佳學歷（見表 2.19 及圖 14）和相關經驗（見表 2.20）。
- (viii) 大眾傳播業機構傾向精簡人手，渴求僱員身兼多職。例如：雜誌業的廣告行政助理須負責客戶主任的工作。
- (ix) 更多廣告／公共關係／市場推廣僱員與傳媒伙伴緊密合作，舉辦宣傳性質的研討會／活動，擴大媒體平台的數目和種類，以接觸目標顧客。
- (x) 更多公司或機構的企業傳訊／公共關係／廣告／市場部屬意聘用具備跨界別經驗的新聞業人員，負責機構內的廣告／公關／市場／銷售工作（見附錄 4 表 4.9）。
- (xi) 更多本地廣告與公共關係業機構外判輔助／技術相關的工作（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、解決人手及技能不足的問題，同時減省成本。
- (xii) 市場競爭愈趨激烈以及消費者要求日高，更多設有廣告／公共關係／市場部的本地傳媒機構明白到廣告宣傳、建立品牌及機構形象的重要，亦更重視市場／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）。
- (xiii) 大眾傳播從業員須掌握多種知識技能（如普通話、多媒體的知識及應用、在中國內地的政治制度、社會和經濟發展、銷售／市場推廣策略規劃、客戶策略規劃、市場調查的應用、創新媒體的研究及應用、製作管理等），以執行不同範疇的工作（表 2.24）。能駕馭轉變或把握新機遇的從業員，一直是大眾傳播業僱主渴求的人才。

業務展望

就業趨勢

2.66 大眾傳播業繼續擴張，對投資者及求職人士一直極具吸引力；業內僱員自 2001 年的 19 617 人增至 2014 年的 37 539 人，年均複合增長率為 5.1%，詳情見表 2.34。

表 2.34 2001 年 12 月至 2014 年 1 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	2014 年 1 月	2001 年至 2005 年 (%)	2008 年至 2014 年 (%)	2001 年至 2014 年 (%)
大眾傳播業 僱員 ⁽¹⁾	19 617	18 598	23 897	28 058	32 243	34 895	37 539	5.1	7.5	5.1
包括：										
新聞業	6 749	5 793	7 603	7 828	9 885	10 511	11 554	3.0	10.2	4.2
廣告與公共關係業 ⁽²⁾	12 868	12 805	16 294	20 230	22 358	24 384	25 985	6.1	6.5	5.6

註： (1) 大眾傳播業僱員人數包括自由工作者。

(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 本港經濟表現強勁，專業界別的就業市場活躍，僱員態度仍然樂觀。因此，經季節性調整後的失業率於 2014 年第一季下降至 3.1%，較 2013 年第四季（3.2%）及第一季（3.5%）為低；就業不足率於 2014 年第一季跌至 1.2%，亦較 2013 年第四季（1.4%）及第一季（1.6%）為低（資料來源：政府統計處）。由於勞工市場緊絀，以及政府於 2011 年 5 月實施法定最低工資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，外圍環境的變數，特別是中國經濟放緩、美國聯儲局可能提早加息，以及歐元區銀行業發展受阻等，依然令人關注。

數碼／新媒體發展的影響

2.68 互聯網及流動通訊對大眾傳播業的發展日趨重要，大部分傳媒機構均設有網站，以擴闊其銷售及活動推廣途徑。本會認為大眾傳播業必須適應新媒體／社交網站（採用 Web3.0 技術）帶來的新挑戰，始能繼續發展。這些數碼／新媒體讓本地及海外用戶利用各種媒體，隨時隨地欣賞不同類型的製作。此外，數碼／新媒體亦有助流動通訊服務商提供更豐富完備的多媒體內容、促進新技術研發，並創造更多就業機會。

進一步轉型為知識型社會的影響

2.69 我們透過電視、電台、數碼／新媒體等途徑，追蹤國際大事新動態，深入分析時事；此外，還有林林總總題材廣泛的雜誌，包括專題報導，以及一般興趣與消閒等。本會認為更多廣告商會採用雜誌／新媒體，促銷客戶產品。多份區域性刊物在本港印製，反映香港在金融、貿易、媒體和通訊領域均具有舉足輕重的重要地位。

2.70 在講求創新及知識型經濟下，吸收、處理新知識及技術並應用於業務上，以創造新價值是傳媒機構維持競爭力的致勝之道。未來幾年影響大眾傳播業增長的因素，包括業務整合、新科技引進、採用更多業外服務，以及面對其他新興媒體平台的競爭。為此，大眾傳播業各門類機構均積極提升員工實力、減省成本、透過數碼／社交媒體改善與顧客的聯繫，並投放資源發展技術以創造新機遇。

新一代從業員

2.71 本會相信，大眾傳播業的年輕僱員（30 歲以下／八十年代或九十年代出生）要有積極的心態和行動，才能實現目標。因此，這些習慣使用社交媒體的年輕僱員有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、團隊合作、創意、專心工作、熱忱、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，從而增強本身實力，對公司發揮更大貢獻。見表 2.15。

內地發展的影響

2.72 國家「十二五規劃」重點之一，是全面提高內地信息水平，包括電子商業、物流及雲端運算；此舉為本地大眾傳播業提供多方面的發展機會。有助創造商機的具體措施包括：於 2013 年 8 月簽署的《內地與香港關於建立更緊密經貿關係的安排》（CEPA）補充協議十，提供合共 73 項服務貿易開放和便利貿易投資的措施。根據協議，香港的服務供應商可獲優惠待遇，進入內地服務業市場。本港的設施完善，擁有人才，擅於項目管理及推行，具有傳媒相關的廣告／銷售／公關／市場推廣工作的知識經驗；有嚴謹的法規保護知識產權並切實執行；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。

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，並加強與本地廣告及公關公司的合作。本地廣告與公共關係業具充分優勢，既能協助內地公司打入海外市場，也能協助海外公司進軍內地。此外，預期本地廣告與公關公司將加速整合業務資源，並加強同業合作，善用 CEPA 為香港打開大門的商機，開拓業務。相信這些發展將能刺激本地的專業公關服務和廣告市場。為開展內地的業務項目和投資管理，本地從業員應學習與中國相關的技能與知識，如在中國內地的政治制度、社會和經濟發展，以及行業常規等。

第三章

建 議

每年額外培訓需求

3.1 本報告的調查結果反映大眾傳播業在 2014 年 1 月時的人力狀況。然而，現時環球金融市場前景不明朗，或會影響大眾傳播業的人力需求。讀者參閱本報告的人力數據以及預測時須多加留意。

3.2 根據每年平均人力增長預測，人力流失的推算比率（見 2.57 段，表 2.30）、以及行業近期的發展和業界人士經驗，本會就大眾傳播業 2014 年至 2018 年每年的額外培訓需求，分別按新聞業、廣告及公共關係業各職級推算如下，詳見表 3.1：

表 3.1 大眾傳播業僱員 2014 年至 2018 年
預計每年額外培訓需求
(按行業及職級計算)

職級	預計 每年額外培訓需求 (%)*	
新聞業		
經理	30	(3.6)
主任	76	(9.3)
編採／製作	522	(63.5)
輔助／技術人員	194	(23.6)
小計	822	(100.0)
廣告與公共關係業 ⁺		
經理	274	(13.2)
主任	484	(23.3)
執行人員	1 074	(51.7)
輔助／技術人員	247	(11.9)
小計	2 078	(100.0)
總計	2 900	

+ 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。

* 各行業各職務 2014 年至 2018 年每年額外培訓需求乃按 2015 年 1 月額外所需人力的比率而估計。

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

社交媒體與流動通訊

3.3 香港已由 Web 2.0 步入 Web 3.0 年代。手機應用程式融入日常生活，全球流動市場迅速發展。這強大平台結合高度互動的社交媒體，有助企業品牌隨時隨地吸引並留住顧客。社交媒體隨著流動電話愈趨普及，本會建議大眾傳播從業員，應善用機會提升本身技能，接受更多有關數碼／新媒體新趨勢的培訓和吸收經驗（如：社交網絡平台、網上搜尋、研發應用程式、網上保安、網站分析、分享平台等）（見第 2.26 段，表 2.13），了解手機商貿的運作，以此推廣服務和產品，接觸全球市場。

媒體與資訊素養

3.4 香港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，資訊的接收、製作和傳送均十分重要。隨著資訊及通訊科技發展愈趨成熟，不同來源的資訊激增。資料新聞學、新聞策展及社交媒體營銷的發展改變了傳媒面貌。本地從業員正面對更複雜的媒體及資訊環境，他們需具備卓越的技能，以評估、篩選、分析、運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，以助年輕從業員的專業發展。是次調查中約有 60.0% 的業界僱主表示這方面的培訓「有些重要」（見附錄 8）。

CEPA 的落實

3.5 新通訊科技的發展、經濟全球化、知識型社會的推進、落實《內地與香港關於建立更緊密經貿關係的安排》（CEPA）、中國內地經濟發展迅速等因素，為大眾傳播業提供廣闊的業務發展空間。大眾傳播業僱員的角色轉變，需要掌握多種才幹，例如：語言能力（包括普通話）、多媒體的知識及應用、認識在中國內地的政治制度、社會和經濟發展、銷售／市場推廣策略規劃、客戶策略規劃、市場調查的應用、創新媒體的研究及應用、以及製作管理等。這類培訓需求將會大增（見第 2.45 段，表 2.24）。

新一代從業員

高層管理人員的培訓

3.6 年輕一代的大眾傳播業僱員較為自我中心，重視工作與生活平衡，講求生活質素和工作滿足感。相比之下，他們的僱主或上司則較為重視工作勤奮，故此本會建議僱主應了解年輕僱員的處事態度和行為表現上的不同，設法消除代溝問題（可參與相關的科技及管理研習班或課程）。此外，僱主亦可安排具相關工作經驗及管理技巧的人員擔任工作導師，透過在職培訓指導年輕僱員。

挽留現有大眾傳播業僱員（包括年輕從業員）

3.7 本會發現 85.3% 僱主認為，增加薪金是挽留現有僱員（包括 30 歲以下的僱員）的最有效的方法，其次是縮短工作時間（25.7%）、增加工作自主權（24.4%）、提升工作滿意度（14.2%）。多位僱主表示公司未有投放足夠資源於人力培訓和發展、建立溝通渠道、建立正面的機構形象／文化（附錄 7）。本會認為，僱主應了解工作的主要推動力所在（如動力誘因、師友輔導、挽留人才方法、以及科技培訓等）。僱主可考慮給予現有僱員某種程度的自主，鼓勵他們帶領專責小組，推動工作成果，以提高工作上的滿足感。

3.8 本會認為，在經濟情況有所改善下，僱主宜重新投放資源培訓僱員，以挽留人才，對公司以至整體大眾傳播業的持續發展均有裨益。本會建議僱主應向在職僱員提供內部培訓或給予津貼，或有薪假期以接受外間培訓等。

教育及培訓機構的角色

本地教育院校

3.9 本會認為大眾傳播課程畢業生宜接受深入的培訓，範疇包括：大眾傳播技巧（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）；有關中國的認識（在中國內地的政治制度、社會和經濟發展）；通用技能（如通識智慧、批判思考、商業心態、專業操守、溝通技巧），以建立專業地位。此外，較為資深的從業人士亦可傳授經驗以扶掖新晉。

3.10 為配合業界對僱員的學歷要求（77.5% 的僱員宜持有文憑或以上學歷），本會建議本地院校可開辦更多學位與副學位課程，鼓勵更多中學畢業生升讀大專時選擇大眾傳播課程（2.38 段，圖 14）。同時鼓勵僱主多聘用這類課程的畢業生，透過提供內部或外間訓練提高他們的技能，維持公司的競爭力（2.48 段，表 2.26）。

跨境行業考察

3.11 面對未來的挑戰與機遇，包括本港與內地經濟進一步融合，本會建議本地與內地業界定期舉辦跨境考察，交流專業知識與經驗。交流範圍包括：管理技能（包括製作、市場推廣、策略規劃、項目管理、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），預期這些範疇的培訓需求將會增加，詳見附錄 12。本地教育培訓院校宜為從業員開辦短期課程／研討會或夜間課程，可用課堂或網上授課模式，幫助他們終身學習，掌握上述技能。

學生實習培訓計劃

3.12 實習培訓有助學生汲取相關工作經驗，故此實習計劃在大眾傳播學課程中需求殷切。僱主在招聘僱員時，遇到的主要困難是應徵者缺乏相關經驗與技能／專業知識，本會建議可與內地機構／院校合作向大眾傳播學科的學生提供實習機會，憑藉本土大專院校／香港知專設計學院／香港專業教育學院，與及專業團體／行業組織之間的強大聯繫，安排實習培訓，可為學生提供寶貴的學習機會，取得實務工作體驗，加強技能，提升日後的受聘機會。本會建議僱主、專業團體／行業組織和政府應鼎力支持這類計劃。

VTC 外間培訓課程

3.13 新媒體科技和環境瞬息萬變，促使在職從業員（包括高層管理人員）不斷提升技能。為此，本會一直與不同的教育院校、行業組織和專業團體合辦短期課程或研討會，幫助他們掌握所需技能，以勝任工作。本會相信，VTC 的外間培訓課程是靈活且具成本效益的途徑，協助從業員提升技術才幹和發揮貢獻。

3.14 本會建議相關的行業組織和專業團體，可利用現有的網上學習平台設計培訓計劃和方案（包括通用能力及可轉移技能等），加強年輕從業員的全人發展，配合業界的趨勢並回應在職培訓的要求（例如持續專業發展的時數）。

VTC 與外界專家合作

3.15 為協助從業員達到業界要求，以勝任大眾傳播的工作，本會建議 VTC 應繼續與業界機構、行業組織及專業團體合作，為不同程度人士開辦資歷認可課程，協助他們完成培訓後取得專業資歷。本會認為這類在職培訓課程或研討會應繼續開辦，重點主要放在先進科技、管理技巧及行業典範趨勢。

3.16 為提升培訓質素，滿足業界需求，本會將與不同國家或地區的業界專家、教育院校或專業學會合作，結合各方資源，透過 VTC 的外間培訓課程或研討會，為大眾傳播從業員提供培訓。

VTC 新科技培訓計劃

3.17 VTC 的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」。就這項計劃下，新科技（包括數碼媒體科技）是指未在香港廣泛應用的科技，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，鼓勵他們的員工學習有助業務發展的新技術，有關資助會以培訓津貼形式發放，金額最高可達培訓總成本的 50%。本地僱主如有意引進新科技作為工商用途，均可申請此計劃的培訓津貼。

未來人力調查

3.18 大眾傳播業發展迅速，受到推陳出新的科技、產品以至服務所影響。因此，本會認為應繼續進行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 June 2014)

Chairlady:

Ms MA Kin-san, Bianca (ad personam)

Members:

Mr CHAN Kai-to, Rico	(nominated by an On-line Media)
Ms CHEUNG Yat-sum, Maria	(nominated by the Hong Kong Public Relations Professionals' Association Limited)
Ms CHIU Lai-yu, Bonnie	(nominated by a Local Tertiary Institution)
Mr CHIU Wai-piu	(nominated by the Hong Kong Federation of Journalists)
Mr DAI Chi-kit	(nominated by a Local Newspaper)
Dr FU King-wa	(nominated by a Local Tertiary Institution)
Mr KAM Woon-ting, Keith	(nominated by the Newspaper Society of Hong Kong)
Mr Ross LAI	(nominated by the Public Relations Association of Hong Kong)
Dr LAM Wun-sum, Sam	(nominated by a Local Tertiary Institution)
Mr LEE Chi-hang, Terence	(nominated by the Hong Kong Advertisers Association)
Mr LEUNG Kam-hung, Stanley	(nominated by the Hong Kong Journalists Association)
Mr POON Siu-kuen	(ad personam)
Mr SO Kai-chi, Edgar	(nominated by a Pay TV Station)
Ms TAM Jing-kiu, Simone	(nominated by the Association of Accredited Advertising Agencies of Hong Kong)

Mr TUNG Siu-ho, Terence	(nominated by a Local Magazine Organization)
Prof WONG Chun-tung, David	(nominated by a Local Tertiary Institution)
Mr WONG Wing-hang	(nominated by a Radio Broadcasting Company)
Mr YEUNG Kin-hing	(nominated by the Hong Kong News Executives' Association)
Mr YU Kin-wah, Patrick	(nominated by the Hong Kong Independent Advertising Agencies Association)
Mr YUEN Chi-wai	(nominated by a Television Broadcasting Company)
Ms IP Kit-ying, Jean	(representing the Director of Information Services)
Mr MA Man-king, Patrick	(representing the Director of Broadcasting)
Ms CHUNG Chi-ching, Leah	(representing the Executive Director of the Vocational Training Council)

In Attendance:

Mr MAU Kim-fai, Ben	(representing the Hong Kong Design Institute)
Ms TAM Sau-wah, Teresa	(representing the Hong Kong Institute of Vocational Education)
Ms HO Yuk-fa, Flora	(Vocational Training Council)

Secretary:

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

Working Party on 2014 Manpower Survey of the Mass Communication Industry **(As in June 2014)**

Convener:

Ms MA Kin-san, Bianca (ad personam)

Members:

Mr CHAN Kai-to, Rico	(nominated by an On-line Media)
Ms CHEUNG Yat-sum, Maria	(nominated by the Hong Kong Public Relations Professionals' Association Limited)
Mr DAI Chi-kit	(nominated by a Local Newspaper)
Dr FU King-wa	(nominated by a Local Tertiary Institution)
Mr KAM Woon-ting, Keith	(nominated by the Newspaper Society of Hong Kong)
Mr Ross LAI	(nominated by the Public Relations Association of Hong Kong)
Mr LEUNG Kam-hung, Stanley	(nominated by the Hong Kong Journalists Association)
Mr SO Kai-chi, Edgar	(nominated by a Pay TV Station)
Ms TAM Jing-kiu, Simone	(nominated by the Association of Accredited Advertising Agencies of Hong Kong)
Mr TUNG Siu-ho, Terence	(nominated by a Local Magazine Organization)
Mr YUEN Chi-wai	(nominated by a Television Broadcasting Company)
Ms IP Kit-ying, Jean	(representing the Director of Information Services)
Ms CHUNG Chi-ching, Leah	(representing the Executive Director of the Vocational Training Council)
Mr MAU Kim-fai, Ben	(representing the Hong Kong Design Institute)
Ms TAM Sau-wah, Teresa	(representing the Hong Kong Institute of Vocational Education)

Co-opted Member:

Dr LEE Yuet-lin, Alice

(Hong Kong Baptist University)

In Attendance:

Mr CHAN Chi-hung, Dickson

(Census and Statistics Department)

Ms HO Yuk-fa, Flora

(Vocational Training Council)

Secretary:

Mr SUEN Gar-yun, Garry

(Vocational Training Council)

大眾傳播業訓練委員會
委員名單

(2014 年 6 月)

主席：

馬健生女士 (獨立人士)

委員：

陳啓滔先生 (某網上傳媒提名)
張一心女士 (香港公共關係專業人員協會提名)
趙麗如女士 (某本地大專院校提名)
焦惠標先生 (香港新聞工作者聯會提名)
戴子傑先生 (某本地報社提名)
傅景華博士 (某本地大專院校提名)
甘煥騰先生 (香港報業公會提名)
賴嘉年先生 (香港公共關係學會提名)
林援森博士 (某本地大專院校提名)
李志恒先生 (香港廣告客戶協會提名)
梁錦雄先生 (香港記者協會提名)
潘少權先生 (獨立人士)
蘇啟智先生 (某收費電視台提名)
譚靖橋女士 (香港廣告商會提名)
董小可先生 (某本地雜誌機構提名)
黃俊東教授 (某本地大專院校提名)
黃永亨先生 (某間商業電台提名)
楊健興先生 (香港新聞行政人員協會提名)
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)
葉潔英女士	(政府新聞處處長代表)
馬文敬先生	(廣播處處長代表)
鍾智晶女士	(職業訓練局執行幹事代表)

列席者：

繆劍輝先生	(香港知專設計學院代表)
譚秀華女士	(香港專業教育學院代表)
何玉花女士	(職業訓練局)

秘書：

孫嘉恩先生	(職業訓練局)
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**大眾傳播業 2014 年
人力調查工作小組**

委員名單
(2014 年 6 月)

召集人：

馬健生女士 (獨立人士)

委員：

陳啓滔先生	(某網上傳媒提名)
張一心女士	(香港公共關係專業人員協會提名)
戴子傑先生	(某本地報社提名)
傅景華博士	(某本地大專院校提名)
甘煥騰先生	(香港報業公會提名)
賴嘉年先生	(香港公共關係學會提名)
梁錦雄先生	(香港記者協會提名)
蘇啟智先生	(某收費電視台提名)
譚靖橋女士	(香港廣告商會提名)
董小可先生	(某本地雜誌機構提名)
袁志偉先生	(某間電視廣播公司提名)
葉潔英女士	(政府新聞處處長代表)
鍾智晶女士	(職業訓練局執行幹事代表)
繆劍輝先生	(香港知專設計學院代表)
譚秀華女士	(香港專業教育學院代表)

增選委員：

李月蓮博士

(香港浸會大學)

列席者：

陳志雄先生

(政府統計處)

何玉花女士

(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。

Headquarters Division 2 總辦事處二科
6F, 20A Tsing Yi Road, Tsing Yi Island, New Territories, Hong Kong
香港新界青衣島青衣路20A號6樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號 MC/4/2 (2014)

Your Reference 來函檔號



27th December 2013

Dear Sir/Madam,

2014 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 7th January 2014 to 6th February 2014. 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 2014 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 8301.

Yours faithfully,

A handwritten signature in black ink that reads "Bianca Ma". The signature is written in a cursive, flowing style.

(Ms MA Kin-san, Bianca)
Chair lady
Mass Communications Training Board

Headquarters Division 2 總辦事處二科
6F, 20A Tsing Yi Road, Tsing Yi Island, New Territories, Hong Kong
香港新界青衣島青衣路20A號6樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號 MC/4/2 (2014)

Your Reference 來函檔號



執事先生／女士：

大眾傳播業
二〇一四年人力調查

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，將於二〇一四年一月七日至二〇一四年二月六日期間，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>）；而二〇一四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 8301 與政府統計處人力統計組聯絡。



大眾傳播業訓練委員會主席
馬健生

二〇一三年十二月二十七日

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 2014 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY

大眾傳播業二〇一四年人力調查

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

For Official Use Only 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: _____
公司名稱

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

ADDRESS: _____
地址

PRINCIPAL LINE OF BUSINESS: _____
主要業務

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

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

28 47

POSITION: _____
職位

TEL. NO.: _____ - _____
電話

48 55 56 63

FAX NO.: _____
圖文傳真

E-MAIL: _____
電郵

64 98

PART I 第一部份

(A) Principal Job 主要職務			(B) Average Monthly Income 每月 平均 收入	(C) No. of Employees as at 7.1.2014 (Excl. Freelancers [#]) 在2014年 1月7日的 僱員人數 (不包括自由 工作者 [#])	(D) No. of Freelancers [#] as at 7.1.2014 在2014年 1月7日的 自由工作者 [#] 人數	(E) No. of Vacancies as at 7.1.2014 在2014年 1月7日的 空缺額	(F) Forecast No. of Employees as at January 2015 (Incl. Freelancers [#]) 預計在2015年1月 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	Enter in column (B) employee's average monthly income range code as follows: 請將僱員每月平均收入幅度按下列 編號填入 (B) 欄內：
Job Title 職稱 (Refer to Appendix C) (參閱附錄C)			Rec. Type	Job Code 職位編號	Code 編號					Average Monthly Income Range 每月平均收入幅度
										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 (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/Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑
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 engaged 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 2014 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY

大眾傳播業二〇一四年人力調查

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：

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此欄毋須填寫

Est. No. _____

Er. No. _____

<u>Job Level</u> ⁽¹⁾ 職級 ⁽¹⁾	<u>Leaving</u> 離職	<u>Sources of Recruitment</u> 新聘僱員的來源		<u>Promotion</u> 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	<div><div></div><div></div><div></div><div></div></div> 8	<div><div></div><div></div><div></div><div></div></div> 11	<div><div></div><div></div><div></div><div></div></div> 14	<div><div></div><div></div><div></div><div></div></div> 17
(b) Supervisory 主任級	<div><div></div><div></div><div></div><div></div></div> 19	<div><div></div><div></div><div></div><div></div></div> 22	<div><div></div><div></div><div></div><div></div></div> 25	<div><div></div><div></div><div></div><div></div></div> 28
(c) Editorial/Production/ Executorial 編採／製作／執行人員級	<div><div></div><div></div><div></div><div></div></div> 30	<div><div></div><div></div><div></div><div></div></div> 33	<div><div></div><div></div><div></div><div></div></div> 36	<div><div></div><div></div><div></div><div></div></div> 39
(d) Supporting/Technical 輔助／技術人員級	<div><div></div><div></div><div></div><div></div></div> 41	<div><div></div><div></div><div></div><div></div></div> 44	<div><div></div><div></div><div></div><div></div></div> 47	<div><div></div><div></div><div></div><div></div></div> 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况

- (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。

**Number of Local MC Employees Deployed/Recruited
to Work Major for the Website or New Media**

(As at 7.1.2014)

在2014年1月7日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

Job Level ⁽¹⁾

職級 ⁽¹⁾

- (i) Managerial
經理級

6	0		

- (ii) Supervisory
主任級

6	3		

- (iii) Editorial/Production/Executorial
編採／製作／執行人員級

6	6		

- (iv) Supporting/Technical
輔助／技術人員級

6	9		

- (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？

7	2			

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	2(a)
7	6

	2(b)
7	7

	2(c)
7	8

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	<input type="text"/>	79
(ii) Web monitoring and surveillance 網絡監測及監督	<input type="text"/>	80
(iii) Web searching 網上搜尋	<input type="text"/>	81
(iv) Web analytics 網站分析	<input type="text"/>	82
(v) Web security 網絡安全	<input type="text"/>	83
(vi) Search engine optimisation 搜尋引擎優化	<input type="text"/>	84
(vii) Curation ⁽²⁾ 策展 ⁽²⁾	<input type="text"/>	85
(viii) Microblogging 微博	<input type="text"/>	86
(ix) Social networking platform (e.g. Facebook, Twitter) 社交網絡平台	<input type="text"/>	87
(x) Sharing platform (e.g. YouTube) 分享平台	<input type="text"/>	88
(xi) QR code ⁽³⁾ QR碼 ⁽³⁾	<input type="text"/>	89
(xii) Cloud computing 雲端運算	<input type="text"/>	90
(xiii) Others (Please Specify) _____ 其他 (請註明)	<input type="text"/>	91

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此欄毋須填寫

92

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

Notes: (2) Curation means to collect, organise and present a larger source of data and information in a coherent way.

