

2019 MANPOWER SURVEY REPORT

MEDIA AND COMMUNICATIONS INDUSTRY

媒體及傳訊業 2019 年度人力調查報告書

MEDIA AND COMMUNICATIONS TRAINING BOARD VOCATIONAL TRAINING COUNCIL

職業訓練局 媒體及傳訊業訓練委員會

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1. Executive Summary

Background

1.1 The Media and Communications Training Board (Training Board) conducted a manpower survey of the industry from October to December 2019, with the reference date on 1 October 2019. This report presents the survey findings of the latest manpower situation of the industry and proposes recommendations in response to the manpower demand and training needs to the different stakeholders of the industry, including employers, employees and training providers, by making reference to the business outlook.

1.2 The survey covered part of the period when the social unrest occurred in 2019 but not the outbreak of COVID-19 in 2020. Impact of the latter was supplemented by collecting views from industry experts via phone interviews in April 2020 for obtaining useful reference on business outlook and recommendations relating to manpower and training needs.

Survey Coverage

1.3 The survey covered sectors of journalism, digital/ new media, advertising and public relations and media production of the Media and Communications industry. A total of 880 establishments were selected from the 11 094 establishments of the industry recorded on the central registrar of the Census and Statistics Department (C&SD) for this survey and a 149 supplementary samples were also included. Of the total 1 029 samples, 218 were from the journalism sector, 42 from the digital/new media sector, 654 from the advertising and public relations sector and 115 from the media production sector. The selected establishments were required to provide manpower information based on the list of the principal jobs, which were defined and considered significant by the Training Board. According to the level of responsibility, complexity of jobs and the skills, knowledge and training required, the principal jobs were classified into four levels, i.e. (a) managerial, (b) supervisory, (c) editorial/ production/ executional, and (d) supporting/technical.

Methodology

Survey Methodology

1.4 A stratified random sampling method was adopted to draw 880 sampled establishments from the Hong Kong Standard Industrial Classification list of the Census and Statistics Department of the HKSAR Government (C&SD), and 149 establishments were also included as supplementary samples, making a total of 1 029 samples. The selected sample establishments completed a questionnaire which comprised two parts: (i) quantitative manpower information by job levels and by principal jobs and (ii) supplementary information related to manpower situation. The data collection and enumeration processes were closely monitored and data was verified to ensure data quality. The effective response rate was 90.5% after enumeration.

Manpower Projection Methodology

1.5 The Training Board adopts a forecasting method which rests on the weighted averages of historical data for projecting manpower demand of the journalism sector and digital/new media sector. Taking consideration of the historical manpower data with heavier weighting given to the recent data, market trends in a longer term, technological developments of the industry and other socio-economic determinants, the Training Board made the decision on the manpower projection of all job levels for the period from 2020 to 2023.

1.6 The approach of statistical modelling for projecting the manpower demand of the advertising and public relations sector was adopted for the period from 2020 to 2023. The statistical model is built by considering relevant economic indicators which reflect important changes in the local economy, demography and labour market. Details of the projection methodology are provided in *Appendix 8(A) and 8(B)*.

Findings

Number of Employees and Vacancies

1.7 Among 43 539 persons (including freelancers) being employed as of 1 October 2019 (i.e. the reference date of the survey), 65.3% of the employees worked in the advertising and public relations sector, 46.3% were employed at the editorial/production/executional level and 20.1% at the supervisory level as presented in Table 1.1. Most of the vacancies were found in advertising and public relations sector and were concentrated at the editorial/production/executional level as shown in Table 1.2.