註： (2) 策展工作包括收集、整理及展示大量連貫的數據及資訊。

(3) 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.

(3) 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 effective 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有效方法。

(可選取最多三項)

- | | |
|---|---------------------------------|
| (i) Salary increment
增加薪金 | <input type="checkbox"/>
93 |
| (ii) Shortening working hours
縮短工作時間 | <input type="checkbox"/>
94 |
| (iii) More paid leave
更多有薪休假 | <input type="checkbox"/>
95 |
| (iv) Providing job rotation
提供職務輪換 | <input type="checkbox"/>
96 |
| (v) Internal promotion/career development
內部晉升／事業發展 | <input type="checkbox"/>
97 |
| (vi) Enhancing job satisfaction
提升工作滿意度 | <input type="checkbox"/>
98 |
| (vii) Increasing job autonomy
增加工作自主權 | <input type="checkbox"/>
99 |
| (viii) Providing/Supporting manpower training and development in skills
提供／資助技能培訓和發展 | <input type="checkbox"/>
100 |
| (ix) More communications and enhancing the sense of belonging with existing staff
加強與現職僱員溝通，增強他們的歸屬感 | <input type="checkbox"/>
101 |
| (x) Positive image on company profile/culture
建立正面的機構形象／文化 | <input type="checkbox"/>
102 |
| (xi) Others (Please Specify) _____
其他 (請註明) | <input type="checkbox"/>
103 |

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此欄毋須填寫

☐
104

Accomplishments of the Young MC Employees

年輕大眾傳播業僱員的素養

(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。

--	--	--	--

105

(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 | <input type="text"/> | 109 |
| (ii) Team work
團隊合作 | <input type="text"/> | 110 |
| (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) | <input type="text"/> | 111 |
| (iv) Interpersonal communication skills
人際溝通技巧 | <input type="text"/> | 112 |
| (v) Emotional management
情緒管理 | <input type="text"/> | 113 |
| (vi) Etiquette
禮儀 | <input type="text"/> | 114 |
| (vii) Protection of privacy
保障私隱 | <input type="text"/> | 115 |
| (viii) Punctuality
守時 | <input type="text"/> | 116 |
| (ix) Concentration on work
專心工作 | <input type="text"/> | 117 |
| (x) Creativity
創意 | <input type="text"/> | 118 |
| (xi) Passion
熱誠 | <input type="text"/> | 119 |
| (xii) Degree of loyalty
忠誠度 | <input type="text"/> | 120 |
| (xiii) Media and information literacy
媒體與資訊素養 | <input type="text"/> | 121 |
| (xiv) Others (Please Specify) _____
其他(請註明) | <input type="text"/> | 122 |

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此欄毋須填寫

5(a)
123

5(b)
124

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/ Executorial 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	<input type="checkbox"/> 125	<input type="checkbox"/> 126	<input type="checkbox"/> 127	<input type="checkbox"/> 128
102	Production management 製作管理	<input type="checkbox"/> 129	<input type="checkbox"/> 130	<input type="checkbox"/> 131	<input type="checkbox"/> 132
103	Marketing management 市場管理	<input type="checkbox"/> 133	<input type="checkbox"/> 134	<input type="checkbox"/> 135	<input type="checkbox"/> 136
104	Human resources management 人力資源管理	<input type="checkbox"/> 137	<input type="checkbox"/> 138	<input type="checkbox"/> 139	<input type="checkbox"/> 140
105	Financial management 財務管理	<input type="checkbox"/> 141	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="checkbox"/> 144
106	Strategic planning management 策略計劃管理	<input type="checkbox"/> 145	<input type="checkbox"/> 146	<input type="checkbox"/> 147	<input type="checkbox"/> 148
107	Crisis management 危機管理	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="checkbox"/> 151	<input type="checkbox"/> 152
108	Self-management 自我管理	<input type="checkbox"/> 153	<input type="checkbox"/> 154	<input type="checkbox"/> 155	<input type="checkbox"/> 156
109	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 157	<input type="checkbox"/> 158	<input type="checkbox"/> 159	<input type="checkbox"/> 160
For official use only 此欄毋須填寫		<input type="checkbox"/> 161	<input type="checkbox"/> 162	<input type="checkbox"/> 163	<input type="checkbox"/> 164

China-related Knowledge 有關中國的知識					
201	Political system, social and economic development in the mainland of China 在中國大陸的政治制度、社會和經濟發展	<input type="checkbox"/> 165	<input type="checkbox"/> 166	<input type="checkbox"/> 167	<input type="checkbox"/> 168
202	Industry practices in the mainland of China 在中國大陸的行業常規	<input type="checkbox"/> 169	<input type="checkbox"/> 170	<input type="checkbox"/> 171	<input type="checkbox"/> 172
203	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 173	<input type="checkbox"/> 174	<input type="checkbox"/> 175	<input type="checkbox"/> 176
For official use only 此欄毋須填寫		<input type="checkbox"/> 177	<input type="checkbox"/> 178	<input type="checkbox"/> 179	<input type="checkbox"/> 180

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
<u>Language Skills</u> 語文技能					
301	Spoken English 英語會話	<input type="checkbox"/> 181	<input type="checkbox"/> 182	<input type="checkbox"/> 183	<input type="checkbox"/> 184
302	Putonghua 普通話	<input type="checkbox"/> 185	<input type="checkbox"/> 186	<input type="checkbox"/> 187	<input type="checkbox"/> 188
303	Written English 英文書寫能力	<input type="checkbox"/> 189	<input type="checkbox"/> 190	<input type="checkbox"/> 191	<input type="checkbox"/> 192
304	Written Chinese 中文書寫能力	<input type="checkbox"/> 193	<input type="checkbox"/> 194	<input type="checkbox"/> 195	<input type="checkbox"/> 196
305	Translation 翻譯	<input type="checkbox"/> 197	<input type="checkbox"/> 198	<input type="checkbox"/> 199	<input type="checkbox"/> 200
306	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 201	<input type="checkbox"/> 202	<input type="checkbox"/> 203	<input type="checkbox"/> 204
For official use only 此欄毋須填寫		<input type="checkbox"/> 205	<input type="checkbox"/> 206	<input type="checkbox"/> 207	<input type="checkbox"/> 208

<u>Innovative Media Technology (Journalism Sector)</u> 創新媒體科技（新聞業）					
401	Innovative media technology products 創新媒體科技產品	<input type="checkbox"/> 209	<input type="checkbox"/> 210	<input type="checkbox"/> 211	<input type="checkbox"/> 212
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）	<input type="checkbox"/> 213	<input type="checkbox"/> 214	<input type="checkbox"/> 215	<input type="checkbox"/> 216
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）	<input type="checkbox"/> 217	<input type="checkbox"/> 218	<input type="checkbox"/> 219	<input type="checkbox"/> 220
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	<input type="checkbox"/> 221	<input type="checkbox"/> 222	<input type="checkbox"/> 223	<input type="checkbox"/> 224
405	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 225	<input type="checkbox"/> 226	<input type="checkbox"/> 227	<input type="checkbox"/> 228
For official use only 此欄毋須填寫		<input type="checkbox"/> 229	<input type="checkbox"/> 230	<input type="checkbox"/> 231	<input type="checkbox"/> 232

		<u>Job Level ⁽¹⁾</u>			
		<u>職級 ⁽¹⁾</u>			
				Editorial/ Production/ <u>Executional</u>	Supporting/ <u>Technical</u>
<u>Code</u>	<u>Type of Skills/Knowledge</u>	<u>Managerial</u>	<u>Supervisory</u>	編採／製作／ 執行人員級	輔助／技術 人員級
<u>編號</u>	技能／知識的類別	經理級	主任級		
Innovative Media Technology					
<u>(Advertising and Public Relations Sector)</u>					
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	<input type="checkbox"/> 233	<input type="checkbox"/> 234	<input type="checkbox"/> 235	<input type="checkbox"/> 236
502	Market research applications 市場調查的應用	<input type="checkbox"/> 237	<input type="checkbox"/> 238	<input type="checkbox"/> 239	<input type="checkbox"/> 240
503	Consumer database management 客戶資料庫管理	<input type="checkbox"/> 241	<input type="checkbox"/> 242	<input type="checkbox"/> 243	<input type="checkbox"/> 244
504	Innovative media research and applications 創新媒體的研究及應用	<input type="checkbox"/> 245	<input type="checkbox"/> 246	<input type="checkbox"/> 247	<input type="checkbox"/> 248
505	Multimedia knowledge and applications 多媒體的知識及應用	<input type="checkbox"/> 249	<input type="checkbox"/> 250	<input type="checkbox"/> 251	<input type="checkbox"/> 252
506	Social media marketing 社交媒體營銷	<input type="checkbox"/> 253	<input type="checkbox"/> 254	<input type="checkbox"/> 255	<input type="checkbox"/> 256
507	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 257	<input type="checkbox"/> 258	<input type="checkbox"/> 259	<input type="checkbox"/> 260
<u>For official use only</u>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
此欄毋須填寫		261	262	263	264

Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）					
601	Reporting and editing skills 編採技巧	<input type="checkbox"/> 265	<input type="checkbox"/> 266	<input type="checkbox"/> 267	<input type="checkbox"/> 268
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	<input type="checkbox"/> 269	<input type="checkbox"/> 270	<input type="checkbox"/> 271	<input type="checkbox"/> 272
603	Media law and ethics 傳媒法規與操守	<input type="checkbox"/> 273	<input type="checkbox"/> 274	<input type="checkbox"/> 275	<input type="checkbox"/> 276
604	Intellectual property and copyright law 知識產權及版權法	<input type="checkbox"/> 277	<input type="checkbox"/> 278	<input type="checkbox"/> 279	<input type="checkbox"/> 280
605	Strategic news planning 新聞規劃	<input type="checkbox"/> 281	<input type="checkbox"/> 282	<input type="checkbox"/> 283	<input type="checkbox"/> 284
606	Integration of the Internet with journalism 互聯網與新聞的結合	<input type="checkbox"/> 285	<input type="checkbox"/> 286	<input type="checkbox"/> 287	<input type="checkbox"/> 288
607	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	<input type="checkbox"/> 289	<input type="checkbox"/> 290	<input type="checkbox"/> 291	<input type="checkbox"/> 292
608	Audience research 受眾調查	<input type="checkbox"/> 293	<input type="checkbox"/> 294	<input type="checkbox"/> 295	<input type="checkbox"/> 296
609	Multi-tasking skills 一身多職的能力	<input type="checkbox"/> 297	<input type="checkbox"/> 298	<input type="checkbox"/> 299	<input type="checkbox"/> 300
610	Global vision/cultural-setting skill 國際視野／文化交流技巧	<input type="checkbox"/> 301	<input type="checkbox"/> 302	<input type="checkbox"/> 303	<input type="checkbox"/> 304

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 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
611	News curation 新聞策展	<input type="checkbox"/> 305	<input type="checkbox"/> 306	<input type="checkbox"/> 307	<input type="checkbox"/> 308
612	Data analysis 數據分析	<input type="checkbox"/> 309	<input type="checkbox"/> 310	<input type="checkbox"/> 311	<input type="checkbox"/> 312
613	Trends and changes of the financial market 金融市場之趨勢及變化	<input type="checkbox"/> 313	<input type="checkbox"/> 314	<input type="checkbox"/> 315	<input type="checkbox"/> 316
614	Social media applications 社交媒體的應用	<input type="checkbox"/> 317	<input type="checkbox"/> 318	<input type="checkbox"/> 319	<input type="checkbox"/> 320
615	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 321	<input type="checkbox"/> 322	<input type="checkbox"/> 323	<input type="checkbox"/> 324
For official use only 此欄毋須填寫		<input type="checkbox"/> 325	<input type="checkbox"/> 326	<input type="checkbox"/> 327	<input type="checkbox"/> 328

**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	<input type="checkbox"/> 329	<input type="checkbox"/> 330	<input type="checkbox"/> 331	<input type="checkbox"/> 332
702	Sales/marketing strategic planning 銷售／市場推廣策略規劃	<input type="checkbox"/> 333	<input type="checkbox"/> 334	<input type="checkbox"/> 335	<input type="checkbox"/> 336
703	Media planning and market research 傳媒規劃及市場研究	<input type="checkbox"/> 337	<input type="checkbox"/> 338	<input type="checkbox"/> 339	<input type="checkbox"/> 340
704	Creativity and cultural insights 對創意及文化的瞭解	<input type="checkbox"/> 341	<input type="checkbox"/> 342	<input type="checkbox"/> 343	<input type="checkbox"/> 344
705	PR consultation/presentation skills 公關的諮詢／表達技巧	<input type="checkbox"/> 345	<input type="checkbox"/> 346	<input type="checkbox"/> 347	<input type="checkbox"/> 348
706	Project management 項目管理	<input type="checkbox"/> 349	<input type="checkbox"/> 350	<input type="checkbox"/> 351	<input type="checkbox"/> 352
707	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 353	<input type="checkbox"/> 354	<input type="checkbox"/> 355	<input type="checkbox"/> 356
For official use only 此欄毋須填寫		<input type="checkbox"/> 357	<input type="checkbox"/> 358	<input type="checkbox"/> 359	<input type="checkbox"/> 360

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	<div><div></div><div></div><div></div><div></div></div> 361	<div><div></div><div></div><div></div><div></div></div> 365	<div><div></div><div></div><div></div><div></div></div> 369	<div><div></div><div></div><div></div><div></div></div> 373
(b) China-related Knowledge 有關中國的知識	<div><div></div><div></div><div></div><div></div></div> 377	<div><div></div><div></div><div></div><div></div></div> 381	<div><div></div><div></div><div></div><div></div></div> 385	<div><div></div><div></div><div></div><div></div></div> 389
(c) Language Skills 語文技能	<div><div></div><div></div><div></div><div></div></div> 393	<div><div></div><div></div><div></div><div></div></div> 397	<div><div></div><div></div><div></div><div></div></div> 401	<div><div></div><div></div><div></div><div></div></div> 405
(d) Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）	<div><div></div><div></div><div></div><div></div></div> 409	<div><div></div><div></div><div></div><div></div></div> 413	<div><div></div><div></div><div></div><div></div></div> 417	<div><div></div><div></div><div></div><div></div></div> 421
(e) Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）	<div><div></div><div></div><div></div><div></div></div> 425	<div><div></div><div></div><div></div><div></div></div> 429	<div><div></div><div></div><div></div><div></div></div> 433	<div><div></div><div></div><div></div><div></div></div> 437
(f) Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	<div><div></div><div></div><div></div><div></div></div> 441	<div><div></div><div></div><div></div><div></div></div> 445	<div><div></div><div></div><div></div><div></div></div> 449	<div><div></div><div></div><div></div><div></div></div> 453
(g) Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	<div><div></div><div></div><div></div><div></div></div> 457	<div><div></div><div></div><div></div><div></div></div> 461	<div><div></div><div></div><div></div><div></div></div> 465	<div><div></div><div></div><div></div><div></div></div> 469
(h) Others (Please Specify) 其他（請註明）	<div><div></div><div></div><div></div><div></div></div> 473	<div><div></div><div></div><div></div><div></div></div> 477	<div><div></div><div></div><div></div><div></div></div> 481	<div><div></div><div></div><div></div><div></div></div> 485

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489

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End of questionnaire. Thank you for your co-operation.

問卷完，多謝合作。

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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 2014 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY

大眾傳播業二〇一四年人力調查

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: ☐ (81) Corporate Communications ☐ (82) Public Relations ☐ (83) Advertising ☐ (84) Marketing ☐ None of Above
設立部門包括 企業傳訊 公共關係 廣告 市場 全無上述部門

NAME OF PERSON TO CONTACT: _____ POSITION: _____
聯絡人姓名 職 位

TEL. NO.: _____ - _____ FAX NO.: _____
電話 48 55 56 63 圖文傳真

E-MAIL: _____
電郵 64 98

PART I 第一部份

(A) Principal Job 主要職務			(B) Average Monthly Income 每月 平均 收入	(C) No. of Employees as at 7.1.2014 (Excl. Freelancers [#]) 在2014年 1月7日的 僱員人數 (不包括自由 工作者 [#])	(D) No. of Freelancers [#] as at 7.1.2014 在2014年 1月7日的 自由工作者 [#] 人數	(E) No. of Vacancies as at 7.1.2014 在2014年 1月7日的 空缺額	(F) Forecast No. of Employees as at January 2015 (Incl. Freelancers [#]) 預計在2015年1月 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	Enter in column (B) employee's average monthly income range code as follows: 請將僱員每月平均收入幅度按下列 編號填入 (B) 欄內 :
Job Title 職稱 (Refer to Appendix C) (參閱附錄C)			Rec. Type	Job Code 職位編號	Code 編號					Average Monthly Income Range 每月平均收入幅度
										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 (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/Hong Kong Diploma of Secondary Education 大學預科/香港中學文憑
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 engaged 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 2014 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY

大眾傳播業二〇一四年人力調查

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：

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Est. No. _____

Er. No. _____

<u>Job Level</u> ⁽¹⁾ 職級 ⁽¹⁾	<u>Leaving</u> 離職	<u>Sources of Recruitment</u> 新聘僱員的來源		<u>Promotion</u> 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	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 8	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 11	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 14	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 17
(b) Supervisory 主任級	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 19	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 22	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 25	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 28
(c) Editorial/Production/ Executorial 編採／製作／執行人員級	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 30	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 33	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 36	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 39
(d) Supporting/Technical 輔助／技術人員級	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 41	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 44	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 47	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 50

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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况

- (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。

**Number of Local MC Employees Deployed/Recruited
to Work Major for the Website or New Media**

(As at 7.1.2014)

在2014年1月7日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

Job Level ⁽¹⁾

職級 ⁽¹⁾

- (i) Managerial
經理級

6	0		

- (ii) Supervisory
主任級

6	3		

- (iii) Editorial/Production/Executorial
編採／製作／執行人員級

6	6		

- (iv) Supporting/Technical
輔助／技術人員級

6	9		

- (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？

7	2			

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	2(a)
7	6

	2(b)
7	7

	2(c)
7	8

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 | <input type="text"/>
79 |
| (ii) Web monitoring and surveillance
網絡監測及監督 | <input type="text"/>
80 |
| (iii) Web searching
網上搜尋 | <input type="text"/>
81 |
| (iv) Web analytics
網站分析 | <input type="text"/>
82 |
| (v) Web security
網絡安全 | <input type="text"/>
83 |
| (vi) Search engine optimisation
搜尋引擎優化 | <input type="text"/>
84 |
| (vii) Curation ⁽²⁾
策展 ⁽²⁾ | <input type="text"/>
85 |
| (viii) Microblogging
微博 | <input type="text"/>
86 |
| (ix) Social networking platform (e.g. Facebook, Twitter)
社交網絡平台 | <input type="text"/>
87 |
| (x) Sharing platform (e.g. YouTube)
分享平台 | <input type="text"/>
88 |
| (xi) QR code ⁽³⁾
QR碼 ⁽³⁾ | <input type="text"/>
89 |
| (xii) Cloud computing
雲端運算 | <input type="text"/>
90 |
| (xiii) Others (Please Specify) _____
其他 (請註明) | <input type="text"/>
91 |

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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

Notes: (2) Curation means to collect, organise and present a larger source of data and information in a coherent way.

註： (2) 策展工作包括收集、整理及展示大量連貫的數據及資訊。

(3) 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.

(3) 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 effective 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有效方法。

(可選取最多三項)

- | | |
|---|---------------------------------|
| (i) Salary increment
增加薪金 | <input type="checkbox"/>
93 |
| (ii) Shortening working hours
縮短工作時間 | <input type="checkbox"/>
94 |
| (iii) More paid leave
更多有薪休假 | <input type="checkbox"/>
95 |
| (iv) Providing job rotation
提供職務輪換 | <input type="checkbox"/>
96 |
| (v) Internal promotion/career development
內部晉升／事業發展 | <input type="checkbox"/>
97 |
| (vi) Enhancing job satisfaction
提升工作滿意度 | <input type="checkbox"/>
98 |
| (vii) Increasing job autonomy
增加工作自主權 | <input type="checkbox"/>
99 |
| (viii) Providing/Supporting manpower training and development in skills
提供／資助技能培訓和發展 | <input type="checkbox"/>
100 |
| (ix) More communications and enhancing the sense of belonging with existing staff
加強與現職僱員溝通，增強他們的歸屬感 | <input type="checkbox"/>
101 |
| (x) Positive image on company profile/culture
建立正面的機構形象／文化 | <input type="checkbox"/>
102 |
| (xi) Others (Please Specify) _____
其他 (請註明) | <input type="checkbox"/>
103 |

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Accomplishments of the Young MC Employees

年輕大眾傳播業僱員的素養

(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。

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105

(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 | <input type="text"/> | 109 |
| (ii) Team work
團隊合作 | <input type="text"/> | 110 |
| (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) | <input type="text"/> | 111 |
| (iv) Interpersonal communication skills
人際溝通技巧 | <input type="text"/> | 112 |
| (v) Emotional management
情緒管理 | <input type="text"/> | 113 |
| (vi) Etiquette
禮儀 | <input type="text"/> | 114 |
| (vii) Protection of privacy
保障私隱 | <input type="text"/> | 115 |
| (viii) Punctuality
守時 | <input type="text"/> | 116 |
| (ix) Concentration on work
專心工作 | <input type="text"/> | 117 |
| (x) Creativity
創意 | <input type="text"/> | 118 |
| (xi) Passion
熱誠 | <input type="text"/> | 119 |
| (xii) Degree of loyalty
忠誠度 | <input type="text"/> | 120 |
| (xiii) Media and information literacy
媒體與資訊素養 | <input type="text"/> | 121 |
| (xiv) Others (Please Specify) _____
其他(請註明) | <input type="text"/> | 122 |

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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/ Executorial 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	<input type="checkbox"/> 125	<input type="checkbox"/> 126	<input type="checkbox"/> 127	<input type="checkbox"/> 128
102	Production management 製作管理	<input type="checkbox"/> 129	<input type="checkbox"/> 130	<input type="checkbox"/> 131	<input type="checkbox"/> 132
103	Marketing management 市場管理	<input type="checkbox"/> 133	<input type="checkbox"/> 134	<input type="checkbox"/> 135	<input type="checkbox"/> 136
104	Human resources management 人力資源管理	<input type="checkbox"/> 137	<input type="checkbox"/> 138	<input type="checkbox"/> 139	<input type="checkbox"/> 140
105	Financial management 財務管理	<input type="checkbox"/> 141	<input type="checkbox"/> 142	<input type="checkbox"/> 143	<input type="checkbox"/> 144
106	Strategic planning management 策略計劃管理	<input type="checkbox"/> 145	<input type="checkbox"/> 146	<input type="checkbox"/> 147	<input type="checkbox"/> 148
107	Crisis management 危機管理	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="checkbox"/> 151	<input type="checkbox"/> 152
108	Self-management 自我管理	<input type="checkbox"/> 153	<input type="checkbox"/> 154	<input type="checkbox"/> 155	<input type="checkbox"/> 156
109	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 157	<input type="checkbox"/> 158	<input type="checkbox"/> 159	<input type="checkbox"/> 160
For official use only 此欄毋須填寫		<input type="checkbox"/> 161	<input type="checkbox"/> 162	<input type="checkbox"/> 163	<input type="checkbox"/> 164

China-related Knowledge 有關中國的知識					
201	Political system, social and economic development in the mainland of China 在中國大陸的政治制度、社會和經濟發展	<input type="checkbox"/> 165	<input type="checkbox"/> 166	<input type="checkbox"/> 167	<input type="checkbox"/> 168
202	Industry practices in the mainland of China 在中國大陸的行業常規	<input type="checkbox"/> 169	<input type="checkbox"/> 170	<input type="checkbox"/> 171	<input type="checkbox"/> 172
203	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 173	<input type="checkbox"/> 174	<input type="checkbox"/> 175	<input type="checkbox"/> 176
For official use only 此欄毋須填寫		<input type="checkbox"/> 177	<input type="checkbox"/> 178	<input type="checkbox"/> 179	<input type="checkbox"/> 180

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
<u>Language Skills</u> 語文技能					
301	Spoken English 英語會話	<input type="checkbox"/> 181	<input type="checkbox"/> 182	<input type="checkbox"/> 183	<input type="checkbox"/> 184
302	Putonghua 普通話	<input type="checkbox"/> 185	<input type="checkbox"/> 186	<input type="checkbox"/> 187	<input type="checkbox"/> 188
303	Written English 英文書寫能力	<input type="checkbox"/> 189	<input type="checkbox"/> 190	<input type="checkbox"/> 191	<input type="checkbox"/> 192
304	Written Chinese 中文書寫能力	<input type="checkbox"/> 193	<input type="checkbox"/> 194	<input type="checkbox"/> 195	<input type="checkbox"/> 196
305	Translation 翻譯	<input type="checkbox"/> 197	<input type="checkbox"/> 198	<input type="checkbox"/> 199	<input type="checkbox"/> 200
306	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 201	<input type="checkbox"/> 202	<input type="checkbox"/> 203	<input type="checkbox"/> 204
For official use only 此欄毋須填寫		<input type="checkbox"/> 205	<input type="checkbox"/> 206	<input type="checkbox"/> 207	<input type="checkbox"/> 208

<u>Innovative Media Technology (Journalism Sector)</u> 創新媒體科技（新聞業）					
401	Innovative media technology products 創新媒體科技產品	<input type="checkbox"/> 209	<input type="checkbox"/> 210	<input type="checkbox"/> 211	<input type="checkbox"/> 212
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）	<input type="checkbox"/> 213	<input type="checkbox"/> 214	<input type="checkbox"/> 215	<input type="checkbox"/> 216
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）	<input type="checkbox"/> 217	<input type="checkbox"/> 218	<input type="checkbox"/> 219	<input type="checkbox"/> 220
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	<input type="checkbox"/> 221	<input type="checkbox"/> 222	<input type="checkbox"/> 223	<input type="checkbox"/> 224
405	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 225	<input type="checkbox"/> 226	<input type="checkbox"/> 227	<input type="checkbox"/> 228
For official use only 此欄毋須填寫		<input type="checkbox"/> 229	<input type="checkbox"/> 230	<input type="checkbox"/> 231	<input type="checkbox"/> 232

		<u>Job Level ⁽¹⁾</u>			
		<u>職級 ⁽¹⁾</u>			
<u>Code</u> 編號	<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial</u>	<u>Supervisory</u>	<u>Editorial/ Production/ Executional</u>	<u>Supporting/ Technical</u>
		經理級	主任級	編採／製作／ 執行人員級	輔助／技術 人員級
Innovative Media Technology					
<u>(Advertising and Public Relations Sector)</u>					
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	<input type="checkbox"/> 233	<input type="checkbox"/> 234	<input type="checkbox"/> 235	<input type="checkbox"/> 236
502	Market research applications 市場調查的應用	<input type="checkbox"/> 237	<input type="checkbox"/> 238	<input type="checkbox"/> 239	<input type="checkbox"/> 240
503	Consumer database management 客戶資料庫管理	<input type="checkbox"/> 241	<input type="checkbox"/> 242	<input type="checkbox"/> 243	<input type="checkbox"/> 244
504	Innovative media research and applications 創新媒體的研究及應用	<input type="checkbox"/> 245	<input type="checkbox"/> 246	<input type="checkbox"/> 247	<input type="checkbox"/> 248
505	Multimedia knowledge and applications 多媒體的知識及應用	<input type="checkbox"/> 249	<input type="checkbox"/> 250	<input type="checkbox"/> 251	<input type="checkbox"/> 252
506	Social media marketing 社交媒體營銷	<input type="checkbox"/> 253	<input type="checkbox"/> 254	<input type="checkbox"/> 255	<input type="checkbox"/> 256
507	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 257	<input type="checkbox"/> 258	<input type="checkbox"/> 259	<input type="checkbox"/> 260
<u>For official use only</u> 此欄毋須填寫		<input type="checkbox"/> 261	<input type="checkbox"/> 262	<input type="checkbox"/> 263	<input type="checkbox"/> 264

Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）					
601	Reporting and editing skills 編採技巧	<input type="checkbox"/> 265	<input type="checkbox"/> 266	<input type="checkbox"/> 267	<input type="checkbox"/> 268
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	<input type="checkbox"/> 269	<input type="checkbox"/> 270	<input type="checkbox"/> 271	<input type="checkbox"/> 272
603	Media law and ethics 傳媒法規與操守	<input type="checkbox"/> 273	<input type="checkbox"/> 274	<input type="checkbox"/> 275	<input type="checkbox"/> 276
604	Intellectual property and copyright law 知識產權及版權法	<input type="checkbox"/> 277	<input type="checkbox"/> 278	<input type="checkbox"/> 279	<input type="checkbox"/> 280
605	Strategic news planning 新聞規劃	<input type="checkbox"/> 281	<input type="checkbox"/> 282	<input type="checkbox"/> 283	<input type="checkbox"/> 284
606	Integration of the Internet with journalism 互聯網與新聞的結合	<input type="checkbox"/> 285	<input type="checkbox"/> 286	<input type="checkbox"/> 287	<input type="checkbox"/> 288
607	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	<input type="checkbox"/> 289	<input type="checkbox"/> 290	<input type="checkbox"/> 291	<input type="checkbox"/> 292
608	Audience research 受眾調查	<input type="checkbox"/> 293	<input type="checkbox"/> 294	<input type="checkbox"/> 295	<input type="checkbox"/> 296
609	Multi-tasking skills 一身多職的能力	<input type="checkbox"/> 297	<input type="checkbox"/> 298	<input type="checkbox"/> 299	<input type="checkbox"/> 300
610	Global vision/cultural-setting skill 國際視野／文化交流技巧	<input type="checkbox"/> 301	<input type="checkbox"/> 302	<input type="checkbox"/> 303	<input type="checkbox"/> 304

Code 編號	Type of Skills/Knowledge 技能／知識的類別	Job Level ⁽¹⁾ 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
611	News curation 新聞策展	<input type="checkbox"/> 305	<input type="checkbox"/> 306	<input type="checkbox"/> 307	<input type="checkbox"/> 308
612	Data analysis 數據分析	<input type="checkbox"/> 309	<input type="checkbox"/> 310	<input type="checkbox"/> 311	<input type="checkbox"/> 312
613	Trends and changes of the financial market 金融市場之趨勢及變化	<input type="checkbox"/> 313	<input type="checkbox"/> 314	<input type="checkbox"/> 315	<input type="checkbox"/> 316
614	Social media applications 社交媒體的應用	<input type="checkbox"/> 317	<input type="checkbox"/> 318	<input type="checkbox"/> 319	<input type="checkbox"/> 320
615	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 321	<input type="checkbox"/> 322	<input type="checkbox"/> 323	<input type="checkbox"/> 324
For official use only 此欄毋須填寫		<input type="checkbox"/> 325	<input type="checkbox"/> 326	<input type="checkbox"/> 327	<input type="checkbox"/> 328

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	<input type="checkbox"/> 329	<input type="checkbox"/> 330	<input type="checkbox"/> 331	<input type="checkbox"/> 332
702	Sales/marketing strategic planning 銷售／市場推廣策略規劃	<input type="checkbox"/> 333	<input type="checkbox"/> 334	<input type="checkbox"/> 335	<input type="checkbox"/> 336
703	Media planning and market research 傳媒規劃及市場研究	<input type="checkbox"/> 337	<input type="checkbox"/> 338	<input type="checkbox"/> 339	<input type="checkbox"/> 340
704	Creativity and cultural insights 對創意及文化的瞭解	<input type="checkbox"/> 341	<input type="checkbox"/> 342	<input type="checkbox"/> 343	<input type="checkbox"/> 344
705	PR consultation/presentation skills 公關的諮詢／表達技巧	<input type="checkbox"/> 345	<input type="checkbox"/> 346	<input type="checkbox"/> 347	<input type="checkbox"/> 348
706	Project management 項目管理	<input type="checkbox"/> 349	<input type="checkbox"/> 350	<input type="checkbox"/> 351	<input type="checkbox"/> 352
707	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 353	<input type="checkbox"/> 354	<input type="checkbox"/> 355	<input type="checkbox"/> 356
For official use only 此欄毋須填寫		<input type="checkbox"/> 357	<input type="checkbox"/> 358	<input type="checkbox"/> 359	<input type="checkbox"/> 360

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	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 361	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 365	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 369	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 373
(b) China-related Knowledge 有關中國的知識	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 377	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 381	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 385	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 389
(c) Language Skills 語文技能	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 393	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 397	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 401	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 405
(d) Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 409	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 413	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 417	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 421
(e) Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 425	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 429	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 433	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 437
(f) Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 441	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 445	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 449	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 453
(g) Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 457	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 461	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 465	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 469
(h) Others (Please Specify) 其他（請註明）	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 473	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 477	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 481	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 485

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此欄毋須填寫

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End of questionnaire. Thank you for your co-operation.

問卷完，多謝合作。

The 2014 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 (Excl. Freelancers)

Please select the appropriate code number showing the range of the average monthly income in the past 12 months for the existing employee(s) (excluding freelancers). 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.

<u>Average Monthly Income</u>	<u>Code Number to be Entered into Column (B)</u>
\$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 as at 7.1.2014 (Excl. Freelancers)

Please fill in the total number of mass communication employees as at 7.1.2014 (excluding freelancers) against each principal job. 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 as at 7.1.2014

Please fill in the total number of freelancers as at 7.1.2014 against each principal job of the mass communication industry. 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.

(g) Column (E) – Number of Vacancies as at 7.1.2014

Please fill in the number of vacancies you may have as at 7.1.2014 against each principal job of the mass communication industry. "Vacancies" refer to those unfilled, immediately available job openings for which the company is actively trying to recruit personnel as at 7.1.2014.

(h) Column (F) – Forecast Number of Employees
as at January 2015 (Incl. Freelancers)

“The forecast number of employees” means the number of mass communication employees (including freelancers) you will be employing as at January 2015. 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.

<u>Preferred Education</u>	<u>Code</u>
Master Degree or above	1
Bachelor Degree	2
Associate Degree / Higher Diploma or equivalent	3
Diploma / Higher Certificate / Certificate or equivalent	4
Matriculation / Hong Kong Diploma of Secondary Education	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.

<u>Preferred Years of Relevant Experience</u>	<u>Code</u>
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 as at 7.1.2014.

(c) Question (3) – Needs for Skills/Knowledge to Perform Social Media Functions

Please specify the degree in 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 effective methods (by ticking up to three options) for retaining your MC employees.

(e) Question (5) – Accomplishments of the Young MC 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 in response to the various changes.

(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.

大眾傳播業
二〇一四年人力調查

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 — 僱員每月平均收入(不包括自由工作者)

請就現有僱員(不包括自由工作者)在過去十二個月內的每月平均收入，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。

<u>每月平均收入</u>	<u>填入(B)欄的編號</u>
\$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 — 在2014年1月7日的僱員人數(不包括自由工作者)

請填上在2014年1月7日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 — 在2014年1月7日的自由工作者人數

請填上在2014年1月7日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 — 在2014年1月7日的空缺額

請填入貴公司在2014年1月7日每一主要大眾傳播業職務的空缺額。「空缺額」指該職位在2014年1月7日仍懸空，需立刻填補而現正積極招聘。

(h) (F) 欄 — 預計在2015年1月的僱員人數(包括自由工作者)

「預計在2015年1月的僱員人數」指貴公司預計在2015年1月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。

<u>宜有的教育程度</u>	<u>編號</u>
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／香港中學文憑	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。

<u>宜有的相關年資</u>	<u>編號</u>
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况

如貴公司在2014年1月7日有派遣／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有效方法(可選取最多三項)。

(e) 第(5)題 — 年輕大眾傳播業僱員的素養

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，以迎合各方面的轉變。

(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 總編輯	Decides editorial policy and attitude of the publication/organisation on various issues. Ensures that articles conform to the policy of the publication/organisation. 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. 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 副總編輯	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. 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 新聞總監	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. 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 current 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。
410	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。

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, finance, sports and public affairs programmes. Personally covers major events. Liaises with other department heads and the editorial/production desk. 指導下屬採訪本地新聞；分派記者採訪各類新聞；策劃工作，編寫採訪日誌；策劃、編排及統籌新聞、財經、體育及公共事務節目的製作。親自採訪重要新聞；與其他部門主管及編輯部／製作部聯絡。
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 編輯主任	Compiles and edits news magazines and bulletins for broadcasts. Writes or edits copy for broadcasting by condensing or elaborating material received from news sources or submitted by reporters. Checks copy for factual, spelling, punctuation or grammatical mistakes. Also checks contents of news audio or video tapes and prepares make-up/running order of newscasts/bulletins. Inserts background. 編排新聞專輯（報導）之內容及次序；將新聞資料或採訪資料濃縮或發揮，整理成廣播稿；審核稿件的真確性、用字、標點符號或文法；覆核新聞錄影或錄音帶的內容及定出新聞簡報的編排方式／播放次序；加插背景資料。
214	Deputy / Assistant Managing Editor 副編輯主任	Assists the Managing Editor's work. Assists in compiling and editing news magazines and bulleting. Corrects sub-editors' copies and edits reporters' scripts. 協助編輯主任工作；協助編排新聞專輯（報導）之內容及次序；處理及修改稿件，審核記者來稿。
215	Executive Producer 執行監製／製作主任	Undertakes the overall production design and development (including its scale, cost and contents). Directs the producers to create the news programmes. 負責整個製作的設計及開發（包括其規模、成本及內容）；指導監製製作新聞節目。
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	Writes and edits news stories (local and international) for broadcast. Compiles news bulletins. Edits reporters' scripts. 編寫新聞廣播稿件（本地及國際新聞）；編排新聞報導內容及播出次序；審核記者稿件。
312	News Anchor / Announcer 新聞主播／報告員	Presents news, conducts interviews and acts as compere of current affairs or relevant news programmes. 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 新聞翻譯員	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）		
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	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	Plans and develops live or taped productions, and determines how the show will look and sound. Selects the script, news anchor, set, props, lighting, and other production elements. Also co-ordinates the activities of on-air personalities, production staff, and other personnel. 策劃及開發直播或錄影製作，以確保如何有一個可觀性及完美的節目；選擇稿件、新聞報告員、位置、道具、燈光及其他製作元素；並且協調廣播、製作及其他人員的活動。
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. 負責撰寫標題及選擇字體；並為網上發表的稿件及圖片，進行選取、覆核、修改及整理的工作；及／或需負責網頁的排版及設計。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
411	Director / Production Assistant / Video Editor / Engineer & Technician 導演／製作助理／影片剪接／工程及技術人員	Assists the editors/reporters in all aspects in the production of news programme, including news reporting and post-production. 在各方面協助編輯／記者製作新聞節目，包括新聞採訪及後期製作。
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。

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）		
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，確保互聯網或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. Handles media enquiries on behalf of clients. Provides crisis support. Helps clients to establish corporate image. 協助客戶服務總監策劃、設計及推行公關活動；與傳媒建立及維持良好關係；與客戶保持密切聯繫，聽取並傳達客戶意見予內部各部門；草擬及發放新聞稿；代客戶應付及處理傳媒查詢；支援危機處理；為客戶建立企業形象。
232	Chief Editor; Editor 總編輯；編輯	Prepares, screens and approves all press releases, speeches, texts of promotional materials and documents. Ensures that all published materials meet the corporate identity guidelines. 撰寫及審閱所有新聞稿、講詞、宣傳品上的文字及文件；確保所有出版物均符合企業識別指引。

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 exhibitor. 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。
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／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
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (CONT'D) 編採／製作／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. Shapes the vision and direction for the agency. 負責廣告公司整體的管理及業務發展，並為公司設定長遠目標及發展方向。
162	Director of Client Services / Account Servicing 客戶服務總監	Responsible for the overall management of the account service function at the agency, including client satisfaction, resources deployment, account profitability, hiring and development of account service personnel. 負責管理整個客戶服務部在公司有效運作，包括滿足客戶期望、資源調配、客戶帶來的收支、挑選及培育屬員。
163	Group Account Director; Account Director 客戶總監	Leads an account team and oversees the overall account management, client/agency relationship and profitability of the assigned account portfolio. A brand steward in partnership with the client to formulate the brand/marketing strategies, and develop the communication solutions in answer to client's business objectives. 負責領導客戶服務團隊，監督所有客戶管理屬員的工作，包括公司與客戶的關係、客戶帶來的收支。更需要協助客戶管理品牌，與客戶合力規劃品牌及市場策略，以及因應客戶的業務目標，制定相關的傳播策略。
164	Director of Strategic Planning 品牌策劃總監	Identifies business opportunities for client by uncovering consumer insights. Conducts market and attitude research. Formulates brand/communication strategies and inspires creative development. 透過洞察消費行為，為業務發展機會確定方向。並進行市場及客戶意向調查，制定品牌及傳播策略，以及啟發創作意念。
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, supervises and develops the creative personnel. 負責管理整個創作部門，監控及制定創意水平，並負責挑選、監督及培育創作部屬員。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
166	Creative Group Head; Creative Director 創作總監	Formulates creative strategies in answer to client's business issues/opportunities. Supervises the art directors and/or copy writers in the advertising creative process. 因應客戶的業務問題或發展機會，制定創意策略。並於整個廣告創作流程中，督導美術總監及/或撰稿員的創作工作。
168	Head of TV Production 電視廣告製作主任	Directs, plans, and organises production of TV, video and radio commercials. Helps ensure meeting production budget and timing. Supervises staff members in TV production department. 負責為電視廣告、影片和電台廣告，指導、策劃和籌組製作，亦協助確保符合廣告製作的預算及時間，並督導電視廣告製作部的屬員。
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，並制定策略性計劃及選用媒體建議，亦參與新業務的比稿及提案。
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. 負責全盤管理媒介的採購狀況，並監督所有媒介採購員，更需要與不同媒體洽商條件細節。
171	Media Group Head; Group Director; Associate Director 媒介組主任； 客戶總監；副總監	Primarily responsible for total media planning and services on the accounts assigned. Supervises media planners, and approves the selection of media, space and schedule proposed by media planners. 為客戶宏觀地規劃整體的媒介策略及服務，並督導及批核媒介策劃員工所建議的媒介、版面及日程編排。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 主任級		
261	Associate Account Director; Account Manager 副客戶總監； 客戶經理	The primary client contact who is responsible for maintaining the harmony between the agency and client; as well as planning and orchestrating all resources and processes necessary to support the communications projects. 客戶的主要聯絡人，負責保持廣告公司與客戶之間融洽合作；並負責策劃和協調所有資源和工作流程，以支援不同傳播方案。
262	Art Director 美術總監	Develops concepts, layouts and graphics. Involves in art direction of TV commercials, press advertisements and other art productions. Maintains the quality in graphic executions. 負責構思意念、平面設計和美術圖像，包括電視廣告、平面廣告及其他美術製作，以保持產品的美術設計水平。
263	Studio Manager 正稿製作經理	Supervises the studio production team in preparing printer-ready files (artwork) of advertising and promotional materials. 監督正稿製作團隊，為廣告及宣傳品製作及準備印刷檔案（正稿）。
264	Production Manager 製作經理	Supervises and manages all aspects in printing production to ensure highest levels of production efficiency and quality. Works closely with graphic artists, traffic personnel and printing production vendors. 監督及管理所有範疇的印刷工作，確保印刷工作保持高度效率及質素，並與正稿製作員、流程統籌和印刷公司保持緊密合作。
265	Traffic Manager 流程統籌經理	Acts as a liaison between account services and all other departments. Supervises, coordinates and ensures the on time and orderly flow of all advertising from job initiation to its release and billing. 擔任客戶服務部及其他部門之間的聯繫人。負責監督及統籌所有廣告工作，確保由工作開始、發放，以至收賬的流程，能夠按時完成，並有序地執行。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
266	TV Producer 廣告製片	Acts as a liaison between creative and production houses. Supervises, coordinates and ensures the on time, on budget and orderly flow of TV, video and radio commercials production. 擔任創作部門和製作公司之間的聯繫人。負責監督及統籌電視廣告、影片及電台廣告的製作，確保製成品能按時完成，並符合製作預算，同時有序地執行。
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細節，制定策略性計劃，並向客戶提供新構思；亦會參與新業務的比稿，並草擬有關文件。
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各個媒介的採購狀況，同時監督媒介採購員的工作，以及與媒體洽商有關條件。
269	Research Manager; Research Planner 市場調查經理； 策略策劃員	Plans and conducts market researches. Compiles and presents research reports. Uncovers insights and implications for client to shape their business/marketing strategies. 策劃並進行市場調查，亦需編制及講解調查報告，以洞悉消費思維和提示，為客戶制定業務及市場策略。
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. 負責策劃、設計及推行公關活動，與傳媒建立及維持良好關係。與客戶保持緊密聯繫，聽取及傳達客戶意見予內部各部門。亦需草擬及發放新聞稿，並密切監察新聞消息，代客戶應付和處理傳媒諮詢。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級（續）		
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、廣告及推廣計劃，並需管理活動項目、分析數據，以支援廣告或銷量銷售。
EXECUTIONAL LEVEL 執行人員級		
361	Account Executive 客戶主任	Assists in the execution of the day-to-day projects by coordinating various agency departments, communicating with clients, managing timeline and budget, and keeping record of the account. 協助執行日常的工作企劃，工作包括協調公司內不同部門、與客戶緊密聯繫，以及管理企劃進度和預算，並為客戶的工作作紀錄。
362	Visualiser 草稿繪製員	Visualises and prepares storyboard for TV commercials. Produces layouts for press advertisements and all advertising production according to direction specified by art directors. 按照美術總監要求，繪畫及製作電視廣告故事板、平面廣告，以及其他廣告製作的版樣或草圖。
363	Graphic Artist 正稿製作員	Produces artwork according to design specified by art directors. Compiles artwork from layout. 依照美術總監的設計，將設計草稿製作成正稿。
364	Copywriter 撰稿員	Develops concepts and writes advertising contents (copy). 構思廣告意念及撰寫所有廣告中的文字內容（文案）。
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. 為客戶預備媒介計劃及推行的日程編排，並在會議之中協助向客戶講解。
366	Media Buyer 媒介採購員	Negotiates with suppliers for press space or airtime according to the approved schedule and media plan. 根據核定的廣告推行日程及媒介計劃，與不同媒體供應商洽談版面面積或播放時間。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
367	Traffic Co-ordinator 流程統籌	Responsible for the internal coordination, expediting, and scheduling of print advertising jobs. Keeps track of work in progress. Collects and distributes layouts and artwork. 負責協調廣告公司內部各個部門的運作，按照工作日程表，有效率地執行平面廣告工作，並需要跟進工作進度，收集及分發廣告設計草稿及正稿。
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，並監控其品質，同時需要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. 協助策劃及進行市場調查研究，並協助蒐集資料及數據。
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. 拍攝各類主題照片（如建築物、模特兒、商品及風景）以應用於不同廣告媒體，包括書籍、報告、廣告及商品目錄，以宣傳公司或客戶的消費品或服務。
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. 負責撰寫標題及選擇字體，並為網上發表的稿件及圖片，進行選取、覆核、修改及整理的工作，及／或需要負責網頁的排版及設計。
372	Marketing Assistant / Executive 市場助理／主任	Assists Marketing Manager for marketing activities/events, data collection and clerical support functions. 協助市場經理推行市場活動或項目，以及蒐集數據和文書支援工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
461	Designer 美術設計員	Provides designs in the process of advertising production. 負責廣告製作中的設計工作。
462	Digital Designer 數碼媒體設計員	Provides digital design, production and updating for web, mobile and social media. 負責為數碼媒體（包括網頁、手機及社交網絡）提供設計、製作及更新工作。
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，確保互聯網或內聯網網站運作暢順，並負責網頁的製作及更新，維持網址的整體結構及設計。
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. 負責於展覽會、超級市場或百貨公司中推廣產品及派發廣告傳單，並協助介紹參展商。

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. Reviews and issues press releases prepared by executives, and monitors news. 協助總經理／總監／主管策劃公共關係策略及制定目標；計劃公司／機構的各項傳訊／公關活動及督導執行；與傳媒保持密切連繫及處理傳媒查詢；草擬及發布新聞稿，及監察新聞。
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。
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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級（續）		
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。
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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級（續）		
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。
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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
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；撰寫圖片說明。
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. 負責撰寫標題及選擇字體；並為網上發表的稿件及圖片，進行選取、覆核、修改及整理的工作；及／或需負責網頁的排版及設計。
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, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title (Newspapers)

表 4.1 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測（報紙業）

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目（不包括自由工作者）	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目（包括自由工作者）
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	52	-	-	-	52
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	117	-	-	-	117
103	News Director 新聞總監	11	-	-	-	11
Sub-Total 小計		180	-	-	-	180
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	144	-	-	-	144
202	News / Assignment Editor 總採訪／採訪主任	229	-	3	-	232
203	International News Editor 國際新聞主任	28	-	-	-	28
204	China / National News Editor 中國新聞主任	21	-	-	-	21
205	Assignment Editor (Photography) 攝影主任	28	-	-	-	28
206	Editorial / Leader Writer 主筆	59	-	-	-	59
Sub-Total 小計		509	-	3	-	512
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	477	-	9	-	486
302	Sub-editor / Copy Editor 文稿編輯	526	4	3	-	533
303	Senior Reporter; Reporter 資深（高級）記者；記者	1 765	4	30	-	1 799
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	305	-	-	-	305
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	89	-	3	-	92
306	Online Editor 網絡編輯	64	-	1	-	65
307	Senior Designer 資深（高級）美術設計員	149	-	3	-	152

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
EDITORIAL / PRODUCTION LEVEL (Continued) 編採／製作人員級 (續)						
308	Graphic Artist 正稿製作員	45	-	-	-	45
309	Senior Producer; Producer 高級監製；監製	4	-	-	-	4
Sub-Total 小計		3 424	8	49	-	3 481
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
401	Designer 美術設計員	252	-	3	-	255
402	Typesetter 植字員	36	-	-	-	36
403	Layout Artist 排版員	345	10	-	-	355
404	Proof-Reader 校對員	135	3	-	-	138
405	Darkroom Person 黑房工作人員	23	-	-	-	23
406	Librarian 資料室人員	81	-	-	-	81
407	Researcher 資料蒐集員	47	-	-	-	47
408	Web Page Designer 網頁製作員	51	-	-	-	51
409	Webmaster 網主	7	-	-	-	7
Sub-Total 小計		977	13	3	-	993
GRAND TOTAL 總計		5 090	21	55	-	5 166

* 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, Freelancers, Vacancies, Forecast Growth
and Posts by Job Code / Title
(Magazines)**