Table 1.1 Number of Employees by Job Level by Sector (as of 1 October 2019)

Job Level	No. of Employees				
	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production	Total
Managerial	414	53	4 709	889	6 065
Supervisory	1 223	211	6 806	516	8 756
Editorial/Production/ Executional	5 533	547	13 089	994	20 163
Supporting/Technical	1 888	44	3 832	2 791	8 555
Overall	9 058	855	28 436	5 190	43 539

Table 1.2 Number of Vacancies by Job Level by Sector (as of 1 October 2019)

Job Level	No. of Vacancies				
	Journalism	Digital/ New Media	Advertising and Public Relations	Media Production	Total
Managerial	1	-	10	-	11
Supervisory	7	-	193	-	200
Editorial/Production/ Executional	40	4	320	2	366
Supporting/Technical	7	-	18	-	25
Total	55	4	541	2	602

Prominent Principal Jobs

1.8 The prominent principal jobs with the most employees in each sector are shown in Table 1.3 below.

Table 1.3 Prominent Principal Jobs

Sector	Prominent Principal Jobs	% of Employees in the Sector
Journalism	◆ Senior Reporter/Researcher; Reporter; Researcher	26%
	◆ Senior Sub-editor; Sub-editor; Copy Editor	9.2%
Digital / New media	◆ Senior Reporter; Reporter	12.9%
	◆ Producer	10.9%
Advertising and Public Relations	◆ Designer	9.0%
	◆ Account Executive (Advertising companies)	7.1%
Media Production	◆ Chief Producer; Senior Producer; Producer; Production Assistant	18.6%
	◆ Senior Cameraman; Cameraman	18.2%

Freelancers

1.9 The industry employed 1 593 freelancers at the time of the survey, representing 3.7% of employees. The advertising and public relations sector and the journalism sector hired most of the freelancers as presented in Table 1.4.

Table 1.4 No. of Freelance Employees by Sector (as of 1 October 2019)

Sector	No. of Freelancers
Journalism	498
Digital/ New Media	48
Advertising and Public Relations	646
Media Production	401
Overall	1 593

Employers' Forecasted Manpower Demand

1.10 The employers being surveyed forecasted that there would be 44 104 posts in October 2020, a mere decrease (-0.08%) over 44 141 existing posts in October 2019.

Table 1.5 Employers' Forecasted Manpower Demand for 2020

No. of Employees (a)	No. of Vacancies (b)	Total No. of Posts (c = a + b)	Forecasted No. of Employees for 2020 (d)	Forecasted No. of Increase/Decrease in Manpower in 2020 (e = d - c)
43 539	602	44 141	44 104	-37

Note: # Readers are alerted to interpret the employers' forecasted manpower demand with caution due to the global and local economic uncertainties imposed on the industry manpower situation as caused by the social unrest and the outbreak of COVID-19 in 2019 and 2020.

Preferred Education Level

1.11 The journalism sector has a preference of employees with higher education level compared with the other three sectors. A first degree was generally preferred for employees across managerial, supervisory, and editorial/production/executional levels.

Turnover

1.12 The overall turnover rate rose by almost 5% in the industry, of which digital/new media and advertising and public relations sectors recorded an almost three-fold (7% to 19.3%) and two-fold (9% to 17.2%) increase respectively since 2016.

Skills/Knowledge Required to Perform Social Media Functions

1.13 Most sectors regarded “web searching” and “web security” as the top two skills/knowledge required by employees to perform social media functions, followed by “social media monitoring and surveillance”, “sharing/posting in social media/digital platform”, “web analytics” and “curation”.

Top Essential Skills/Knowledge

1.14 Apart from the essential skills that remained at the top in both 2019 and 2016 surveys, media law, professional ethics and innovative media technology are the highly essential skills required by employees. The top 4 skills ranked highest across sectors are shown in Table 1.6.

Table 1.6 Top 4 Essential Skills/Knowledge

Journalism sector	Digital / New media sector	Advertising and Public Relations sector	Media Production sector
Skills remained to be essential in 2019 and 2016 surveys			
1. Reporting and editing skills	1. Hardware and Software (Interaction design, mobile device)		1. Application of new technologies in production
	2. Self-management		
Other essential skills			
2. Multi-tasking skills	3. Creativity and cultural insights	1. Professional ethics	2. Media law and ethics
3. Media law and ethics	4. Crisis management	2. Self-management	3. Production management
4. Professional ethics		3. Market research applications	4. Innovative media technology products
		4. Production management	

Training Places Planned to be Provided or Sponsored by Employers

1.15 Employers surveyed planned to provide or sponsor 6 686 training places for employees in the next 12 months. The type of skills/knowledge to be provided or sponsored concentrated in “industry specific skills” and “innovative media technology” in all sectors.