**表 4.2 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測
(雜誌業)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月 的僱員數目 (不包括自由 工作者)	No. of Freelancers in Jan 2014 2014 年 1 月 的自由 工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月 的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月 的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月 的大眾傳播 職位數目 (包括 自由工作者)
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	126	-	1	-	127
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	80	-	-	-	80
166	Creative Group Head; Creative Director 創作總監	8	-	-	-	8
Sub-Total 小計		214	-	1	-	215
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	243	-	-	-	243
202	News / Assignment Editor 總採訪／採訪主任	68	-	-	-	68
203	International News Editor 國際新聞主任	3	-	-	-	3
204	China / National News Editor 中國新聞主任	1	-	-	-	1
205	Assignment Editor (Photography) 攝影主任	33	-	-	-	33
206	Editorial / Leader Writer 主筆	98	26	-	-	124
264	Production Manager 製作經理	2	-	-	-	2
Sub-Total 小計		448	26	-	-	474
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	321	7	-	-	328
302	Sub-editor / Copy Editor 文稿編輯	317	20	8	-	345
303	Senior Reporter; Reporter 資深（高級）記者；記者	546	34	8	-	588
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	301	29	2	-	332
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	30	8	-	-	38
306	Online Editor 網絡編輯	42	6	-	-	48

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月 的僱員數目 (不包括自由 工作者)	No. of Freelancers in Jan 2014 2014 年 1 月 的自由 工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月 的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月 的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月 的大眾傳播 職位數目 (包括 自由工作者)
EDITORIAL / PRODUCTION LEVEL (Continued) 編採／製作人員級 (續)						
307	Senior Designer 資深 (高級) 美術設計員	142	-	-	-	142
308	Graphic Artist 正稿製作員	111	-	-	-	111
309	Senior Producer; Producer 高級監製；監製	21	-	-	-	21
364	Copywriter 撰稿員	25	-	-	-	25
368	Production Assistant 製作助理	6	-	-	-	6
Sub-Total 小計		1 862	104	18	-	1 984
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
401	Designer 美術設計員	273	24	6	-	303
402	Typesetter 植字員	6	-	-	-	6
403	Layout Artist 排版員	70	1	-	-	71
404	Proof-Reader 校對員	57	3	-	-	60
405	Darkroom Person 黑房工作人員	3	-	-	-	3
406	Librarian 資料室人員	15	-	-	-	15
407	Researcher 資料蒐集員	18	-	-	-	18
408	Web Page Designer 網頁製作員	50	7	7	-	64
409	Webmaster 網主	15	4	-	-	19
410	Digital Designer 數碼媒體設計員	14	2	-	-	16
Sub-Total 小計		521	41	13	-	575
GRAND TOTAL 總計		3 045	171	32	-	3 248

* 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, Freelancers, Vacancies, Forecast Growth
and Posts by Job Code / Title**

(News Department in Radio and Television Stations)

表 4.3

大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測
(電台及電視台的新聞部)

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月 的僱員數目 (不包括自由 工作者)	No. of Freelancers in Jan 2014 2014 年 1 月 的自由 工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月 的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月 的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月 的大眾傳播 職位數目 (包括 自由工作者)
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	54	-	-	-	54
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	38	-	-	-	38
<i>Sub-Total 小計</i>		92	-	-	-	92
SUPERVISORY LEVEL 主任級						
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	28	-	-	-	28
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	146	-	-	-	146
213	Managing Editor 編輯主任	29	-	-	-	29
214	Deputy / Assistant Managing Editor 副編輯主任	24	-	-	-	24
215	Executive Producer 執行監製／製作主任	53	-	-	-	53
<i>Sub-Total 小計</i>		280	-	-	-	280
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級						
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	2	-	-	-	2
306	Online Editor 網絡編輯	5	-	-	-	5
307	Senior Designer 資深（高級）美術設計員	6	-	-	-	6
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	278	-	9	-	287
312	News Anchor /Announcer 新聞主播／報告員	94	15	2	12	123
313	News Translator 新聞翻譯員	30	-	2	-	32
314	Senior Reporter; Reporter 高級記者；記者	389	13	14	25	441

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
EDITORIAL / PRODUCTION LEVEL (Continued) 編採／製作人員級 (續)						
315	Cameraman 電視攝影師	285	-	1	19	305
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	302	-	11	8	321
317	Online Editor 網絡編輯	21	-	1	-	22
363	Graphic Artist 正稿製作員	2	-	-	-	2
Sub-Total 小計		1 414	28	40	64	1 546
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
401	Designer 美術設計員	21	-	-	-	21
406	Librarian 資料室人員	17	1	-	-	18
410	Digital Designer 數碼媒體設計員	40	-	20	-	60
411	Director / Production Assistant / Video Editor / Engineer & Technician 導演／製作助理／影片剪接／工程及技術人員	498	18	3	30	549
412	Web Page Designer 網頁製作員	52	-	14	-	66
413	Webmaster 網主	10	-	-	-	10
Sub-Total 小計		638	19	37	30	724
GRAND TOTAL 總計		2 424	47	77	94	2 642

* 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, Freelancers, Vacancies, Forecast Growth
and Posts by Job Code / Title
(News Agencies)**

**表 4.4 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測
(新聞通訊社)**

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
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	8	-	-	-	8
103	News Director 新聞總監	1	-	-	-	1
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	1	-	-	-	1
Sub-Total 小計		17	-	-	-	17
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	15	-	-	-	15
202	News / Assignment Editor 總採訪／採訪主任	20	-	-	-	20
205	Assignment Editor (Photography) 攝影主任	6	-	-	-	6
Sub-Total 小計		41	-	-	-	41
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	15	-	-	-	15
302	Sub-editor / Copy Editor 文稿編輯	24	-	3	-	27
303	Senior Reporter; Reporter 資深（高級）記者；記者	74	-	-	-	74
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	25	-	-	-	25
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	18	-	-	-	18
306	Online Editor 網絡編輯	2	-	-	-	2
307	Senior Designer 資深（高級）美術設計員	1	-	-	-	1

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
EDITORIAL / PRODUCTION LEVEL (Continued) 編採／製作人員級 (續)						
309	Senior Producer; Producer 高級監製；監製	4	-	-	-	4
Sub-Total 小計		163	-	3	-	166
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	7	-	-	-	7
409	Webmaster 網主	2	-	-	-	2
Sub-Total 小計		20	-	-	-	20
GRAND TOTAL 總計		241	-	3	-	244

* 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, Freelancers, Vacancies, Forecast Growth
and Posts by Job Code / Title
(Digital / New Media)**

**表 4.5 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測
(數碼／新媒體)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月 的僱員數目 (不包括自由 工作者)	No. of Freelancers in Jan 2014 2014 年 1 月 的自由 工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月 的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月 的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月 的大眾傳播 職位數目 (包括 自由工作者)
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	11	-	1	-	12
103	News Director 新聞總監	3	-	-	-	3
166	Creative Group Head; Creative Director 創作總監	1	-	-	-	1
Sub-Total 小計		15	-	1	-	16
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	18	-	-	-	18
202	News / Assignment Editor 總採訪／採訪主任	18	-	-	-	18
204	China / National News Editor 中國新聞主任	8	-	-	-	8
206	Editorial / Leader Writer 主筆	1	20	-	-	21
Sub-Total 小計		45	20	-	-	65
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	9	-	-	-	9
302	Sub-editor / Copy Editor 文稿編輯	10	-	-	-	10
303	Senior Reporter; Reporter 資深（高級）記者；記者	55	-	6	-	61
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	3	-	-	-	3
306	Online Editor 網絡編輯	80	5	7	-	92
307	Senior Designer 資深（高級）美術設計員	11	-	-	-	11
308	Graphic Artist 正稿製作員	5	-	-	-	5
309	Senior Producer; Producer 高級監製；監製	14	-	-	-	14

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
EDITORIAL / PRODUCTION LEVEL (Continued) 編採／製作人員級 (續)						
368	Production Assistant 製作助理	2	-	-	-	2
370	Photographer 廣告攝影師	3	-	-	-	3
<i>Sub-Total 小計</i>		198	5	13	-	216
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
401	Designer 美術設計員	13	-	-	-	13
407	Researcher 資料蒐集員	22	-	-	-	22
408	Web Page Designer 網頁製作員	89	-	1	-	90
409	Webmaster 網主	71	-	2	-	73
410	Digital Designer 數碼媒體設計員	37	-	6	-	43
<i>Sub-Total 小計</i>		232	-	9	-	241
GRAND TOTAL 總計		490	25	23	-	538

* 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, Freelancers, Vacancies, Forecast Growth
and Posts by Job Code / Title
(Public Relations Services Suppliers)**

**表 4.6 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測
(公共關係服務供應商)**

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
MANAGERIAL LEVEL						
經理級						
131	Managing Director; General Manager 董事總經理；總經理	184	-	-	-	184
132	Director of Client Services; Account Director 客戶服務總監	167	2	3	1	173
161	Managing Director; General Manager 董事經理；總經理	2	-	-	-	2
Sub-Total 小計		353	2	3	1	359
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	546	12	12	3	573
232	Chief Editor; Editor 總編輯；編輯	42	-	-	-	42
233	Art Director 美術總監	24	-	-	-	24
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	2	-	-	-	2
264	Production Manager 製作經理	1	-	-	-	1
267	Media Planning Manager 媒介策劃經理	5	-	-	-	5
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	2	-	-	-	2
Sub-Total 小計		622	12	12	3	649
EXECUTIONAL LEVEL						
執行人員級						
303	Senior Reporter; Reporter 資深（高級）記者；記者	15	-	-	-	15
315	Cameraman 電視攝影師	-	3	-	-	3
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	704	5	26	-	735
332	Multimedia / IT Manager 多媒體／資訊科技經理	22	-	1	-	23
333	Account Co-ordinator 客戶聯絡助理	260	15	17	-	292
334	Translator 翻譯員	17	2	-	-	19

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
EXECUTIONAL LEVEL (Continued) 執行人員級 (續)						
335	Visualiser 美術製稿員	41	-	-	-	41
336	Graphic Artist 正稿製作員	36	9	3	-	48
337	Copywriter 撰稿員	54	1	3	-	58
338	Research Assistant 市場調查助理	20	-	-	-	20
361	Account Executive 客戶主任	3	-	-	-	3
363	Graphic Artist 正稿製作員	1	-	-	-	1
367	Traffic Co-ordinator 流程統籌	1	-	-	-	1
368	Production Assistant 製作助理	1	-	-	-	1
372	Marketing Assistant / Executive 市場助理／主任	6	-	-	-	6
Sub-Total 小計		1 181	35	50	-	1 266
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
401	Designer 美術設計員	5	-	-	-	5
411	Director / Production Assistant / Video Editor / Engineer & Technician 導演／製作助理／影片剪接／工程及技術人員	12	-	-	-	12
431	Promoter 推廣員	40	-	-	-	40
461	Designer 美術設計員	2	-	-	-	2
Sub-Total 小計		59	-	-	-	59
GRAND TOTAL 總計		2 215	49	65	4	2 333

* 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, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(Advertising Sales / PR / Marketing Department in Media Organizations)
表 4.7 大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測
(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 Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
MANAGERIAL LEVEL 經理級						
181	Publisher; Managing Director; President 社長；董事經理；總裁	186	-	-	-	186
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	-	-	-	221
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	41	-	-	-	41
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	107	-	-	-	107
186	Business Development Director 業務發展總監	67	1	-	-	68
187	Research Director 市場調查總監	5	-	-	-	5
188	Public Relations Director 公共關係總監	12	-	-	-	12
189	Art Director 美術總監	167	-	1	-	168
Sub-Total 小計		918	1	1	-	920
SUPERVISORY LEVEL 主任級						
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	700	-	7	-	707
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	138	-	1	-	139
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	264	-	5	-	269
284	Research Manager 市場調查經理	17	-	4	-	21
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	66	-	-	-	66

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
SUPERVISORY LEVEL (Continued) 主任級 (續)						
286	Public Relations Manager 公共關係經理	42	-	-	-	42
287	Sales Training / Support Manager 銷售訓練／支援經理	17	-	-	-	17
Sub-Total 小計		1 244	-	17	-	1 261
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	1 034	26	49	-	1 109
382	Marketing Assistant / Executive 市場助理／主任	391	9	1	-	401
383	Research Assistant / Executive 市場調查助理／主任	70	-	-	-	70
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	372	-	14	-	386
385	Public Relations Assistant / Executive 公共關係助理／主任	109	3	-	-	112
Sub-Total 小計		1 976	38	64	-	2 078
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
481	Promoter 推廣員	24	-	-	-	24
Sub-Total 小計		24	-	-	-	24
GRAND TOTAL 總計		4 162	39	82	-	4 283

* 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, Freelancers, Vacancies, Forecast Growth
and Posts by Job Code / Title**

(Advertising Companies, Agencies & Other Advertising Services)

表 4.8

**大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測
(廣告業機構)**

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
MANAGERIAL LEVEL						
經理級						
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	6	-	-	-	6
161	Managing Director; General Manager 董事經理；總經理	452	-	-	-	452
162	Director of Client Services / Account Servicing 客戶服務總監	85	-	-	-	85
163	Group Account Director; Account Director 客戶總監	259	-	-	-	259
164	Director of Strategic Planning 品牌策劃總監	15	-	-	-	15
165	Executive Creative Director 執行創作總監	65	-	-	-	65
166	Creative Group Head; Creative Director 創作總監	293	12	6	-	311
168	Head of TV Production 電視廣告製作主任	28	-	-	-	28
169	Media Planning Director 媒介策劃總監	42	-	-	-	42
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	34	-	-	-	34
Sub-Total 小計		1 285	12	6	-	1 303
SUPERVISORY LEVEL						
主任級						
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	6	-	-	-	6
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	1 406	7	9	-	1 422
262	Art Director 美術總監	1 163	2	7	-	1 172
263	Studio Manager 正稿製作經理	39	-	-	-	39
264	Production Manager 製作經理	184	-	-	-	184
265	Traffic Manager 流程統籌經理	58	-	-	-	58
266	TV Producer 廣告製片	91	-	-	-	91

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
SUPERVISORY LEVEL (Continued) 主任級 (續)						
267	Media Planning Manager 媒介策劃經理	91	-	-	-	91
268	Media Buying Manager 媒介採購經理	45	-	-	-	45
269	Research Manager; Research Planner 市場調查經理；策略策劃員	30	-	-	-	30
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	39	-	-	-	39
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	125	-	-	-	125
Sub-Total 小計		3 277	9	16	-	3 302
EXECUTIONAL LEVEL 執行人員級						
315	Cameraman 電視攝影師	1	-	-	-	1
332	Multimedia / IT Manager 多媒體／資訊科技經理	2	-	-	-	2
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	12	-	-	-	12
361	Account Executive 客戶主任	2 395	-	58	6	2 459
362	Visualiser 草稿繪製員	269	-	-	-	269
363	Graphic Artist 正稿製作員	2 447	-	6	-	2 453
364	Copywriter 撰稿員	231	1	2	-	234
365	Media Planner; Media Executive 媒介策劃員；媒介主任	281	-	14	-	295
366	Media Buyer 媒介採購員	152	-	-	-	152
367	Traffic Co-ordinator 流程統籌	259	-	2	-	261
368	Production Assistant 製作助理	315	-	4	-	319
369	Research Assistant 市場調查助理	64	-	4	-	68
370	Photographer 廣告攝影師	167	-	-	-	167
371	Online Editor 網絡編輯	88	-	-	-	88
372	Marketing Assistant / Executive 市場助理／主任	165	-	-	-	165
Sub-Total 小計		6 848	1	90	6	6 945

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
461	Designer 美術設計員	1 922	73	35	6	2 036
462	Digital Designer 數碼媒體設計員	395	37	27	2	461
463	Webmaster 網主	93	65	10	5	173
464	Technician 技術員	139	5	-	-	144
465	Promoter 推廣員	53	-	-	-	53
<i>Sub-Total 小計</i>		2 602	180	72	13	2 867
GRAND TOTAL 總計		14 012	202	184	19	14 417

* 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, Freelancers, Vacancies, Forecast Growth
and Posts by Job Code / Title
(Corporate Communications / PR / Advertising /
Marketing Department in Companies / Institutions)**

表 4.9

大眾傳播人力情況、自由工作者、空缺數目、人力增長及職位預測
(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 Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	8	-	-	-	8
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	216	-	1	-	217
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／總監／主管	57	-	-	-	57
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	99	-	-	-	99
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	321	-	19	-	340
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	103	-	1	-	104
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	233	-	8	-	241
147	Community Relations Manager 社區關係經理	37	-	-	-	37
148	Market Research Manager 市場調查經理	27	-	-	-	27
149	Publication Manager 出版經理	14	1	1	-	16
150	Internal Communications Manager 內部傳訊經理	9	2	-	-	11
189	Art Director 美術總監	1	-	-	-	1
Sub-Total 小計		1 125	3	30	-	1 158

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014年1月的僱員數目(不包括自由工作者)	No. of Freelancers in Jan 2014 2014年1月的自由工作者數目	No. of Vacancies in Jan 2014 2014年1月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測2015年1月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測2015年1月的大眾傳播職位數目(包括自由工作者)
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	4	-	-	-	4
204	China / National News Editor 中國新聞主任	4	-	-	-	4
206	Editorial / Leader Writer 主筆	4	-	-	-	4
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	532	-	7	-	539
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	304	-	-	-	304
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	338	-	8	-	346
244	Assistant Manager for Publication 助理出版經理	24	-	-	-	24
245	Chief Editor; Editor 總編輯；編輯	98	-	-	-	98
246	TV Producer 廣告製片	11	-	-	-	11
286	Public Relations Manager 公共關係經理	4	-	-	-	4
Sub-Total 小計		1 323	-	15	-	1 338
EXECUTIONAL LEVEL 執行人員級						
303	Senior Reporter; Reporter 資深（高級）記者；記者	36	-	-	-	36
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	2	-	-	-	2
307	Senior Designer 資深（高級）美術設計員	3	-	-	-	3
309	Senior Producer; Producer 高級監製；監製	1	-	-	-	1
312	News Anchor /Announcer 新聞主播／報告員	4	-	-	-	4
332	Multimedia / IT Manager 多媒體／資訊科技經理	7	-	-	-	7
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	820	-	12	-	832
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	581	-	32	6	619
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	746	-	3	6	755
344	Officer / Assistant for Community Relations 社區關係主任／助理	30	-	3	6	39

Job Code 職務編號	Job Title* 職稱	No. of Employees in Jan 2014 (Excl. Freelancers) 2014 年 1 月的僱員數目 (不包括自由工作者)	No. of Freelancers in Jan 2014 2014 年 1 月的自由工作者數目	No. of Vacancies in Jan 2014 2014 年 1 月的空缺數目	Employers' Forecast Manpower Growth in Jan 2015 僱主預測 2015 年 1 月的人力增長	Forecast No. of MC Posts in Jan 2015 (Incl. Freelancers) 預測 2015 年 1 月的大眾傳播職位數目 (包括自由工作者)
EXECUTIONAL LEVEL (Continued) 執行人員級 (續)						
345	Officer / Assistant for Market Research 市場調查主任／助理	104	-	3	6	113
346	Writer / Translator 撰稿／翻譯員	83	-	-	6	89
347	Officer / Assistant for Publication 出版主任／助理	74	-	3	6	83
348	Graphic Designer 廣告設計員	193	1	3	6	203
349	Photographer 攝影師	71	-	3	6	80
350	Online Editor 網絡編輯	12	-	-	-	12
383	Research Assistant / Executive 市場調查助理／主任	4	-	-	-	4
Sub-Total 小計		2 771	1	62	48	2 882
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
441	Researcher 資料蒐集員	26	-	-	-	26
442	Web Page Designer 網頁製作員	57	-	-	-	57
Sub-Total 小計		83	-	-	-	83
GRAND TOTAL 總計		5 302	4	107	48	5 461

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

**Table 5 Number of MC Employees Leaving in the Past 12 Months
by Branch by Job Level**

**表 5 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)**

<div>Job Level 職級</div> <div>Branch 門類</div>		Managerial 經理級 (%)*	Supervisory 主任級 (%)*	Editorial / Production / Executorial 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	Include Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構 內廣告／公共 關係／市場部	6 (1.5)	24 (3.1)	206 (5.1)	42 (4.2)	278 (4.5)
Magazines 雜誌業		19 (2.9)	42 (4.8)	230 (9.4)	81 (13.5)	372 (8.2)
News Department in Radio / TV Stations 電台及電視台的 新聞部		20 (8.2)	104 (16.2)	357 (17.4)	105 (15.1)	586 (16.1)
News Agencies 新聞通訊社		1 (3.0)	4 (5.3)	13 (7.0)	1 (5.0)	19 (6.1)
Digital / New Media 數碼／新媒體		- (-)	44 (16.6)	85 (12.1)	5 (2.1)	134 (10.2)
Sub-total 小計		46 (3.2)	218 (8.3)	891 (9.5)	234 (9.2)	1 389 (8.7)
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		13 (3.6)	40 (6.2)	229 (18.1)	1 (1.7)	283 (12.2)
Advertising Companies, Agencies and Other Advertising Services 廣告業機構		53 (4.1)	124 (3.8)	575 (8.3)	248 (8.7)	1 000 (6.9)
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		53 (4.6)	90 (6.7)	123 (4.3)	8 (9.6)	274 (5.1)
Sub-total 小計		119 (4.2)	254 (4.8)	927 (8.4)	257 (8.6)	1 557 (7.0)
Total 總計		165 (3.9)	472 (6.0)	1 818 (8.9)	491 (8.9)	2 946 (7.7)

* As a percentage of total number of MC posts by sector by 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。

Table 6 Percentage of Companies which Required Employees to have Skills / Knowledge (by Degree in Demand) to Perform the Social Media Functions

表 6 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					
Social Networking Platform (e.g. Facebook, Twitter) 社交網絡平台	1.0	33.2	50.7	15.1	1
Web Searching 網上搜尋	2.4	39.5	45.6	12.4	2
Apps Development 應用程式開發	11.5	58.8	17.8	12.0	3
Web Security 網絡安全	7.8	45.1	31.2	11.2	4
Sharing Platform (e.g. YouTube) 分享平台	1.0	39.8	49.0	10.2	5
Web Monitoring and Surveillance 網絡監測及監督	13.7	51.0	26.1	9.3	6
Curation 策展	4.9	36.1	45.1	9.3	6
Microblogging 微博	1.2	41.0	48.5	9.3	6
Web Analytics 網站分析	11.2	46.6	33.9	8.3	9
Search Engine Optimisation 搜尋引擎優化	10.7	50.2	32.9	6.1	10
Cloud Computing 雲端運算	13.4	56.3	26.1	4.1	11
QR Code QR 碼	10.5	48.8	38.5	2.2	12
Others (Operation of the Media Outdoor Terminal) 其他（操作傳媒戶外終端機）	-	-	0.2	-	13
Advertising and Public Relations Sector 廣告與公共關係業					
Web Searching 網上搜尋	14.5	47.5	32.4	5.6	1
Social Networking Platform (e.g. Facebook, Twitter) 社交網絡平台	4.7	48.9	41.1	5.3	2

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 (%)*	
Apps Development 應用程式開發	24.6	61.4	9.3	4.7	3
Sharing Platform (e.g. YouTube) 分享平台	15.6	45.6	34.3	4.5	4
Web Analytics 網站分析	24.1	57.8	13.8	4.2	5
Search Engine Optimisation 搜尋引擎優化	23.1	59.8	13.5	3.6	6
Web Security 網絡安全	21.3	55.3	19.6	3.3	7
Microblogging 微博	15.9	52.3	28.5	3.3	7
Curation 策展	18.4	47.5	30.8	2.8	9
Web Monitoring and Surveillance 網絡監測及監督	25.0	61.0	11.8	2.2	10
QR Code QR 碼	22.3	54.8	20.8	2.1	11
Cloud Computing 雲端運算	20.8	65.2	12.2	1.9	12
Others (Web Development) 其他（網站開發）	-	-	-	0.1	13

* 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 of Companies Having Chosen the Effective Methods for Retaining their Existing MC Employees by Sector by Employment Size of Company
(Respondents may choose up to three options)

表 7.1 公司挽留大眾傳播僱員選擇有效方法的百分率
(按行業及公司規模劃分)
(填覆者最多可選擇三項)

Effective Methods 有效方法	Employment Size of Company 公司規模	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over [#] (%)*	300-499 (%)*	500 & Over (%)*	Overall 整體 (%)*
Journalism Sector ⁽¹⁾ 新聞業										
Salary Increment 增加薪金		35.3	13.3	13.3	12.8	5.0	9.5	-	-	89.0
Shortening Working Hours 縮短工作時間		10.8	5.5	5.3	5.0	0.8	0.3	-	-	27.5
More Paid Leave 更多有薪休假		7.0	0.8	2.3	2.0	0.8	0.3	-	-	13.0
Providing Job Rotation 提供職務輪換		-	0.3	-	0.5	0.5	0.8	-	-	2.0
Internal Promotion/ Career Development 內部晉升／事業發展		2.3	2.3	3.8	3.3	3.0	7.0	-	-	21.5
Enhancing Job Satisfaction 提升工作滿意度		10.8	2.8	4.5	4.3	1.0	2.3	-	-	25.5
Increasing Job Autonomy 增加工作自主權		6.3	1.3	1.3	2.8	0.3	1.5	-	-	13.3
Providing/Supporting Manpower Training and Development in Skills 提供／資助技能培訓 和發展		0.5	-	0.8	-	0.5	2.3	-	-	4.0
More Communications and Enhancing the Sense of Belonging with Existing Staff 加強與現職僱員溝通， 增強他們的歸屬感		1.3	2.8	2.3	-	0.8	1.5	-	-	8.5
Positive Image on Company Profile/Culture 建立正面的機構 形象／文化		0.5	-	0.5	-	0.5	0.5	-	-	2.0
Others (Government policy emphasizes on mass communication industry) 其他(政府政策重視大眾 傳播業)		1.8	-	-	-	-	-	-	-	1.8

<div> <div>Employment Size of Company 公司規模</div> <div>Effective Methods 有效方法</div> </div>	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over [#] (%)*	300-499 (%)*	500 & Over (%)*	Overall 整體 (%)*
Advertising and Public Relations Sector 廣告與公共關係業									
Salary Increment 增加薪金	56.8	11.5	4.7	2.4	0.6	0.2	2.7	5.9	84.9
Shortening Working Hours 縮短工作時間	18.4	2.4	1.6	0.7	0.1	0.1	1.1	1.1	25.5
More Paid Leave 更多有薪休假	10.6	1.1	0.2	0.1	-	0.1	0.4	1.5	14.1
Providing Job Rotation 提供職務輪換	0.6	0.2	-	-	-	-	-	0.5	1.3
Internal Promotion/ Career Development 內部晉升／事業發展	3.0	2.8	1.0	0.7	0.2	-	0.6	3.3	11.7
Enhancing Job Satisfaction 提升工作滿意度	7.4	1.5	1.2	0.4	0.2	0.1	0.9	1.3	13.1
Increasing Job Autonomy 增加工作自主權	21.7	1.1	1.5	0.4	-	-	0.2	0.6	25.6
Providing/Supporting Manpower Training and Development in Skills 提供／資助技能培訓 和發展	0.9	-	-	-	-	-	0.1	1.3	2.6
More Communications and Enhancing the Sense of Belonging with Existing Staff 加強與現職僱員溝通， 增強他們的歸屬感	10.9	1.0	0.4	0.4	-	-	0.3	1.0	14.2
Positive Image on Company Profile/Culture 建立正面的機構 形象／文化	1.9	0.3	-	-	-	-	-	0.7	3.1
Others (Discussion on Remuneration Package) 其他（討論薪酬待遇）	0.1	-	-	-	-	-	-	-	0.1

For advertising and PR sector, the employment size of company is 100-299 instead.

在廣告與公共關係業，公司規模以（100-299）人劃分。

* 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 of Companies Having Chosen the Effective Methods for Retaining their Existing MC Employees by Branch
表 7.2 公司挽留大眾傳播僱員選擇有效方法的百分率
(按門類劃分)

Effective Methods 有效方法	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
	Include 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	91.2	88.0	90.9	100.0	87.9	93.1	84.1	85.1	85.3
Shortening working hours 縮短工作時間	14.7	31.3	9.1	37.5	21.2	29.4	25.6	21.7	25.7
More paid leave 更多有薪休假	8.8	13.0	3.0	31.3	18.2	17.4	13.2	18.6	14.0
Providing job rotation 提供職務輪換	14.7	0.4	3.0	-	3.0	1.8	0.8	4.6	1.4
Internal promotion/career development 內部晉升/事業發展	20.6	15.1	54.5	18.8	45.5	15.3	8.0	37.8	12.6
Enhancing job satisfaction 提升工作滿意度	5.9	27.5	36.4	12.5	24.2	17.4	11.6	21.4	14.2
Increasing job autonomy 增加工作自主權	17.6	14.4	9.1	-	9.1	4.8	29.9	8.0	24.4
Providing/Supporting Manpower Training and Development in Skills 提供/資助技能培訓和發展	-	1.1	6.1	6.3	30.3	4.8	0.9	14.2	2.7
More Communications and Enhancing the Sense of Belonging with Existing Staff 加強與現職僱員溝通，增強他們的歸屬感	17.6	8.5	6.1	6.3	3.0	6.0	15.2	12.8	13.7
Positive Image on Company Profile/Culture 建立正面的機構形象/文化	2.9	0.7	12.1	-	3.0	0.3	2.9	6.7	3.0
Others 其他	-	2.5	-	-	-	1.5	-	-	0.3
- Government policy emphasizes on mass communication industry 政府政策重視大眾傳播業									
- Discussion on Remuneration Package 討論薪酬待遇									

* As a percentage of number of responding cases by branch.

* 佔填覆公司百分率 (按門類劃分)。

Percentage of Companies Having Specified the 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在素養培訓方面標示重要程度的百分率

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				Rank in Highly Important 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					
Working Attitude 工作態度	-	1.9	33.0	65.1	1
Team Work 團隊合作	-	1.9	33.5	64.6	2
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）	-	1.4	46.4	52.2	3
Concentration on Work 專心工作	-	2.9	47.4	49.8	4
Punctuality 守時	-	7.7	43.5	48.8	5
Interpersonal Communication Skills 人際溝通技巧	-	1.9	54.1	44.0	6
Protection of Privacy 保障私隱	-	1.9	54.5	43.5	7
Emotional Management 情緒管理	-	4.3	52.2	43.5	
Passion 熱誠	-	2.9	46.9	42.1	9
Degree of Loyalty 忠誠度	-	6.7	46.9	38.3	10
Etiquette 禮儀	-	8.1	55.5	36.4	11
Creativity 創意	-	2.4	54.5	34.9	12
Media and Information Literacy 媒體與資訊素養	-	3.8	55.5	32.5	13
Others ⁽²⁾ 其他 ⁽²⁾	-	-	-	0.5	14

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				Rank in Highly Important 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 (%)*	
Advertising and Public Relations Sector 廣告與公共關係業					
Working Attitude 工作態度	-	0.4	40.2	59.5	1
Creativity 創意	-	4.7	40.0	53.6	2
Team Work 團隊合作	-	0.4	47.2	52.4	3
Passion 熱誠	-	4.5	46.7	47.0	4
Punctuality 守時	-	4.8	48.4	46.8	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)	-	4.4	51.6	44.0	6
Interpersonal Communication Skills 人際溝通技巧	-	1.0	55.5	43.5	7
Protection of Privacy 保障私隱	-	6.4	52.6	41.0	8
Concentration on Work 專心工作	-	4.5	54.8	40.7	9
Emotional Management 情緒管理	-	2.0	65.6	32.4	10
Degree of Loyalty 忠誠度	-	4.5	63.1	30.7	11
Etiquette 禮儀	0.9	2.0	67.8	29.3	12
Media and Information Literacy 媒體與資訊素養	0.1	7.0	68.3	22.9	13
Others ⁽²⁾ 其他 ⁽²⁾	-	-	0.2	0.5	14

* As a percentage of number of responding cases by sector.
佔填覆公司百分率（按行業劃分）。

Notes: (1) The journalism sector includes advertising sales / PR / marketing department in media organizations.
新聞業包括傳媒機構內的廣告／公共關係／市場部。

- (2) Others Accomplishment Training Reported:
其他填報的素養培訓項目
- (a) Social responsibility
社會責任
 - (b) English proficiency and ability
英語水平及能力
 - (c) To deal with foreign executives (American etc.)
應付外籍行政人員（美國人及其他）
 - (d) Proficiency in both Chinese and Japanese
精通中日語

Table 9.1 Preferred Educational Level of MC Employees in Newspapers
by Job Level by Job Code / Title
表 9.1 報紙業機構大眾傳播僱員宜有的教育程度
(按技能等級及職務編號／職稱劃分)

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 / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	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	4	39	-	-	2	-	-	7
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	3	90	-	-	1	-	-	23
103	News Director 新聞總監	-	9	-	-	-	-	-	2
Sub-Total 小計		7	138	-	-	3	-	-	32
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	122	1	-	10	-	-	11
202	News / Assignment Editor 總採訪／採訪主任	-	219	2	-	-	-	-	8
203	International News Editor 國際新聞主任	-	28	-	-	-	-	-	-
204	China / National News Editor 中國新聞主任	-	3	2	-	-	-	-	16
205	Assignment Editor (Photography) 攝影主任	-	5	15	8	-	-	-	-
206	Editorial / Leader Writer 主筆	-	43	-	-	2	8	-	6
Sub-Total 小計		-	420	20	8	12	8	-	41
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	-	415	4	45	9	2	-	2
302	Sub-editor / Copy Editor 文稿編輯	-	478	10	-	34	2	-	6
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	1 325	88	262	2	-	-	92
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者； 攝影記者	-	4	247	21	18	3	-	12
305	Senior Translator; Translator 資深（高級）翻譯員； 翻譯員	-	47	14	-	10	-	-	18
306	Online Editor 網絡編輯	-	30	9	-	9	-	-	16
307	Senior Designer 資深（高級）美術設計員	-	3	-	125	13	-	-	8

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 or Equivalent 文憑／高級證書或同等學歷	Matriculation / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	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）									
308	Graphic Artist 正稿製作員	-	2	14	-	29	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	-	-	-	-	-	-	4
Sub-Total 小計		-	2 304	386	453	124	7	-	158
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	18	1	215	-	5	-	13
402	Typesetter 植字員	-	-	-	6	2	20	-	8
403	Layout Artist 排版員	-	10	6	219	10	45	19	46
404	Proof-Reader 校對員	-	5	-	78	-	33	14	8
405	Darkroom Person 黑房工作人員	-	-	-	23	-	-	-	-
406	Librarian 資料室人員	-	3	2	50	-	6	-	20
407	Researcher 資料蒐集員	-	2	1	26	-	-	-	18
408	Web Page Designer 網頁製作員	-	11	32	-	-	4	-	4
409	Webmaster 網主	-	-	-	1	-	1	-	5
Sub-Total 小計		-	49	42	618	12	114	33	122
GRAND TOTAL 總計		7	2 911	448	1 079	151	129	33	353

* 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 Level by Job Code / Title
表 9.2 雜誌業機構大眾傳播僱員宜有的教育程度
(按技能等級及職務編號／職稱劃分)

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 / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	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	4	111	3	-	7	1	-	-
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	80	-	-	-	-	-	-
166	Creative Group Head; Creative Director 創作總監	-	8	-	-	-	-	-	-
Sub-Total 小計		4	199	3	-	7	1	-	-
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	6	181	34	8	6	3	-	5
202	News / Assignment Editor 總採訪／採訪主任	-	66	-	2	-	-	-	-
203	International News Editor 國際新聞主任	-	3	-	-	-	-	-	-
204	China / National News Editor 中國新聞主任	-	1	-	-	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	8	10	15	-	-	-	-
206	Editorial / Leader Writer 主筆	-	91	1	2	21	9	-	-
264	Production Manager 製作經理	-	-	-	-	2	-	-	-
Sub-Total 小計		6	350	45	27	29	12	-	5
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	-	222	10	64	17	3	-	12
302	Sub-editor / Copy Editor 文稿編輯	-	278	18	17	4	20	-	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	446	38	45	27	14	-	10
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者； 攝影記者	-	106	93	109	18	4	-	-
305	Senior Translator; Translator 資深（高級）翻譯員； 翻譯員	-	33	-	5	-	-	-	-
306	Online Editor 網絡編輯	-	30	1	6	9	2	-	-

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 / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	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）									
307	Senior Designer 資深（高級）美術設計員	-	11	26	94	11	-	-	-
308	Graphic Artist 正稿製作員	-	7	24	76	4	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	2	-	16	3	-	-	-
364	Copywriter 撰稿員	-	7	18	-	-	-	-	-
368	Production Assistant 製作助理	-	-	-	-	-	6	-	-
Sub-Total 小計		-	1 142	228	432	93	49	-	22
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	28	49	184	13	13	-	10
402	Typesetter 植字員	-	-	-	-	4	2	-	-
403	Layout Artist 排版員	-	15	24	13	13	6	-	-
404	Proof-Reader 校對員	-	3	15	27	3	12	-	-
405	Darkroom Person 黑房工作人員	-	-	-	3	-	-	-	-
406	Librarian 資料室人員	-	10	3	-	-	2	-	-
407	Researcher 資料蒐集員	-	-	10	-	6	2	-	-
408	Web Page Designer 網頁製作員	-	29	4	17	7	-	-	-
409	Webmaster 網主	-	5	9	5	-	-	-	-
410	Digital Designer 數碼媒體設計員	-	10	-	6	-	-	-	-
Sub-Total 小計		-	100	114	255	46	37	-	10
GRAND TOTAL 總計		10	1 791	390	714	175	99	-	37

* 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 Level by Job Code / 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
(按技能等級及職務編號／職稱劃分)

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 or Equivalent 文憑／高級證書或同等學歷	Matriculation / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	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	3	50	-	1	-	-	-	-
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	3	26	-	1	-	-	-	8
Sub-Total 小計		6	76	-	2	-	-	-	8
SUPERVISORY LEVEL 主任級									
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	-	25	-	-	-	-	-	3
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	-	24	-	-	-	-	-	122
213	Managing Editor 編輯主任	-	13	1	-	-	-	-	15
214	Deputy / Assistant Managing Editor 副編輯主任	-	23	-	-	-	-	-	1
215	Executive Producer 執行監製／製作主任	-	45	4	-	-	-	-	4
Sub-Total 小計		-	130	5	-	-	-	-	145
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	-	-	2	-	-	-
306	Online Editor 網絡編輯	-	5	-	-	-	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	6	-	-	-	-	-	-
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	-	102	-	-	-	-	-	176
312	News Anchor / Announcer 新聞主播／報告員	-	82	-	-	-	-	-	27
313	News Translator 新聞翻譯員	-	22	-	-	-	-	-	8
314	Senior Reporter; Reporter 高級記者；記者	-	328	-	-	-	-	-	74
315	Cameraman 電視攝影師	-	5	2	103	3	109	-	63

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 or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	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）									
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	-	77	1	21	151	20	-	32
317	Online Editor 網絡編輯	-	14	3	-	1	2	-	1
363	Graphic Artist 正稿製作員	-	2	-	-	-	-	-	-
Sub-Total 小計		-	643	6	124	157	131	-	381
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	-	-	-	21	-	-	-
406	Librarian 資料室人員	-	-	-	-	18	-	-	-
410	Digital Designer 數碼媒體設計員	-	-	-	40	-	-	-	-
411	Director / Production Assistant / Video Editor / Engineer & Technician 導演／製作助理／影片剪接／ 工程及技術人員	-	11	102	105	227	42	-	29
412	Web Page Designer 網頁製作員	-	-	2	43	7	-	-	-
413	Webmaster 網主	-	-	1	3	4	2	-	-
Sub-Total 小計		-	11	105	191	277	44	-	29
GRAND TOTAL 總計		6	860	116	317	434	175	-	563

* 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 Level by Job Code / Title**
表 9.4
新聞通訊社大眾傳播僱員宜有的教育程度
(按技能等級及職務編號／職稱劃分)

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 / Equivalent 文憑／ 高級證書／ 證書或 同等學歷	Matriculation / Hong Kong Diploma of Secondary Education 大學預科／ 香港中學 文憑	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	-	8	-	-	-	-	-	-
103	News Director 新聞總監	-	1	-	-	-	-	-	-
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	-	-	-	-	-	-	-	1
Sub-Total 小計		-	16	-	-	-	-	-	1
SUPERVISORY LEVEL 主 任 級									
201	Managing Editor 編輯主任	-	15	-	-	-	-	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	18	-	2	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	6	-	-	-	-	-	-
Sub-Total 小計		-	39	-	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	-	10	-	-	5	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	24	-	-	-	-	-	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	65	1	-	8	-	-	-
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者； 攝影記者	-	24	-	1	-	-	-	-
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	18	-	-	-	-	-	-
306	Online Editor 網絡編輯	-	2	-	-	-	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	-	1	-	-	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	4	-	-	-	-	-	-
Sub-Total 小計		-	147	2	1	13	-	-	-

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 / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	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	-	-	-	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	-	4	-	-	-	1	-	2
409	Webmaster 網主	-	-	-	-	-	-	-	2
Sub-Total 小計		-	4	-	3	-	1	-	12
GRAND TOTAL 總計		-	206	2	6	13	1	-	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 9.5 Preferred Educational Level of MC Employees in Digital / New Media
by Job Level by Job Code / Title
表 9.5 數碼／新媒體大眾傳播僱員宜有的教育程度
(按技能等級及職務編號／職稱劃分)

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 / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	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	-	11	-	-	-	-	-	-
103	News Director 新聞總監	3	-	-	-	-	-	-	-
166	Creative Group Head; Creative Director 創作總監	-	1	-	-	-	-	-	-
Sub-Total 小計		3	12	-	-	-	-	-	-
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	13	4	-	-	-	1	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	18	-	-	-	-	-	-
204	China / National News Editor 中國新聞主任	-	8	-	-	-	-	-	-
206	Editorial / Leader Writer 主筆	-	21	-	-	-	-	-	-
Sub-Total 小計		13	51	-	-	-	1	-	-
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	-	9	-	-	-	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	9	-	1	-	-	-	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	53	2	-	-	-	-	-
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	4	2	-	-	-	-	-
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	3	-	-	-	-	-	-
306	Online Editor 網絡編輯	-	61	17	2	-	5	-	-
307	Senior Designer 資深（高級）美術設計員	-	10	-	1	-	-	-	-
308	Graphic Artist 正稿製作員	-	2	-	3	-	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	12	-	2	-	-	-	-
368	Production Assistant 製作助理	-	-	-	2	-	-	-	-

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 / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	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）									
370	Photographer 廣告攝影師	-	-	-	3	-	-	-	-
Sub-Total 小計		-	163	21	14	-	5	-	-
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	8	-	5	-	-	-	-
407	Researcher 資料蒐集員	-	22	-	-	-	-	-	-
408	Web Page Designer 網頁製作員	-	12	15	14	48	-	-	-
409	Webmaster 網主	-	13	5	7	46	-	-	-
410	Digital Designer 數碼媒體設計員	-	37	-	-	-	-	-	-
Sub-Total 小計		-	92	20	26	94	-	-	-
GRAND TOTAL 總計		16	318	41	40	94	6	-	-

* 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 Level by Job Code / 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
(按技能等級及職務編號／職稱劃分)

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 or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	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	9	174	-	-	-	-	-	1
132	Director of Client Services; Account Director 客戶服務總監	10	158	-	-	-	-	-	1
161	Managing Director; General Manager 董事經理；總經理	-	2	-	-	-	-	-	-
Sub-Total 小計		19	334	-	-	-	-	-	2
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	6	464	14	28	11	1	-	34
232	Chief Editor; Editor 總編輯；編輯	-	42	-	-	-	-	-	-
233	Art Director 美術總監	-	12	2	3	-	-	-	7
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	-	2	-	-	-	-	-	-
264	Production Manager 製作經理	-	1	-	-	-	-	-	-
267	Media Planning Manager 媒介策劃經理	-	5	-	-	-	-	-	-
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	2	-	-	-	-	-	-
Sub-Total 小計		6	528	16	31	11	1	-	41
EXECUTIONAL LEVEL 執行人員級									
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	15	-	-	-	-	-	-
315	Cameraman 電視攝影師	-	-	-	-	-	3	-	-
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	-	551	2	106	17	19	-	14
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	15	1	3	3	-	-	-
333	Account Co-ordinator 客戶聯絡助理	-	179	14	38	6	7	20	11
334	Translator 翻譯員	-	11	3	5	-	-	-	-

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 / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
EXECUTIONAL LEVEL (Continued) 執行人員級 (續)									
335	Visualiser 美術製稿員	-	11	2	28	-	-	-	-
336	Graphic Artist 正稿製作員	-	26	2	11	3	3	-	-
337	Copywriter 撰稿員	-	34	1	2	-	-	-	18
338	Research Assistant 市場調查助理	-	14	-	-	-	6	-	-
361	Account Executive 客戶主任	-	3	-	-	-	-	-	-
363	Graphic Artist 正稿製作員	-	1	-	-	-	-	-	-
367	Traffic Co-ordinator 流程統籌	-	-	-	1	-	-	-	-
368	Production Assistant 製作助理	-	-	-	1	-	-	-	-
372	Marketing Assistant / Executive 市場助理／主任	-	-	-	6	-	-	-	-
Sub-Total 小計		-	860	25	201	29	38	20	43
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	-	-	5	-	-	-	-
411	Director / Production Assistant / Video Editor / Engineer & Technician 導演／製作助理／影片剪接／工程及技術人員	-	-	-	-	-	-	12	-
431	Promoter 推廣員	-	-	-	1	5	-	34	-
461	Designer 美術設計員	-	-	-	2	-	-	-	-
Sub-Total 小計		-	-	-	8	5	-	46	-
GRAND TOTAL 總計		25	1 722	41	240	45	39	66	86

* 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

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
(按技能等級及職務編號／職稱劃分)

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 / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	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	11	155	5	-	1	-	-	14
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	12	93	-	2	-	-	-	5
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	1	186	2	4	-	3	-	25
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	-	36	-	1	1	-	-	3
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	104	-	-	-	-	-	3
186	Business Development Director 業務發展總監	3	59	-	-	-	-	-	6
187	Research Director 市場調查總監	-	5	-	-	-	-	-	-
188	Public Relations Director 公共關係總監	1	11	-	-	-	-	-	-
189	Art Director 美術總監	-	95	58	13	-	-	-	1
Sub-Total 小計		28	744	65	20	2	3	-	57
SUPERVISORY LEVEL 主任級									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	551	79	26	5	10	-	29
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	99	20	10	7	-	-	2
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	216	11	15	4	5	-	13
284	Research Manager 市場調查經理	-	14	3	-	-	-	-	-
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	-	43	4	16	1	-	-	2

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 or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) 主任級（續）									
286	Public Relations Manager 公共關係經理	-	35	2	-	-	-	-	5
287	Sales Training / Support Manager 銷售訓練／支援經理	-	14	1	2	-	-	-	-
Sub-Total 小計		-	972	120	69	17	15	-	51
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	-	616	103	146	67	116	-	12
382	Marketing Assistant / Executive 市場助理／主任	-	243	46	33	37	10	2	29
383	Research Assistant / Executive 市場調查助理／主任	-	26	6	35	3	-	-	-
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	-	131	28	19	21	163	-	10
385	Public Relations Assistant / Executive 公共關係助理／主任	-	52	14	5	11	20	-	10
Sub-Total 小計		-	1 068	197	238	139	309	2	61
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
481	Promoter 推廣員	-	-	-	-	-	2	-	22
Sub-Total 小計		-	-	-	-	-	2	-	22
GRAND TOTAL 總計		28	2 784	382	327	158	329	2	191

* 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 Level by Job Code / Title**
表 9.8 廣告業機構大眾傳播僱員宜有的教育程度
(按技能等級及職務編號／職稱劃分)

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 / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級									
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	6	-	-	-	-	-	-
161	Managing Director; General Manager 董事經理；總經理	16	340	6	67	6	12	-	5
162	Director of Client Services / Account Servicing 客戶服務總監	4	48	-	2	-	-	-	31
163	Group Account Director; Account Director 客戶總監	5	240	-	-	-	-	-	14
164	Director of Strategic Planning 品牌策劃總監	-	15	-	-	-	-	-	-
165	Executive Creative Director 執行創作總監	-	61	-	-	-	-	-	4
166	Creative Group Head; Creative Director 創作總監	1	250	1	39	-	-	-	14
168	Head of TV Production 電視廣告製作主任	-	22	1	-	-	-	-	5
169	Media Planning Director 媒介策劃總監	-	42	-	-	-	-	-	-
170	Media Buying Director 媒介採購總監	-	6	-	-	-	-	-	-
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	1	32	-	-	-	-	-	1
Sub-Total 小計		27	1 062	8	108	6	12	-	74
SUPERVISORY LEVEL 主任級									
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	-	6	-	-	-	-	-	-
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	-	832	91	300	16	120	-	54
262	Art Director 美術總監	-	158	103	767	13	50	-	74
263	Studio Manager 正稿製作經理	-	18	17	1	1	-	-	2

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 / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) 主任級（續）									
264	Production Manager 製作經理	-	48	10	63	2	-	-	61
265	Traffic Manager 流程統籌經理	-	24	2	2	2	-	-	28
266	TV Producer 廣告製片	-	55	-	8	2	-	-	26
267	Media Planning Manager 媒介策劃經理	-	55	6	2	-	25	-	3
268	Media Buying Manager 媒介採購經理	-	27	-	-	16	-	-	2
269	Research Manager; Research Planner 市場調查經理；策略策劃員	-	14	3	-	-	-	-	13
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	-	12	1	-	-	26	-	-
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	73	1	9	28	1	-	13
Sub-Total 小計		-	1 322	234	1 152	80	222	-	276
EXECUTIONAL LEVEL 執行人員級									
315	Cameraman 電視攝影師	-	-	-	-	-	1	-	-
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	2	-	-	-	-	-	-
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	-	12	-	-	-	-	-	-
361	Account Executive 客戶主任	-	783	66	1 026	224	119	-	177
362	Visualiser 草稿繪製員	-	64	146	55	-	-	-	4
363	Graphic Artist 正稿製作員	-	169	79	1 170	137	775	12	105
364	Copywriter 撰稿員	-	52	6	104	15	-	-	55
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	89	6	16	156	12	-	2
366	Media Buyer 媒介採購員	-	72	-	-	48	2	-	30
367	Traffic Co-ordinator 流程統籌	-	94	3	16	44	99	-	3
368	Production Assistant 製作助理	-	30	2	12	132	101	-	38
369	Research Assistant 市場調查助理	-	44	-	20	-	-	-	-
370	Photographer 廣告攝影師	-	-	-	46	105	13	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 / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
EXECUTIONAL LEVEL (Continued) 執行人員級 (續)									
371	Online Editor 網絡編輯	-	4	-	84	-	-	-	-
372	Marketing Assistant / Executive 市場助理／主任	-	122	-	34	-	2	-	7
Sub-Total 小計		-	1 537	308	2 583	861	1 124	15	421
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
461	Designer 美術設計員	-	104	196	1 414	86	151	37	7
462	Digital Designer 數碼媒體設計員	1	137	112	147	-	31	-	4
463	Webmaster 網主	-	-	65	84	-	-	-	9
464	Technician 技術員	-	23	42	7	16	56	-	-
465	Promoter 推廣員	-	13	-	-	-	40	-	-
Sub-Total 小計		1	277	415	1 652	102	278	37	20
GRAND TOTAL 總計		28	4 198	965	5 495	1 049	1 636	52	791

* 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 Level by Job Code / 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（按技能等級及職務編號／職稱劃分）

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 or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	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	-	-	-	-	-	-	-	8
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	24	173	-	-	-	-	-	19
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／總監／主管	1	56	-	-	-	-	-	-
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	80	-	-	-	-	-	14
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	2	292	-	-	-	-	-	27
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	2	90	5	-	-	-	-	6
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	181	5	-	-	-	-	47
147	Community Relations Manager 社區關係經理	-	37	-	-	-	-	-	-
148	Market Research Manager 市場調查經理	-	19	8	-	-	-	-	-
149	Publication Manager 出版經理	-	15	-	-	-	-	-	-
150	Internal Communications Manager 內部傳訊經理	-	7	-	-	-	-	-	4
189	Art Director 美術總監	-	1	-	-	-	-	-	-
Sub-Total 小計		34	951	18	-	-	-	-	125
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	-	-	-	-	-	-	4
204	China / National News Editor 中國新聞主任	-	-	-	-	-	-	-	4
206	Editorial / Leader Writer 主筆	-	-	-	-	-	-	-	4

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 / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
SUPERVISORY LEVEL (Continued) 主任級（續）									
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	3	466	48	5	-	-	-	10
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	-	239	6	-	18	-	-	41
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	-	283	12	-	-	4	-	39
244	Assistant Manager for Publication 助理出版經理	-	3	-	-	-	-	-	21
245	Chief Editor; Editor 總編輯；編輯	6	76	16	-	-	-	-	-
246	TV Producer 廣告製片	-	11	-	-	-	-	-	-
286	Public Relations Manager 公共關係經理	-	-	-	-	-	-	-	4
Sub-Total 小計		9	1 078	82	5	18	4	-	127
EXECUTIONAL LEVEL 執行人員級									
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	-	-	-	-	-	36
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	2	-	-	-	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	3	-	-	-	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	1	-	-	-	-	-	-
312	News Anchor /Announcer 新聞主播／報告員	-	-	-	-	-	-	-	4
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	7	-	-	-	-	-	-
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	-	354	164	6	8	4	-	284
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	-	251	47	1	21	1	-	260
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	-	205	59	101	18	4	-	359
344	Officer / Assistant for Community Relations 社區關係主任／助理	-	-	-	-	-	-	-	30
345	Officer / Assistant for Market Research 市場調查主任／助理	-	1	6	-	-	-	-	97

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 or Equivalent 文憑／高級證書／證書或同等學歷	Matriculation / Hong Kong Diploma of Secondary Education 大學預科／香港中學文憑	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
EXECUTIONAL LEVEL (Continued) 執行人員級 (續)									
346	Writer / Translator 撰稿／翻譯員	-	38	17	-	-	-	-	28
347	Officer / Assistant for Publication 出版主任／助理	-	10	-	3	8	3	-	50
348	Graphic Designer 廣告設計員	-	15	29	32	-	-	-	118
349	Photographer 攝影師	-	3	1	1	1	-	-	65
350	Online Editor 網絡編輯	-	3	-	9	-	-	-	-
383	Research Assistant / Executive 市場調查助理／主任	-	-	-	-	-	-	-	4
Sub-Total 小計		-	893	323	153	56	12	-	1 335
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
441	Researcher 資料蒐集員	-	-	-	-	-	-	26	-
442	Web Page Designer 網頁製作員	-	12	9	32	4	-	-	-
Sub-Total 小計		-	12	9	32	4	-	26	-
GRAND TOTAL 總計		43	2 934	432	190	78	16	26	1 587

* 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 Level by Job Code / Title
表 10.1 報紙業機構大眾傳播僱員宜有的相關年資
(按技能等級及職務編號／職稱劃分)

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	36	4	2	2	-	-	-	8
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	7	70	6	1	3	-	-	30
103	News Director 新聞總監	7	2	-	-	-	-	-	2
Sub-Total 小計		50	76	8	3	3	-	-	40
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	4	96	13	5	-	-	26
202	News / Assignment Editor 總採訪／採訪主任	-	-	190	-	12	-	-	27
203	International News Editor 國際新聞主任	-	-	26	1	1	-	-	-
204	China / National News Editor 中國新聞主任	-	-	2	1	-	-	-	18
205	Assignment Editor (Photography) 攝影主任	-	-	24	1	2	-	-	1
206	Editorial / Leader Writer 主筆	-	1	36	3	10	-	2	7
Sub-Total 小計		-	5	374	19	30	-	2	79
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	403	62	1	7	2
302	Sub-editor / Copy Editor 文稿編輯	-	-	-	213	205	50	-	62
303	Senior Reporter; Reporter 資深(高級)記者; 記者	-	-	-	808	312	272	7	370
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者; 攝影記者	-	-	-	241	34	6	-	24
305	Senior Translator; Translator 資深(高級)翻譯員; 翻譯員	-	-	-	33	28	-	-	28
306	Online Editor 網絡編輯	-	-	-	27	12	-	-	25
307	Senior Designer 資深(高級)美術設計員	-	-	-	23	105	-	-	21
308	Graphic Artist 正稿製作員	-	-	-	31	14	-	-	-
309	Senior Producer; Producer 高級監製; 監製	-	-	-	-	-	-	-	4
Sub-Total 小計		-	-	2	1 779	772	329	14	536

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	-	-	-	-	124	74	4	50
402	Typesetter 植字員	-	-	-	-	27	1	-	8
403	Layout Artist 排版員	-	-	-	-	241	68	-	46
404	Proof-Reader 校對員	-	-	-	9	99	18	-	12
405	Darkroom Person 黑房工作人員	-	-	-	-	22	-	-	1
406	Librarian 資料室人員	-	-	-	-	55	6	-	20
407	Researcher 資料蒐集員	-	-	-	1	26	-	-	20
408	Web Page Designer 網頁製作員	-	-	-	-	32	4	-	15
409	Webmaster 網主	-	-	-	-	1	1	-	5
<i>Sub-Total 小計</i>		-	-	-	10	627	172	4	177
GRAND TOTAL 總計		50	81	384	1 811	1 432	501	20	832

* 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 Level by Job Code / Title
表 10.2 雜誌業機構大眾傳播僱員宜有的相關年資
(按技能等級及職務編號／職稱劃分)

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	50	38	20	6	-	-	-
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	4	45	15	16	-	-	-	-
166	Creative Group Head; Creative Director 創作總監	-	2	6	-	-	-	-	-
Sub-Total 小計		16	97	59	36	6	-	-	-
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	19	56	110	53	-	-	5
202	News / Assignment Editor 總採訪／採訪主任	-	2	51	2	10	3	-	-
203	International News Editor 國際新聞主任	-	-	2	1	-	-	-	-
204	China / National News Editor 中國新聞主任	-	-	-	1	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	-	15	15	3	-	-	-
206	Editorial / Leader Writer 主筆	12	1	19	38	48	6	-	-
264	Production Manager 製作經理	-	-	-	2	-	-	-	-
Sub-Total 小計		12	22	143	169	114	9	-	5
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	-	-	42	35	206	10	23	12
302	Sub-editor / Copy Editor 文稿編輯	-	-	23	76	187	26	25	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	-	8	485	28	49	10
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	-	76	237	6	11	-
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	8	-	30	-	-	-
306	Online Editor 網絡編輯	-	-	4	-	34	10	-	-
307	Senior Designer 資深（高級）美術設計員	-	-	4	15	121	2	-	-
308	Graphic Artist 正稿製作員	-	-	-	14	76	21	-	-
309	Senior Producer; Producer 高級監製；監製	-	-	-	5	16	-	-	-
364	Copywriter 撰稿員	-	-	-	-	25	-	-	-

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）									
368	Production Assistant 製作助理	-	-	-	-	6	-	-	-
Sub-Total 小計		-	-	81	229	1 423	103	108	22
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	-	-	9	170	95	13	10
402	Typesetter 植字員	-	-	-	-	4	2	-	-
403	Layout Artist 排版員	-	-	2	1	21	34	13	-
404	Proof-Reader 校對員	-	-	1	1	42	16	-	-
405	Darkroom Person 黑房工作人員	-	-	-	-	-	3	-	-
406	Librarian 資料室人員	-	-	-	-	-	5	10	-
407	Researcher 資料蒐集員	-	-	-	-	16	2	-	-
408	Web Page Designer 網頁製作員	-	-	-	4	34	6	13	-
409	Webmaster 網主	-	-	-	6	8	5	-	-
410	Digital Designer 數碼媒體設計員	-	-	-	-	16	-	-	-
Sub-Total 小計		-	-	3	21	311	168	49	10
GRAND TOTAL 總計		28	119	286	455	1 854	280	157	37

* 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 Level by Job Code / Title
表 10.3 電台及電視台大眾傳播僱員宜有的相關年資
(按技能等級及職務編號／職稱劃分)

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	17	35	1	1	-	-	-	-
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監； 新聞經理	12	14	4	-	-	-	-	8
Sub-Total 小計		29	49	5	1	-	-	-	8
SUPERVISORY LEVEL 主任級									
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	17	4	1	3	-	-	-	3
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	6	3	7	6	2	-	-	122
213	Managing Editor 編輯主任	7	2	4	-	1	-	-	15
214	Deputy / Assistant Managing Editor 副編輯主任	11	-	8	3	1	-	-	1
215	Executive Producer 執行監製／製作主任	19	-	25	2	3	-	-	4
Sub-Total 小計		60	9	45	14	7	-	-	145
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者； 攝影記者	-	-	-	-	2	-	-	-
306	Online Editor 網絡編輯	-	-	-	-	5	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	-	-	6	-	-	-	-
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	-	40	6	40	16	-	-	176
312	News Anchor / Announcer 新聞主播／報告員	-	-	-	1	69	12	-	27
313	News Translator 新聞翻譯員	-	-	1	-	21	-	-	8
314	Senior Reporter; Reporter 高級記者；記者	-	-	50	144	99	35	-	74
315	Cameraman 電視攝影師	-	-	-	53	168	1	-	63
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	-	20	4	180	66	-	-	32
317	Online Editor 網絡編輯	-	-	-	-	9	11	-	1
363	Graphic Artist 正稿製作員	-	-	-	-	-	-	2	-
Sub-Total 小計		-	60	61	424	455	59	2	381

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	-	-	-	-	21	-	-	-
406	Librarian 資料室人員	-	-	-	-	18	-	-	-
410	Digital Designer 數碼媒體設計員	-	-	-	-	-	40	-	-
411	Director / Production Assistant / Video Editor / Engineer & Technician 導演／製作助理／影片剪接／ 工程及技術人員	-	-	3	8	234	208	34	29
412	Web Page Designer 網頁製作員	-	-	-	2	41	9	-	-
413	Webmaster 網主	-	-	-	-	5	5	-	-
Sub-Total 小計		-	-	3	10	319	262	34	29
GRAND TOTAL 總計		89	118	114	449	781	321	36	563

* 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 Level by Job Code / Title
表 10.4 新聞通訊社大眾傳播僱員宜有的相關年資
(按技能等級及職務編號／職稱劃分)

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	2	1	2	2	-	-	-	-
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	3	-	2	3	-	-	-	-
103	News Director 新聞總監	-	1	-	-	-	-	-	-
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	-	-	-	-	-	-	-	1
Sub-Total 小計		5	2	4	5	-	-	-	1
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	2	10	3	-	-	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	-	12	6	2	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	-	5	1	-	-	-	-
Sub-Total 小計		-	2	27	10	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	-	-	2	8	-	5	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	-	10	2	3	-	9	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	4	30	5	8	3	24
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	19	6	-	-	-	-
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	18	-	-	-	-	-
306	Online Editor 網絡編輯	-	-	-	1	1	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	-	-	1	-	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	-	-	4	-	-	-	-
Sub-Total 小計		-	-	53	52	9	13	12	24
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	-	-	-	1	-	-	2
402	Typesetter 植字員	-	-	-	-	-	-	-	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
SUPPORTING / TECHNICAL LEVEL (Continued) 輔助／技術人員級(續)									
403	Layout Artist 排版員	-	-	-	-	-	-	-	2
404	Proof-Reader 校對員	-	-	-	-	2	-	-	2
408	Web Page Designer 網頁製作員	-	-	-	-	-	1	4	2
409	Webmaster 網主	-	-	-	-	-	-	-	2
<i>Sub-Total 小計</i>		-	-	-	-	3	1	4	12
GRAND TOTAL 總計		5	4	84	67	14	14	16	37

* 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 Level by Job Code / Title
表 10.5 數碼／新媒體大眾傳播僱員宜有的相關年資
(按技能等級及職務編號／職稱劃分)

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	4	-	3	-	4	-	-	-
103	News Director 新聞總監	3	-	-	-	-	-	-	-
166	Creative Group Head; Creative Director 創作總監	-	-	1	-	-	-	-	-
Sub-Total 小計		7	-	4	-	4	-	-	-
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	13	1	2	2	-	-	-
202	News / Assignment Editor 總採訪／採訪主任	4	14	-	-	-	-	-	-
204	China / National News Editor 中國新聞主任	-	6	-	-	2	-	-	-
206	Editorial / Leader Writer 主筆	-	-	-	20	1	-	-	-
Sub-Total 小計		4	33	1	22	5	-	-	-
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	1	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	-	-	4	5	1	-	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	-	-	53	2	-	-
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	-	-	-	-	3	-	-	-
306	Online Editor 網絡編輯	-	-	20	2	35	28	-	-
307	Senior Designer 資深（高級）美術設計員	-	4	-	1	4	2	-	-
308	Graphic Artist 正稿製作員	-	-	-	-	2	3	-	-
309	Senior Producer; Producer 高級監製；監製	8	-	-	2	4	-	-	-
368	Production Assistant 製作助理	-	-	-	-	2	-	-	-
370	Photographer 廣告攝影師	-	-	-	-	3	-	-	-
Sub-Total 小計		8	4	20	19	115	37	-	-

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	-	-	-	-	7	6	-	-
407	Researcher 資料蒐集員	-	-	-	-	5	17	-	-
408	Web Page Designer 網頁製作員	-	-	-	-	70	15	4	-
409	Webmaster 網主	-	-	-	3	60	8	-	-
410	Digital Designer 數碼媒體設計員	-	-	-	-	27	10	-	-
Sub-Total 小計		-	-	-	3	169	56	4	-
GRAND TOTAL 總計		19	37	25	44	293	93	4	-

* 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 Level by Job Code / 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
(按技能等級及職務編號／職稱劃分)

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	5	93	42	33	10	-	-	1
132	Director of Client Services; Account Director 客戶服務總監	-	49	70	49	-	-	-	1
161	Managing Director; General Manager 董事經理；總經理	-	-	2	-	-	-	-	-
Sub-Total 小計		5	142	114	82	10	-	-	2
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	11	-	58	226	183	46	-	34
232	Chief Editor; Editor 總編輯；編輯	-	1	1	37	3	-	-	-
233	Art Director 美術總監	-	-	2	6	9	-	-	7
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	-	-	-	2	-	-	-	-
264	Production Manager 製作經理	-	-	-	1	-	-	-	-
267	Media Planning Manager 媒介策劃經理	-	-	-	-	5	-	-	-
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	-	2	-	-	-	-
Sub-Total 小計		11	1	61	274	200	46	-	41
EXECUTIONAL LEVEL 執行人員級									
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	-	-	15	-	-	-
315	Cameraman 電視攝影師	-	-	-	-	3	-	-	-
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	-	-	-	46	322	268	59	14
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	-	-	7	10	5	-	-
333	Account Co-ordinator 客戶聯絡助理	-	-	-	-	50	164	50	11
334	Translator 翻譯員	-	-	-	3	11	5	-	-
335	Visualiser 美術製稿員	-	-	-	-	30	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
EXECUTIONAL LEVEL (Continued) 執行人員級 (續)									
336	Graphic Artist 正稿製作員	-	-	-	-	15	30	-	-
337	Copywriter 撰稿員	-	-	-	1	8	28	-	18
338	Research Assistant 市場調查助理	-	-	-	-	-	9	11	-
361	Account Executive 客戶主任	-	-	-	-	3	-	-	-
363	Graphic Artist 正稿製作員	-	-	-	1	-	-	-	-
367	Traffic Co-ordinator 流程統籌	-	-	-	-	-	1	-	-
368	Production Assistant 製作助理	-	-	-	-	1	-	-	-
372	Marketing Assistant / Executive 市場助理／主任	-	-	-	-	-	6	-	-
Sub-Total 小計		-	-	-	58	468	527	120	43
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	-	-	-	5	2	-	-
411	Director / Production Assistant / Video Editor / Engineer & Technician 導演／製作助理／影片剪接／ 工程及技術人員	-	-	-	-	-	12	-	-
431	Promoter 推廣員	-	-	-	-	1	-	39	-
Sub-Total 小計		-	-	-	-	6	14	39	-
Grand Total 總計		16	143	175	414	684	587	159	86

* 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 Level by Job Code / 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
(按技能等級及職務編號／職稱劃分)**

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	38	62	43	20	7	-	-	16
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	41	17	12	2	-	-	7
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	29	91	43	28	1	-	-	29
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	6	14	9	7	1	-	-	4
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	12	36	33	19	-	1	-	6
186	Business Development Director 業務發展總監	11	27	15	7	-	-	-	8
187	Research Director 市場調查總監	3	1	1	-	-	-	-	-
188	Public Relations Director 公共關係總監	5	6	1	-	-	-	-	-
189	Art Director 美術總監	9	29	90	28	8	-	-	3
Sub-Total 小計		146	307	252	121	19	1	-	73
SUPERVISORY LEVEL 主 任 級									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	54	72	191	231	77	2	-	73
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	4	44	52	30	5	-	3
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	3	32	51	130	33	-	-	15
284	Research Manager 市場調查經理	3	-	11	2	1	-	-	-
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	18	6	9	21	9	-	-	3
286	Public Relations Manager 公共關係經理	16	-	11	6	4	-	-	5
287	Sales Training / Support Manager 銷售訓練／支援經理	-	-	3	11	3	-	-	-
Sub-Total 小計		94	114	320	453	157	7	-	99

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	-	-	-	108	747	114	74	17
382	Marketing Assistant / Executive 市場助理／主任	-	-	12	5	155	161	35	32
383	Research Assistant / Executive 市場調查助理／主任	-	-	-	24	37	5	2	2
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	-	-	-	57	228	49	9	29
385	Public Relations Assistant / Executive 公共關係助理／主任	-	-	4	18	39	36	5	10
Sub-Total 小計		-	-	16	212	1 206	365	125	90
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
481	Promoter 推廣員	-	-	-	-	-	2	-	22
Sub-Total 小計		-	-	-	-	-	2	-	22
GRAND TOTAL 總計		240	421	588	786	1 382	375	125	284

* 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 Level by Job Code / Title
表 10.8 廣告業機構大眾傳播僱員宜有的相關年資
(按技能等級及職務編號／職稱劃分)

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									
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	-	6	-	-	-	-	-
161	Managing Director; General Manager 董事經理；總經理	63	87	135	142	18	-	-	7
162	Director of Client Services / Account Servicing 客戶服務總監	16	20	13	5	-	-	-	31
163	Group Account Director; Account Director 客戶總監	9	115	92	27	-	-	-	16
164	Director of Strategic Planning 品牌策劃總監	1	6	8	-	-	-	-	-
165	Executive Creative Director 執行創作總監	2	27	11	19	-	-	-	6
166	Creative Group Head; Creative Director 創作總監	19	78	99	93	-	-	-	16
168	Head of TV Production 電視廣告製作主任	-	20	2	1	-	-	-	5
169	Media Planning Director 媒介策劃總監	-	6	14	22	-	-	-	-
170	Media Buying Director 媒介採購總監	-	-	-	6	-	-	-	-
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	-	-	24	9	-	-	-	1
Sub-Total 小計		110	359	404	324	18	-	-	82
SUPERVISORY LEVEL 主 任 級									
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	-	-	-	6	-	-	-	-
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	-	103	132	881	177	50	-	70
262	Art Director 美術總監	-	25	117	212	737	-	-	74
263	Studio Manager 正稿製作經理	-	-	4	23	10	-	-	2
264	Production Manager 製作經理	-	12	16	75	18	-	-	63
265	Traffic Manager 流程統籌經理	-	2	13	4	11	-	-	28
266	TV Producer 廣告製片	-	6	4	27	24	-	-	30
267	Media Planning Manager 媒介策劃經理	-	2	-	25	36	25	-	3
268	Media Buying Manager 媒介採購經理	-	-	14	-	29	-	-	2
269	Research Manager; Research Planner 市場調查經理；策略策劃員	-	-	-	5	12	-	-	13
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	-	-	6	-	7	26	-	-

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)									
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	34	14	63	1	-	13
Sub-Total 小計		-	150	340	1 272	1 124	102	-	298
EXECUTIONAL LEVEL 執行人員級									
315	Cameraman 電視攝影師	-	-	-	-	1	-	-	-
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	-	-	2	-	-	-	-
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	-	-	-	-	12	-	-	-
361	Account Executive 客戶主任	-	-	63	358	1 262	445	64	203
362	Visualiser 草稿繪製員	-	-	-	4	145	82	10	28
363	Graphic Artist 正稿製作員	-	-	-	28	1 491	755	56	117
364	Copywriter 撰稿員	-	-	-	-	132	27	10	63
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	-	-	-	167	56	56	2
366	Media Buyer 媒介採購員	-	-	-	-	120	2	-	30
367	Traffic Co-ordinator 流程統籌	-	-	-	3	96	104	53	3
368	Production Assistant 製作助理	-	-	-	2	142	104	29	38
369	Research Assistant 市場調查助理	-	-	-	-	21	39	4	-
370	Photographer 廣告攝影師	-	-	-	-	167	-	-	-
371	Online Editor 網絡編輯	-	-	-	3	4	81	-	-
372	Marketing Assistant / Executive 市場助理／主任	-	-	-	1	11	41	105	7
Sub-Total 小計		-	-	63	401	3 771	1 736	387	491
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
461	Designer 美術設計員	-	-	-	94	1 167	626	101	7
462	Digital Designer 數碼媒體設計員	-	-	-	8	114	207	99	4
463	Webmaster 網主	-	-	-	-	75	74	-	9
464	Technician 技術員	-	-	-	-	22	82	40	-
465	Promoter 推廣員	-	-	-	-	13	40	-	-
Sub-Total 小計		-	-	-	102	1 391	1 029	240	20
GRAND TOTAL 總計		110	509	807	2 099	6 304	2 867	627	891

* 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 Level by Job Code / 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
(按技能等級及職務編號／職稱劃分)

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	-	-	-	-	-	-	-	8
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	74	72	29	11	5	-	-	25
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／總監／主管	14	5	-	14	24	-	-	-
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	19	39	21	-	-	-	-	20
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	10	123	102	57	2	-	-	27
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	-	45	15	20	17	-	-	6
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	59	101	15	5	-	-	53
147	Community Relations Manager 社區關係經理	-	32	-	5	-	-	-	-
148	Market Research Manager 市場調查經理	3	-	16	8	-	-	-	-
149	Publication Manager 出版經理	-	5	1	9	-	-	-	-
150	Internal Communications Manager 內部傳訊經理	-	-	2	5	-	-	-	4
189	Art Director 美術總監	-	1	-	-	-	-	-	-
Sub-Total 小計		120	381	287	144	53	-	-	143
SUPERVISORY LEVEL									
主 任 級									
201	Managing Editor 編輯主任	-	-	-	-	-	-	-	4
204	China / National News Editor 中國新聞主任	-	-	-	-	-	-	-	4
206	Editorial / Leader Writer 主筆	-	-	-	-	-	-	-	4
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	-	25	20	363	102	-	-	22

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)									
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	-	-	96	70	79	18	-	41
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	-	-	40	111	132	4	-	51
244	Assistant Manager for Publication 助理出版經理	-	-	2	-	1	-	-	21
245	Chief Editor; Editor 總編輯；編輯	-	8	54	34	2	-	-	-
246	TV Producer 廣告製片	-	3	8	-	-	-	-	-
286	Public Relations Manager 公共關係經理	-	-	-	-	-	-	-	4
Sub-Total 小計		-	36	220	578	316	22	-	151
EXECUTIONAL LEVEL 執行人員級									
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	-	-	-	-	-	36
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	2	-	-	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	-	-	3	-	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	-	1	-	-	-	-	-
312	News Anchor / Announcer 新聞主播／報告員	-	-	-	-	-	-	-	4
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	-	7	-	-	-	-	-
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	-	-	9	82	334	89	4	302
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	-	-	-	2	222	96	1	260
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	-	-	-	7	265	91	-	383
344	Officer / Assistant for Community Relations 社區關係主任／助理	-	-	-	-	-	-	-	30
345	Officer / Assistant for Market Research 市場調查主任／助理	-	-	-	1	6	-	-	97
346	Writer / Translator 撰稿／翻譯員	-	-	-	8	47	-	-	28
347	Officer / Assistant for Publication 出版主任／助理	-	-	-	4	14	3	3	50
348	Graphic Designer 廣告設計員	-	-	25	2	39	10	-	118
349	Photographer 攝影師	-	-	-	5	1	-	-	65

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 (Continued) 執行人員級 (續)									
350	Online Editor 網絡編輯	-	-	-	2	10	-	-	-
383	Research Assistant / Executive 市場調查助理／主任	-	-	-	-	-	-	-	4
Sub-Total 小計		-	-	44	116	938	289	8	1 377
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
441	Researcher 資料蒐集員	-	-	-	-	-	-	26	-
442	Web Page Designer 網頁製作員	-	-	1	4	52	-	-	-
Sub-Total 小計		-	-	1	4	52	-	26	-
Grand Total 總計		120	417	552	842	1 359	311	34	1 671

* 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 Level by Job Code / 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
（按技能等級及職務編號／職稱劃分）**

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	-	-	-	3	1	35	5	8
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	-	-	1	68	16	7	25
103	News Director 新聞總監	-	-	-	1	1	6	-	3
Sub-Total 小計		-	-	-	5	70	57	12	36
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	1	1	106	19	1	-	16
202	News / Assignment Editor 總採訪／採訪主任	-	-	-	134	85	-	-	10
203	International News Editor 國際新聞主任	-	-	-	-	28	-	-	-
204	China / National News Editor 中國新聞主任	-	-	-	-	3	-	-	18
205	Assignment Editor (Photography) 攝影主任	-	-	-	16	11	1	-	-
206	Editorial / Leader Writer 主筆	-	-	10	18	23	1	1	6
Sub-Total 小計		-	1	11	274	169	3	1	50
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	-	113	353	4	-	-	6
302	Sub-editor / Copy Editor 文稿編輯	-	-	234	249	-	-	-	43
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	786	844	18	-	-	117
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	37	252	3	-	-	13
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	25	46	-	-	-	18
306	Online Editor 網絡編輯	-	-	21	27	-	-	-	16
307	Senior Designer 資深（高級）美術設計員	-	-	110	31	-	-	-	8
308	Graphic Artist 正稿製作員	-	-	43	2	-	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	-	-	-	-	-	-	4
Sub-Total 小計		1	-	1 369	1 804	25	-	-	225

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	-	-	237	-	-	-	-	15
402	Typesetter 植字員	-	21	6	-	-	-	-	9
403	Layout Artist 排版員	-	63	226	10	-	-	-	46
404	Proof-Reader 校對員	-	56	67	4	-	-	-	8
405	Darkroom Person 黑房工作人員	-	-	23	-	-	-	-	-
406	Librarian 資料室人員	-	9	49	3	-	-	-	20
407	Researcher 資料蒐集員	-	5	24	-	-	-	-	18
408	Web Page Designer 網頁製作員	-	8	4	24	-	-	-	15
409	Webmaster 網主	-	-	1	-	1	-	-	5
<i>Sub-Total 小計</i>		-	162	637	41	1	-	-	136
GRAND TOTAL 總計		1	163	2 017	2 124	265	60	13	447

* 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 Level by Job Code / 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
（按技能等級及職務編號／職稱劃分）**

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	8	25	30	20	15	27
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	1	-	4	17	18	18	22
166	Creative Group Head; Creative Director 創作總監	-	-	-	-	2	-	-	6
Sub-Total 小計		-	2	8	29	49	38	33	55
SUPERVISORY LEVEL 主 任 級									
201	Managing Editor 編輯主任	6	-	35	89	42	-	-	71
202	News / Assignment Editor 總採訪／採訪主任	-	-	5	16	41	-	-	6
203	International News Editor 國際新聞主任	-	-	-	1	2	-	-	-
204	China / National News Editor 中國新聞主任	-	-	-	1	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	-	-	13	11	-	-	9
206	Editorial / Leader Writer 主筆	12	9	38	29	7	-	-	3
264	Production Manager 製作經理	-	-	-	-	-	-	-	2
Sub-Total 小計		18	9	78	149	103	-	-	91
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	-	12	82	151	9	-	-	67
302	Sub-editor / Copy Editor 文稿編輯	13	12	165	24	21	-	-	82
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	67	336	29	-	-	-	114
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	4	118	111	3	-	-	65
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	5	2	-	-	-	23
306	Online Editor 網絡編輯	-	4	22	6	3	-	-	7
307	Senior Designer 資深（高級）美術設計員	-	4	42	50	2	-	-	44
308	Graphic Artist 正稿製作員	-	-	89	16	-	-	-	6
309	Senior Producer; Producer 高級監製；監製	-	-	18	-	-	3	-	-
364	Copywriter 撰稿員	-	-	18	-	-	-	-	7

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）									
368	Production Assistant 製作助理	-	-	6	-	-	-	-	-
Sub-Total 小計		13	103	901	389	38	3	-	415
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	41	161	18	-	-	-	53
402	Typesetter 植字員	-	-	4	-	-	-	-	2
403	Layout Artist 排版員	-	5	54	-	-	-	-	11
404	Proof-Reader 校對員	-	5	46	-	-	-	-	6
405	Darkroom Person 黑房工作人員	-	3	-	-	-	-	-	-
406	Librarian 資料室人員	-	10	3	-	-	-	-	2
407	Researcher 資料蒐集員	-	10	6	-	-	-	-	2
408	Web Page Designer 網頁製作員	-	-	30	-	-	-	-	20
409	Webmaster 網主	-	5	3	-	2	-	-	5
410	Digital Designer 數碼媒體設計員	-	-	4	-	-	-	-	10
Sub-Total 小計		-	79	311	18	2	-	-	111
GRAND TOTAL 總計		31	193	1 298	585	192	41	33	672

* 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 Level by Job Code / 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
（按技能等級及職務編號／職稱劃分）

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	-	-	-	-	2	4	48	-
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	-	-	-	1	10	15	9	3
Sub-Total 小計		-	-	-	1	12	19	57	3
SUPERVISORY LEVEL 主任級									
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	-	-	-	1	2	20	-	5
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	-	-	-	-	129	-	-	17
213	Managing Editor 編輯主任	-	-	-	5	3	8	-	13
214	Deputy / Assistant Managing Editor 副編輯主任	-	-	-	1	11	10	-	2
215	Executive Producer 執行監製／製作主任	-	-	-	9	23	13	-	8
Sub-Total 小計		-	-	-	16	168	51	-	45
EDITORIAL / PRODUCTION LEVEL 編採／製作人員級									
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	2	-	-	-	-	-
306	Online Editor 網絡編輯	-	-	-	-	-	5	-	-
307	Senior Designer 資深（高級）美術設計員	-	-	-	-	-	6	-	-
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	-	-	19	81	9	-	-	169
312	News Anchor / Announcer 新聞主播／報告員	-	-	43	27	-	1	-	23
313	News Translator 新聞翻譯員	-	-	21	-	-	-	-	9
314	Senior Reporter; Reporter 高級記者；記者	-	-	109	210	-	-	-	70
315	Cameraman 電視攝影師	-	1	162	60	1	-	-	61
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	-	-	54	106	115	-	-	27
317	Online Editor 網絡編輯	-	-	12	-	8	-	-	1
363	Graphic Artist 正稿製作員	-	-	2	-	-	-	-	-
Sub-Total 小計		-	1	424	484	133	12	-	360

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	-	-	-
406	Librarian 資料室人員	-	-	17	-	-	-	-	-
410	Digital Designer 數碼媒體設計員	-	-	-	40	-	-	-	-
411	Director / Production Assistant / Video Editor / Engineer & Technician 導演／製作助理／影片剪接／工程及技術人員	-	102	110	250	8	1	-	27
412	Web Page Designer 網頁製作員	-	-	38	14	-	-	-	-
413	Webmaster 網主	-	-	6	4	-	-	-	-
Sub-Total 小計		-	102	171	308	29	1	-	27
GRAND TOTAL 總計		-	103	595	809	342	83	57	435

* 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 Level by Job Code / 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
（按技能等級及職務編號／職稱劃分）

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	2	-	1	2
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	-	-	3	3	-	-	2
103	News Director 新聞總監	-	-	-	-	-	-	1	-
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	-	-	-	-	-	-	1	-
Sub-Total 小計		-	-	-	5	5	-	3	4
SUPERVISORY LEVEL 主 任 級									
201	Managing Editor 編輯主任	-	-	-	3	-	12	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	-	-	5	1	6	-	8
205	Assignment Editor (Photography) 攝影主任	-	-	-	1	-	1	-	4
Sub-Total 小計		-	-	-	9	1	19	-	12
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	8	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	-	12	2	-	-	-	10
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	11	21	17	1	-	24
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	-	3	6	-	-	16
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	-	-	-	-	-	18
306	Online Editor 網絡編輯	-	-	1	1	-	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	-	-	-	1	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	-	-	-	4	-	-	-
Sub-Total 小計		-	-	29	29	36	1	-	68
SUPPORTING / TECHNICAL LEVEL 輔 助 ／ 技 術 人 員 級									
401	Designer 美術設計員	-	-	-	1	-	-	-	2
402	Typesetter 植字員	-	-	-	-	-	-	-	2
403	Layout Artist 排版員	-	-	-	-	-	-	-	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
SUPPORTING / TECHNICAL LEVEL (Continued) 輔助／技術人員級（續）									
404	Proof-Reader 校對員	-	-	-	2	-	-	-	2
408	Web Page Designer 網頁製作員	-	-	1	4	-	-	-	2
409	Webmaster 網主	-	-	-	-	-	-	-	2
<i>Sub-Total 小計</i>		-	-	<i>1</i>	<i>7</i>	-	-	-	<i>12</i>
GRAND TOTAL 總計		-	-	30	50	42	20	3	96

* 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 Level by Job Code / 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（按技能等級及職務編號／職稱劃分）

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	-	3	-	4	-
103	News Director 新聞總監	-	-	-	-	-	-	3	-
166	Creative Group Head; Creative Director 創作總監	-	-	-	-	-	-	-	1
Sub-Total 小計		-	-	4	-	3	-	7	1
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	-	1	4	-	13	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	-	-	-	18	-	-	-
204	China / National News Editor 中國新聞主任	-	-	-	2	6	-	-	-
206	Editorial / Leader Writer 主筆	-	-	1	-	-	-	-	-
Sub-Total 小計		-	-	2	6	24	13	-	-
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	7	-	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	-	8	2	-	-	-	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	55	-	-	-	-	-
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	6	-	-	-	-	-
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	3	-	-	-	-	-
306	Online Editor 網絡編輯	-	-	47	27	-	-	-	6
307	Senior Designer 資深（高級）美術設計員	-	-	5	2	4	-	-	-
308	Graphic Artist 正稿製作員	-	-	3	2	-	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	-	-	14	-	-	-	-
368	Production Assistant 製作助理	-	-	-	-	-	-	-	2
370	Photographer 廣告攝影師	-	-	-	-	-	-	-	3
Sub-Total 小計		-	-	129	54	4	-	-	11

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	-	-	6	-	-	-	-	7
407	Researcher 資料蒐集員	-	-	17	5	-	-	-	-
408	Web Page Designer 網頁製作員	-	-	31	53	-	-	-	5
409	Webmaster 網主	-	1	12	53	-	-	-	5
410	Digital Designer 數碼媒體設計員	-	-	28	9	-	-	-	-
Sub-Total 小計		-	1	94	120	-	-	-	17
GRAND TOTAL 總計		-	1	229	180	31	13	7	29

* 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 Level by Job Code / 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
（按技能等級及職務編號／職稱劃分）

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	-	-	10	22	43	54	22	33
132	Director of Client Services; Account Director 客戶服務總監	-	-	-	17	32	60	19	39
161	Managing Director; General Manager 董事經理；總經理	-	-	-	-	-	-	2	-
Sub-Total 小計		-	-	10	39	75	114	43	72
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	11	83	183	110	15	-	139
232	Chief Editor; Editor 總編輯；編輯	-	-	8	2	1	1	-	30
233	Art Director 美術總監	-	-	6	4	2	-	-	12
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	-	-	-	-	2	-	-	-
264	Production Manager 製作經理	-	-	-	-	1	-	-	-
267	Media Planning Manager 媒介策劃經理	-	-	-	-	-	-	-	5
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	-	-	2	-	-	-
Sub-Total 小計		5	11	97	189	118	16	-	186
EXECUTIONAL LEVEL 執行人員級									
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	-	-	15	-	-	-
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	-	49	345	80	3	-	-	227
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	5	3	7	-	-	-	7
333	Account Co-ordinator 客戶聯絡助理	10	67	117	22	-	-	-	44
334	Translator 翻譯員	-	1	13	-	3	-	-	-
335	Visualiser 美術製稿員	-	15	13	5	-	-	-	8
336	Graphic Artist 正稿製作員	-	6	19	1	-	-	-	10
337	Copywriter 撰稿員	-	2	32	1	1	-	-	18

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 (Continued) 執行人員級 (續)									
338	Research Assistant 市場調查助理	6	11	-	1	-	-	-	2
361	Account Executive 客戶主任	-	-	-	3	-	-	-	-
363	Graphic Artist 正稿製作員	-	-	-	-	1	-	-	-
367	Traffic Co-ordinator 流程統籌	-	-	1	-	-	-	-	-
368	Production Assistant 製作助理	-	-	-	1	-	-	-	-
372	Marketing Assistant / Executive 市場助理／主任	-	-	6	-	-	-	-	-
Sub-Total 小計		16	156	549	121	23	-	-	316
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	-	2	5	-	-	-	-
411	Director / Production Assistant / Video Editor / Engineer & Technician 導演／製作助理／影片剪接／ 工程及技術人員	-	-	12	-	-	-	-	-
431	Promoter 推廣員	34	5	1	-	-	-	-	-
Sub-Total 小計		34	5	15	5	-	-	-	-
Grand Total 總計		55	172	671	354	216	130	43	574

* 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 Level by Job Code / 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
(按技能等級及職務編號／職稱劃分)**

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	6	-	2	24	48	25	34	47
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	6	-	1	4	19	9	39	34
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	-	-	1	19	40	71	28	62
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	-	-	1	8	15	6	2	9
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	-	1	12	55	15	9	15
186	Business Development Director 業務發展總監	-	-	-	12	33	5	9	8
187	Research Director 市場調查總監	-	-	-	-	4	1	-	-
188	Public Relations Director 公共關係總監	-	-	-	-	1	4	5	2
189	Art Director 美術總監	-	-	7	24	81	12	1	42
Sub-Total 小計		12	-	13	103	296	148	127	219
SUPERVISORY LEVEL 主任級									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	1	51	190	279	20	-	159
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	-	47	54	16	3	-	18
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	8	66	136	6	-	48
284	Research Manager 市場調查經理	-	-	1	10	6	-	-	-
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	-	-	12	21	26	1	-	6
286	Public Relations Manager 公共關係經理	-	-	1	12	13	10	-	6
287	Sales Training / Support Manager 銷售訓練／支援經理	-	-	-	13	2	-	-	2
Sub-Total 小計		-	1	120	366	478	40	-	239

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	1	98	615	141	50	-	-	129
382	Marketing Assistant / Executive 市場助理／主任	2	15	232	73	-	1	-	68
383	Research Assistant / Executive 市場調查助理／主任	-	-	45	12	-	-	-	13
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	-	69	180	63	2	-	-	58
385	Public Relations Assistant / Executive 公共關係助理／主任	-	20	73	4	-	-	-	12
Sub-Total 小計		3	202	1 145	293	52	1	-	280
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
481	Promoter 推廣員	-	-	-	-	-	-	-	24
Sub-Total 小計		-	-	-	-	-	-	-	24
GRAND TOTAL 總計		15	203	1 278	762	826	189	127	762

* 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 Level by Job Code / 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（按技能等級及職務編號／職稱劃分）

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									
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	-	-	-	6	-	-	-
161	Managing Director; General Manager 董事經理；總經理	-	-	12	158	118	112	34	18
162	Director of Client Services / Account Servicing 客戶服務總監	-	-	-	2	6	40	3	34
163	Group Account Director; Account Director 客戶總監	-	-	-	22	118	67	6	46
164	Director of Strategic Planning 品牌策劃總監	-	-	-	-	8	-	7	-
165	Executive Creative Director 執行創作總監	-	-	-	18	12	7	22	6
166	Creative Group Head; Creative Director 創作總監	-	-	-	44	90	67	33	59
168	Head of TV Production 電視廣告製作主任	-	-	-	-	1	3	9	15
169	Media Planning Director 媒介策劃總監	-	-	-	20	16	-	2	4
170	Media Buying Director 媒介採購總監	-	-	-	6	-	-	-	-
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	-	-	-	9	17	6	-	2
Sub-Total 小計		-	-	12	279	392	302	116	184
SUPERVISORY LEVEL									
主任級									
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	-	-	-	-	6	-	-	-
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	-	50	327	695	108	26	-	200
262	Art Director 美術總監	-	-	68	217	756	6	-	116
263	Studio Manager 正稿製作經理	-	-	4	31	2	-	-	2
264	Production Manager 製作經理	-	-	17	67	25	-	-	75
265	Traffic Manager 流程統籌經理	-	-	8	8	8	2	-	32
266	TV Producer 廣告製片	-	-	26	29	6	-	-	30
267	Media Planning Manager 媒介策劃經理	-	-	9	34	41	2	-	5
268	Media Buying Manager 媒介採購經理	-	-	6	14	23	-	-	2
269	Research Manager; Research Planner 市場調查經理；策略策劃員	-	-	10	5	2	-	-	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)									
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	-	-	7	26	-	6	-	-
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	6	56	13	-	-	50
Sub-Total 小計		-	50	488	1 182	990	42	-	525
EXECUTIONAL LEVEL 執行人員級									
315	Cameraman 電視攝影師	-	1	-	-	-	-	-	-
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	-	2	-	-	-	-	-
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	-	-	12	-	-	-	-	-
361	Account Executive 客戶主任	-	219	961	348	-	-	-	867
362	Visualiser 草稿繪製員	-	50	156	19	-	-	-	44
363	Graphic Artist 正稿製作員	250	14	1 888	113	-	-	-	182
364	Copywriter 撰稿員	-	-	82	6	-	-	-	143
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	-	239	40	-	-	-	2
366	Media Buyer 媒介採購員	-	2	109	2	-	-	-	39
367	Traffic Co-ordinator 流程統籌	-	31	150	26	-	-	-	52
368	Production Assistant 製作助理	-	105	132	-	-	-	-	78
369	Research Assistant 市場調查助理	-	-	56	-	-	-	-	8
370	Photographer 廣告攝影師	-	-	47	15	-	-	-	105
371	Online Editor 網絡編輯	-	-	1	7	-	-	-	80
372	Marketing Assistant / Executive 市場助理／主任	-	84	50	5	-	-	-	26
Sub-Total 小計		250	506	3 885	581	-	-	-	1 626
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
461	Designer 美術設計員	103	553	976	101	2	-	-	187
462	Digital Designer 數碼媒體設計員	-	52	209	109	1	-	-	24
463	Webmaster 網主	-	2	9	3	-	-	-	79
464	Technician 技術員	-	1	57	5	60	-	-	16
465	Promoter 推廣員	-	40	-	-	13	-	-	-
Sub-Total 小計		103	648	1 251	218	76	-	-	306
GRAND TOTAL 總計		353	1 204	5 636	2 260	1 458	344	116	2 641

* 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 Level by Job Code / 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
(按技能等級及職務編號／職稱劃分)**

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	-
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	-	-	-	-	9	28	85	94
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／總監／主管	-	-	24	-	5	14	1	13
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	-	-	-	-	22	24	9	44
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	-	-	8	11	52	96	1	153
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	-	-	3	12	15	4	2	67
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	-	-	20	43	38	-	132
147	Community Relations Manager 社區關係經理	-	-	-	-	3	-	-	34
148	Market Research Manager 市場調查經理	-	-	-	-	8	16	-	3
149	Publication Manager 出版經理	-	-	-	-	2	2	-	10
150	Internal Communications Manager 內部傳訊經理	-	-	-	-	-	3	4	2
189	Art Director 美術總監	-	-	-	-	1	-	-	-
Sub-Total 小計		-	-	35	43	160	225	110	552
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	-	-	-	-	-	4	-
204	China / National News Editor 中國新聞主任	-	-	-	-	-	-	4	-
206	Editorial / Leader Writer 主筆	-	-	-	-	4	-	-	-
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	-	-	19	162	122	-	-	229
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	-	-	52	36	19	-	-	197

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									
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	-	-	42	97	44	-	-	155
244	Assistant Manager for Publication 助理出版經理	-	-	-	-	3	-	-	21
245	Chief Editor; Editor 總編輯；編輯	-	-	1	9	46	2	6	34
246	TV Producer 廣告製片	-	-	-	8	-	-	3	-
286	Public Relations Manager 公共關係經理	-	-	-	-	-	4	-	-
Sub-Total 小計		-	-	114	312	238	6	17	636
EXECUTIONAL LEVEL 執行人員級									
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	-	-	36	-	-	-	-
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	-	-	2	-	-	-	-
307	Senior Designer 資深（高級）美術設計員	-	-	-	3	-	-	-	-
309	Senior Producer; Producer 高級監製；監製	-	-	-	1	-	-	-	-
312	News Anchor / Announcer 新聞主播／報告員	-	-	-	-	4	-	-	-
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	-	-	7	-	-	-	-
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	-	-	177	177	12	-	-	454
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	-	73	171	21	-	-	-	316
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	-	3	250	7	-	-	-	486
344	Officer / Assistant for Community Relations 社區關係主任／助理	-	-	-	-	-	-	-	30
345	Officer / Assistant for Market Research 市場調查主任／助理	-	5	1	-	1	-	-	97
346	Writer / Translator 撰稿／翻譯員	-	-	1	5	33	-	-	44
347	Officer / Assistant for Publication 出版主任／助理	-	8	3	13	-	-	-	50
348	Graphic Designer 廣告設計員	-	25	11	12	2	-	-	143
349	Photographer 攝影師	-	-	1	-	2	3	-	65
350	Online Editor 網絡編輯	-	-	-	1	2	-	-	9
383	Research Assistant / Executive 市場調查助理／主任	-	-	-	4	-	-	-	-
Sub-Total 小計		-	114	615	289	56	3	-	1 694

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									
441	Researcher 資料蒐集員	26	-	-	-	-	-	-	-
442	Web Page Designer 網頁製作員	-	-	22	9	2	-	-	24
Sub-Total 小計		26	-	22	9	2	-	-	24
Grand Total 總計		26	114	786	653	456	234	127	2 906

* 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	33.0	22.6	8.6	0.7
102	Production management 製作管理	27.2	32.7	15.0	24.0
103	Marketing management 市場管理	37.0	21.6	7.2	7.4
104	Human resources management 人力資源管理	18.0	6.3	0.9	0.1
105	Financial management 財務管理	12.3	3.8	0.6	3.4
106	Strategic planning management 策略計劃管理	30.0	25.7	3.8	0.1
107	Crisis management 危機管理	24.4	13.2	5.7	4.4
108	Self-management 自我管理	12.9	11.8	18.0	9.8
109	Others (In-house training and team building) 其他（內部培訓及團隊建立）	0.6	0.2	0.1	0.1
China-related Knowledge 有關中國的知識					
201	Political system, social and economic development in the mainland of China 在中國大陸的政治制度、社會和經濟發展	72.9	51.9	26.4	24.8
202	Industry practices in the mainland of China 在中國大陸的行業常規	30.4	28.4	10.5	12.0
203	Others (Cross-cultural knowledge and IT law in the mainland of China) 其他（跨文化的知識及在中國大陸的資訊科技法規）	0.1	0.2	0.1	0.1
Language Skills 語文技能					
301	Spoken English 英語會話	19.5	13.6	27.4	11.1
302	Putonghua 普通話	68.0	67.2	53.8	32.2
303	Written English 英文書寫能力	15.2	14.7	18.7	5.2

* 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	18.6	15.5	19.4	4.9
305	Translation 翻譯	11.4	9.0	9.1	1.1
306	Others (Thai language and Japanese) 其他（泰文及日語）	0.6	1.1	7.9	1.0
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	3.1	2.7	2.5
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）	5.2	3.8	4.6	6.3
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）	5.2	4.8	4.2	3.4
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	5.2	5.2	4.0	3.5
405	Others (Mobile related technology) 其他（流動相關技術）	0.6	0.5	0.4	-
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	5.7	5.0	13.9	13.9
502	Market research applications 市場調查的應用	36.5	36.5	21.8	1.9
503	Consumer database management 客戶資料庫管理	13.5	14.4	12.4	1.6
504	Innovative media research and applications 創新媒體的研究及應用	15.6	16.9	26.3	32.2
505	Multimedia knowledge and applications 多媒體的知識及應用	31.6	25.0	50.5	66.0
506	Social media marketing 社交媒體營銷	16.9	12.4	14.6	7.0
507	Others 其他	0.1	0.1	0.1	-
Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）					
601	Reporting and editing skills 編採技巧	1.5	2.3	2.1	0.5
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	1.5	2.3	1.8	2.3

* 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) (Continued) 業內專業技能（新聞業）（續）					
603	Media law and ethics 傳媒法規與操守	2.9	2.4	1.9	1.6
604	Intellectual property and copyright law 知識產權及版權法	5.0	2.7	2.4	2.3
605	Strategic news planning 新聞規劃	3.6	2.4	1.5	0.4
606	Integration of the Internet with journalism 互聯網與新聞的結合	2.1	2.7	2.4	1.2
607	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	1.9	2.2	1.5	0.8
608	Audience research 受眾調查	1.9	2.0	1.1	1.2
609	Multi-tasking skills 一身多職的能力	3.6	3.6	3.6	5.0
610	Global vision/cultural-setting skill 國際視野／文化交流技巧	3.7	3.0	1.8	0.5
611	News curation 新聞策展	5.2	4.4	2.4	2.2
612	Data analysis 數據分析	1.8	1.5	1.6	1.2
613	Trends and changes of the financial market 金融市場之趨勢及變化	1.0	0.7	0.5	0.3
614	Social media applications 社交媒體的應用	2.4	3.2	1.9	1.9
615	Others (Sales training) 其他（銷售培訓）	-	0.2	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	30.7	25.9	30.1	10.6
702	Sales/marketing strategic planning 銷售／市場推廣策略規劃	29.5	32.3	31.4	12.3
703	Media planning and market research 傳媒規劃及市場研究	19.8	13.2	15.3	3.8
704	Creativity and cultural insights 對創意及文化的瞭解	18.1	14.5	18.0	25.8
705	PR consultation/presentation skills 公關的諮詢／表達技巧	16.2	24.2	16.8	1.0
706	Project management 項目管理	18.1	10.2	9.8	8.2
707	Others 其他	-	0.6	0.5	1.0

* 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）。

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
		Include 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	26.7	9.2	47.1	6.7	29.4	48.6	0.3	67.6
102	Production management 製作管理	60.0	42.9	76.5	66.7	47.1	20.4	20.8	14.7
103	Marketing management 市場管理	40.0	24.4	64.7	13.3	35.3	30.6	14.9	37.2
104	Human resources management 人力資源管理	33.3	28.6	47.1	6.7	35.3	25.5	1.7	10.6
105	Financial management 財務管理	33.3	8.4	52.9	6.7	29.4	22.2	2.4	6.5
106	Strategic planning management 策略計劃管理	46.7	25.2	58.8	13.3	41.2	35.2	10.1	22.2
107	Crisis management 危機管理	66.7	10.9	64.7	26.7	41.2	25.9	5.8	32.1
108	Self-management 自我管理	73.3	40.3	47.1	13.3	58.8	33.8	9.9	19.5
109	Others (In-house training and team building) 其他（內部培訓及團隊建立）	-	-	-	-	-	-	0.1	1.4

* 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
		Include 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 在中國大陸的政治制度、社會和經濟發展	66.7	66.4	76.5	93.3	41.2	58.8	25.6	58.0
202	Industry practices in the mainland of China 在中國大陸的行業常規	46.7	21.8	64.7	40.0	29.4	25.9	16.8	28.7
203	Others (Cross-cultural knowledge and IT law in the mainland of China) 其他（跨文化的知識及在中國大陸的資訊 科技法規）	-	-	-	-	-	0.5	0.1	-
Language Skills 語文技能									
301	Spoken English 英語會話	53.3	14.3	41.2	6.7	17.6	21.8	19.5	26.6
302	Putonghua 普通話	53.3	67.2	52.9	66.7	47.1	53.7	48.6	68.3
303	Written English 英文書寫能力	20.0	16.0	58.8	6.7	23.5	27.3	9.7	25.3
304	Written Chinese 中文書寫能力	46.7	16.8	41.2	13.3	23.5	29.6	10.0	28.0
305	Translation 翻譯	26.7	20.2	29.4	-	-	19.4	3.9	16.7
306	Others (Thai language and Japanese) 其他（泰文及日語）	-	3.4	-	-	-	-	6.2	-

* 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
		Include 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	80.0	10.9	70.6	6.7	41.2	-	0.3	1.0
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）	73.3	36.1	58.8	33.3	29.4	-	0.3	1.4
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）	66.7	36.1	41.2	-	17.6	-	1.2	1.4
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	93.3	22.7	64.7	80.0	17.6	-	0.2	1.0
405	Others (Mobile related technology) 其他（流動相關技術）	-	-	-	-	23.5	-	0.1	-
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	6.7	1.7	17.6	-	11.8	16.7	11.5	18.8
502	Market research applications 市場調查的應用	-	3.4	17.6	-	5.9	48.6	25.8	35.8
503	Consumer database management 客戶資料庫管理	-	2.5	5.9	-	5.9	33.8	11.8	16.0
504	Innovative media research and applications 創新媒體的研究及應用	-	1.7	23.5	-	11.8	26.4	25.8	11.6

* 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
		Include 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	-	3.4	17.6	-	11.8	30.1	57.0	43.0
506	Social media marketing 社交媒體營銷	-	2.5	5.9	-	5.9	23.1	12.5	13.7
507	Others 其他	-	-	-	-	-	0.5	0.1	-
Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）									
601	Reporting and editing skills 編採技巧	53.3	9.2	41.2	6.7	11.8	-	0.1	2.7
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	46.7	10.9	52.9	6.7	5.9	-	0.1	0.7
603	Media law and ethics 傳媒法規與操守	53.3	11.8	35.3	13.3	17.6	-	0.1	0.7
604	Intellectual property and copyright law 知識產權及版權法	53.3	16.8	47.1	33.3	17.6	-	0.1	2.4
605	Strategic news planning 新聞規劃	33.3	16.0	52.9	33.3	17.6	-	0.1	2.4
606	Integration of the Internet with journalism 互聯網與新聞的結合	60.0	10.9	52.9	13.3	17.6	-	0.1	1.0
607	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	40.0	10.9	47.1	-	11.8	-	0.1	2.4
608	Audience research 受眾調查	20.0	13.4	35.3	-	11.8	-	0.1	0.7
609	Multi-tasking skills 一身多職的能力	20.0	30.3	58.8	46.7	52.9	-	0.1	1.4
610	Global vision/cultural-setting skill 國際視野／文化交流技巧	40.0	16.8	41.2	13.3	17.6	-	0.1	1.4

* 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
		Include 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）									
611	News curation 新聞策展	46.7	28.6	64.7	73.3	5.9	-	-	1.0
612	Data analysis 數據分析	20.0	15.1	52.9	6.7	5.9	-	-	1.0
613	Trends and changes of the financial market 金融市場之趨勢及變化	6.7	3.4	35.3	6.7	-	-	-	0.7
614	Social media applications 社交媒體的應用	20.0	21.0	64.7	6.7	5.9	-	-	1.4
615	Others (Sales training) 其他（銷售培訓）	-	-	-	-	11.8	-	-	-
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	6.7	2.5	5.9	-	5.9	43.5	33.6	13.7
702	Sales/marketing strategic planning 銷售／市場推廣策略規劃	6.7	9.2	5.9	-	5.9	42.1	31.7	32.4
703	Media planning and market research 傳媒規劃及市場研究	6.7	9.2	17.6	-	5.9	27.3	11.4	25.3
704	Creativity and cultural insights 對創意及文化的瞭解	6.7	2.5	17.6	-	5.9	27.3	21.9	14.0
705	PR consultation/presentation skills 公關的諮詢／表達技巧	6.7	0.8	23.5	-	5.9	57.9	10.5	38.9
706	Project management 項目管理	-	-	17.6	-	5.9	28.2	11.1	26.3
707	Others 其他	-	-	-	-	-	-	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）。

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⁽¹⁾)

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⁽¹⁾）

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	3	2	3	1	-	1	-	10
Supervisory 督導級	2	1	-	1	-	1	-	5
Editorial/Production 編採／製作人員級	-	-	-	2	-	-	-	2
Supporting/Technical 輔助／技術人員級	-	-	-	-	-	-	-	-
Sub-total 小計	5	3	3	4	-	2	-	17
Magazines 雜誌業								
Managerial 經理級	12	14	7	6	7	5	7	58
Supervisory 督導級	6	5	6	9	4	13	4	47
Editorial/Production 編採／製作人員級	-	18	30	6	18	7	18	97
Supporting/Technical 輔助／技術人員級	-	6	6	6	6	2	6	32
Sub-total 小計	18	43	49	27	35	27	35	234
News Department in Radio / TV Stations 電台／電視台的新聞部								
Managerial 經理級	2	1	-	2	1	-	1	7
Supervisory 督導級	42	2	-	1	-	1	-	46
Editorial/Production 編採／製作人員級	26	29	-	28	1	85	124	293
Supporting/Technical 輔助／技術人員級	2	-	1	13	-	7	-	23
Sub-total 小計	72	32	1	44	2	93	125	369

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	-	-	2	-	-	2	-	4
Supervisory 督導級	-	-	-	1	-	-	-	1
Editorial/Production 編採／製作人員級	-	11	4	1	-	4	-	20
Supporting/Technical 輔助／技術人員級	-	-	-	-	-	-	-	-
Sub-total 小計	-	11	6	2	-	6	-	25
Digital / New Media 數碼／新媒體								
Managerial 經理級	32	-	1	32	-	-	-	65
Supervisory 督導級	-	-	-	156	-	12	-	168
Editorial/Production 編採／製作人員級	-	-	1	89	-	122	-	212
Supporting/Technical 輔助／技術人員級	-	-	1	5	-	1	-	7
Sub-total 小計	32	-	3	282	-	135	-	452
Total (Journalism) 總數 (新聞業)	127	89	62	359	37	263	160	1 097

- 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。

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⁽¹⁾)
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⁽¹⁾)

Type of Skills and/or Knowledge 技能/知識的類別	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)	Others ⁽²⁾ 其他 ⁽²⁾	Overall 整體
Job Level 技能等級									
Public Relations Services Suppliers 公共關係服務供應商									
Managerial 經理級	17	5	14	-	12	-	13	-	61
Supervisory 主任級	16	3	41	-	7	-	18	-	85
Executonal 執行級	27	11	64	-	32	-	65	-	199
Supporting/Technical 輔助/技術人員級	-	-	-	-	-	-	-	-	-
Sub-total 小計	60	19	119	-	51	-	96	-	345
Advertising Companies, Agencies & Other Advertising Services 廣告業機構									
Managerial 經理級	39	7	16	21	65	16	55	-	219
Supervisory 主任級	63	17	54	36	89	26	79	7	371
Executonal 執行級	68	15	101	52	279	24	74	42	655
Supporting/Technical 輔助/技術人員級	61	33	81	-	230	-	37	28	470
Sub-total 小計	231	72	252	109	663	66	245	77	1 715
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	153	93	135	-	112	-	106	-	599
Supervisory 主任級	79	79	127	2	99	1	109	-	496
Executonal 執行級	23	-	114	2	51	-	97	-	287
Supporting/Technical 輔助/技術人員級	-	-	9	-	13	-	-	-	22
Sub-total 小計	255	172	385	4	275	1	312	-	1 404
Total (Advertising and PR) 總數 (廣告與公共關係業)	546	263	756	113	989	67	653	77	3 464

- 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) Other type of skills/knowledge includes team building.
其他技能／知識的類別包括團隊建立。
- (3) 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 2014-2018 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.

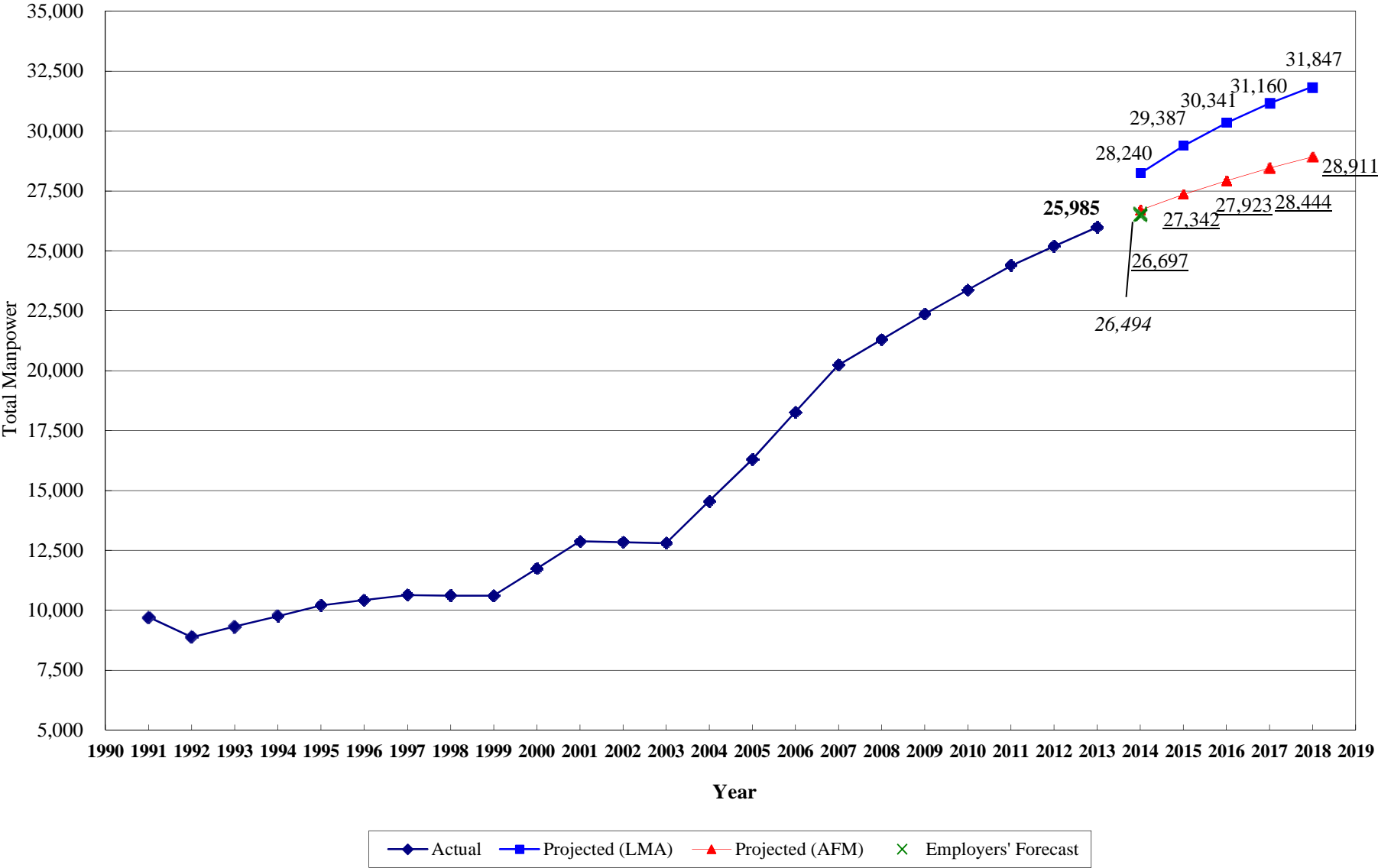
5. The manpower demand for advertising and public relations sector in 2014-2018 is projected using three methods, namely Labour Market Analysis (LMA), Adaptive Filtering Method (AFM) and Employers' Forecast (EF) as shown in Table 1 and Figure 1.

Table 1 Summary for Manpower Projections by Different Methods

Year	Actual Manpower	Projected Manpower (LMA)	Projected Manpower (AFM)	Employer's Forecast (EF)
2013 ⁽¹⁾	25,985			
2014F ⁽²⁾		28,240 (8.7%)*	26,697 (2.7%)*	26,494 (2.0%)*
2015F ⁽²⁾		29,387 (4.1%)**	27,342 (2.4%)**	
2016F ⁽²⁾		30,341 (3.2%)**	27,923 (2.1%)**	
2017F ⁽²⁾		31,160 (2.7%)**	28,444 (1.9%)**	
2018F ⁽²⁾		31,847 (2.2%)**	28,911 (1.6%)**	
*	as percentage change vs actual manpower in 2013 ⁽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 2014 至 18 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%。

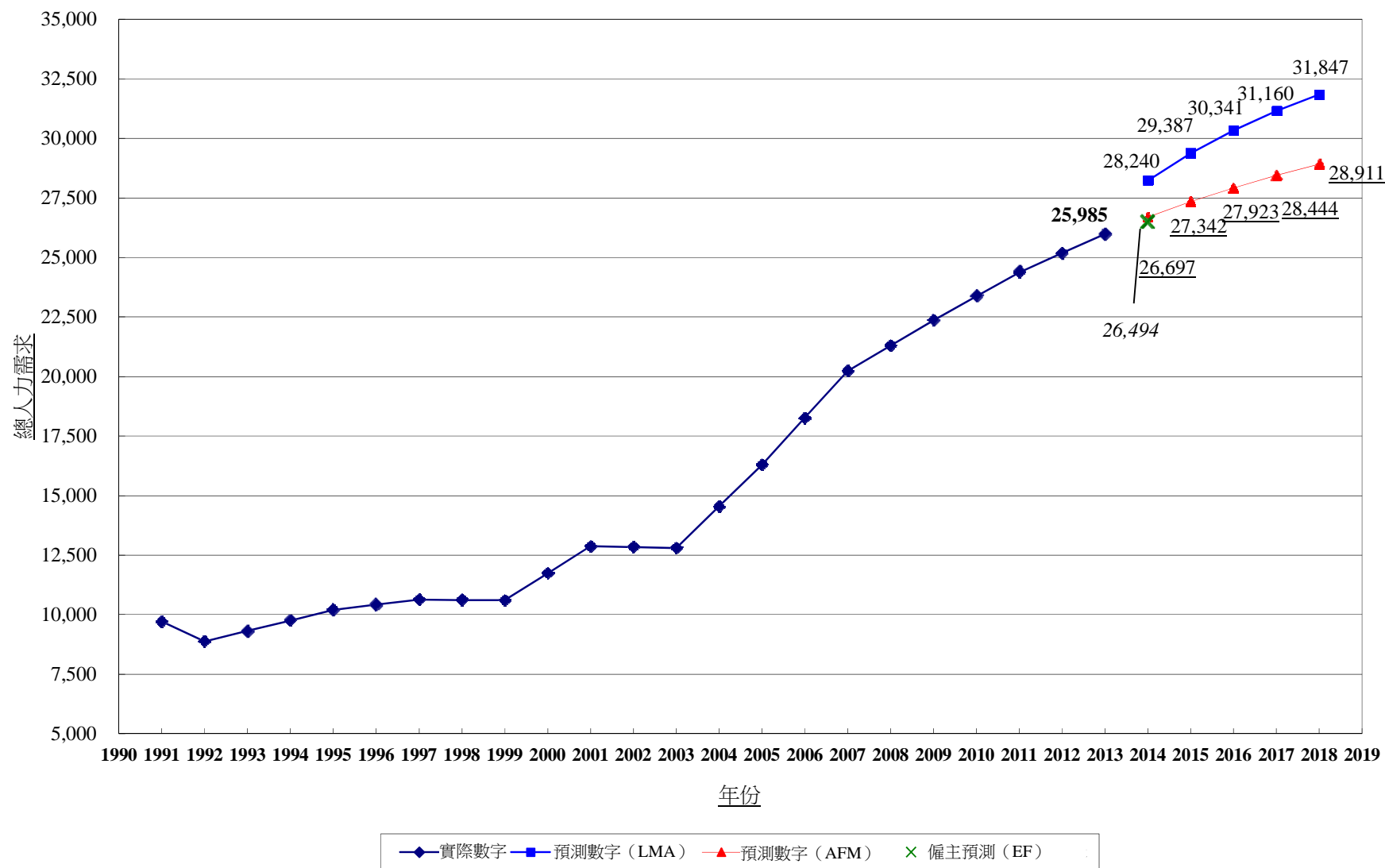
5. 除了使用「人力市場分析方法」（LMA）外，本會亦採用「調節過濾法」（AFM）和「僱主預測的人力需求」（EF），以推算廣告與公共關係業 2014 至 18 年的人力需求，詳情見下列表 1 及圖 1。

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)
2013 ⁽¹⁾	25,985			
2014F ⁽²⁾		28,240 (8.7%)*	26,697 (2.7%)*	26,494 (2.0%)*
2015F ⁽²⁾		29,387 (4.1%)**	27,342 (2.4%)**	
2016F ⁽²⁾		30,341 (3.2%)**	27,923 (2.1%)**	
2017F ⁽²⁾		31,160 (2.7%)**	28,444 (1.9%)**	
2018F ⁽²⁾		31,847 (2.2%)**	28,911 (1.6%)**	
* **	相對於 2013 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	2014				2015				2016				2017				2018			
		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	-	-	30	-	-	-	30	-	-	-	30	-	-	-	30	-	-	-	30	-
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 Communication	社會科學學士（傳播學）	-	-	80	-	-	-	80	-	-	-	80	-	-	-	80	-	-	-	80	-
MPhil/PhD in Communication	傳播學哲學碩士／博士	-	-	-	16	-	-	-	19	-	-	-	16	-	-	-	16	-	-	-	16
Hong Kong Baptist University	香港浸會大學																				
BSSc (Hons) in Communication	傳理學	-	-	195	-	-	-	215	-	-	-	188	-	-	-	200	-	-	-	200	-
(Digital Graphic Communication/ Organizational Communication/ Public Relations and Advertising/ Journalism/Cinema and Television/ Film and Media Arts)	（數碼圖像傳播／組織傳 播／公關及廣告／新聞 ／電影電視／電影與媒 體藝術）社會科學（榮 譽）學士																				
MPhil/PhD in Communication	傳理學哲學碩士／博士	-	-	-	7	-	-	-	7	-	-	-	7	-	-	-	7	-	-	-	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	-	-	67	-	-	-	83	-	-	-	103	-	-	-	122	-	-	-	122	-
PhD in Communication	傳播學博士	-	-	-	18	-	-	-	6	-	-	-	10	-	-	-	5	-	-	-	5

Institute 院校	2014				2015				2016				2017				2018			
	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 / Animation, Comics and Visual Effects / Creative Media / Creative Media Design / Digital Entertainment / Digital Music and Media/Exhibition Design (Interactive Media) / Film and Television / Visual Communication 廣告設計／動畫、漫畫及視 覺特效／創意媒體／創 意媒體設計／數碼音樂 ／數碼音樂及媒體／展 覽設計（互動媒體）／ 電影及電視／視覺傳意 高級文憑	760	-	-	-	677	-	-	-	535	-	-	-	535	-	-	-	535	-	-	-
Total Year Total	760	-	372	43	677	-	408	34	535	-	401	35	535	-	432	30	535	-	432	30
	1 175				1 119				971				997				997			

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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	2014				2015				2016				2017				2018			
		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 Master of Journalism/Postgraduate Diploma in Journalism	香港大學 新聞學碩士／深造文憑	-	-	-	66	-	-	-	72	-	-	-	77	-	-	-	82	-	-	-	82
The Chinese University of Hong Kong MA in Journalism/Global Communication MSSc in Advertising/Corporate Communication MSc in New Media	香港中文大學 新聞學／全球傳播文學碩士 廣告／企業傳播社會科學碩士 新媒體理學碩士	-	-	-	360	-	-	-	360	-	-	-	360	-	-	-	360	-	-	-	360
Hong Kong Baptist University HD in Script Writing and Directing/Film Production Management/Production Techniques (Cinematography, Lighting and Art Direction)/Acting for Film and TV/Post-Production (Editing and Sound Mixing) AD of Arts in Journalism BSSc in Integrated Communication Management MA in Communication/International Journalism MSSc in Media Management Master of Fine Arts in Film, TV and Digital Media	香港浸會大學 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 新聞學副學士 綜合傳播管理社會科學學士 傳理學／國際新聞文學碩士 傳媒管理社會科學碩士 電影電視與數碼媒體藝術（製作）碩士	17	-	-	-	36	-	-	-	258	-	-	-	128	-	-	-	200	-	-	-
		-	78	-	-	-	75	-	-	-	75	-	-	-	75	-	-	-	75	-	-
		-	-	76	-	-	-	85	-	-	-	80	-	-	-	80	-	-	-	80	-
		-	-	-	399	-	-	-	430	-	-	-	387	-	-	-	381	-	-	-	384

Institute	院校	2014				2015				2016				2017				2018			
		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	-	-	77	-	-	-	80	-	-	-	-	-	-	-	-	-	-	-	-	-
MA in Communication and New Media/Integrated Marketing Communication	傳播與新媒體／整合營銷傳播文學碩士	-	-	-	170	-	-	-	170	-	-	-	170	-	-	-	170	-	-	-	170
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	-	-	120	-	-	-	130	-	-	-	250	-	-	-	120	-	-	-	120	-
Hong Kong Shue Yan University	香港樹仁大學																				
BA in Journalism and Communication	新聞與傳播（榮譽）文學士	-	-	165	-	-	-	155	-	-	-	160	-	-	-	190	-	-	-	170	-
Hang Seng Management College	恒生管理學院																				
Bachelor of Journalism and Communication (Honours)	新聞及傳播（榮譽）學士	-	-	32	-	-	-	91	-	-	-	241	-	-	-	122	-	-	-	122	-
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 Brand Management / Advertising and Global Brand Management / Advertising Design/ Event Marketing and Promotion/ Marketing /Public Relations and Media Business/ Sales and Marketing	廣告及品牌管理學／廣告及國際品牌管理／廣告設計／活動及推廣市場學／市場學／公關及媒體事業／銷售及市場學	618	-	-	-	359	-	-	-	415	-	-	-	415	-	-	-	415	-	-	-
BA (Hons) in Advertising	廣告（榮譽）文學士	-	-	-	-	-	-	-	-	-	-	52	-	-	-	66	-	-	-	64	-
Total	總數	635	78	470	995	395	75	541	1 032	673	75	783	994	543	75	578	993	615	75	556	996
Year Total	全年總數	2 178				2 043				2 525				2 189				2 242			

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**2014 Manpower Survey of the Mass Communication Industry
Sampling Plan
(Based on Q3/2013)**

**大眾傳播業2014年人力調查
抽樣細則
(根據2013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	New Discovery 新發現 機構
Journalism 新聞業	1	HSIC 581201	Newspaper 報紙	1-4	1	11	1.00	11	-
				5-9	2	6	1.00	6	-
				10-19	3	2	1.00	2	-
				20-49	4	3	1.00	3	-
				50-99	5	3	1.00	3	-
				100 & over	6	12	1.00	12	-
				Supplementary*	-	9	1.00	9	-
				補充*					
	Sub-total		46		46	-			
	小計								
	2	HSIC 581202	Magazine 雜誌	1-4	1	233	0.15	35	-
				5-9	2	83	0.21	17	-
				10-19	3	52	0.50	26	-
				20-49	4	46	0.55	25	-
				50-99	5	9	1.00	9	-
				100 & over	6	8	1.00	8	-
				Supplementary*	-	13	1.00	13	-
				補充*					
	Sub-total		444		133	-			
	小計								
	3	HSIC 601000, 602000	Radio/TV Station 電台／電視台	1-4	1	6	1.00	6	-
				5-9	2	4	1.00	4	-
				10-19	3	5	1.00	5	-
				20-49	4	2	1.00	2	-
				50-99	5	2	1.00	2	+1
				100 & over	6	10	1.00	10	+1
				Supplementary*	-	7	1.00	7	-
				補充*					
	Sub-total		36		36	+2			
	小計								
	4	HSIC 639100	News Agency 新聞通訊社	1-4	1	16	1.00	16	-
				5-9	2	7	1.00	7	-
10-19				3	3	1.00	3	-	
20-49				4	5	1.00	5	-	
50-99				5	1	1.00	1	-	
100 & over				6	-	-	-	-	
Sub-total					32		32	-	
小計									
5	-	Digital/New Media 數碼／新媒體	Supplementary*	-	42	1.00	42	-	
補充*									
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	426	0.19	81	-
				5-9	2	86	0.35	30	+1
				10-19	3	34	1.00	34	-
				20-49	4	25	1.00	25	-
				50-99	5	4	1.00	4	-
				100 & over	6	1	1.00	1	-
				Sub-total		576		175	+1
	小計								
	7	HSIC 741100, 741900, 751200	Advertising Companies, Agencies and Other Advertising Services 廣告業機構	1-4	1	4 699	0.04	188	-
				5-9	2	504	0.08	40	-
				10-19	3	193	0.16	31	-
				20-49	4	84	0.44	37	-
				50-99	5	16	1.00	16	+1
				100 & over	6	11	1.00	11	-
				Supplementary*	-	19	1.00	19	-
	補充*								
	Sub-total		5 526		342	+1			
	小計								
	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	187	0.13	24	-
				400-499	8	108	0.20	22	-
500 & over				9	432	0.30	130	-	
Supplementary*				-	20	1.00	20	-	
補充*									
Sub-total		747		196	-				
小計									
Grand Total 總計						7 449		1 002	+4

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。