Manpower Analysis

Manpower Changes between 2016 and 2019

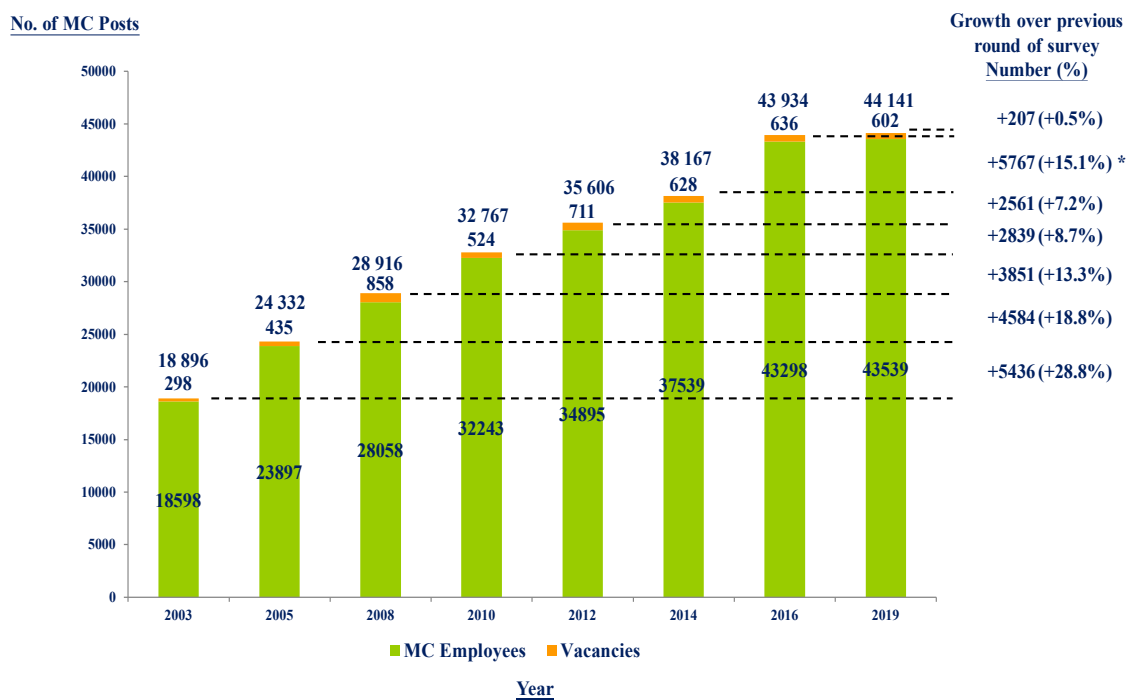
1.16 The overall manpower of the media and communications industry stabilised from 2016 and 2019 with a minor increase from 43 934 to 44 141 (+0.5%) as shown in Figure 1.1. The stabilised overall manpower was the combined effect of manpower reduction in the journalism sector (mostly in print media) and manpower increase in the digital/new media and advertising and public relations sector. Key trends of the change between 2016 and 2019 include:

- a. A 15.9% increase in the number of establishments, most were in the advertising and public relations and media production sector.
- b. A 7% to 20% manpower growth in the advertising and public relations sector except in the branch of the advertising sales/PR/marketing department in media organisations, which dropped by 22%;
- c. A 61% increase in public relations officer and a 2 200% (386 in 2019 vs 17 in 2016) growth of digital media strategist and social strategist in the public relations services suppliers, caused by the increased advertising and public relations campaign conducted online;
- d. A 24% manpower drop in newspaper and magazine and a 12% manpower increase in TV and radio stations;
- e. A decrease in reporting jobs and advertising sales which accounted for 73% of the decline in the editorial/production/executional level.
- f. A 43% decrease in the overall number of freelancers, mainly contributed by the media production sector.

1.17 The manpower changes in the industry reflected:

- a. The shift from traditional print media to digital/ new media sector;
- b. The market demanded more professional service from the advertising and public relations sector driven by the wide use of digital and social media by the public.

Figure 1.1 Change in Number of Posts from 2003 to 2019



*Note: * The manpower growth in 2016 was mainly contributed by the media production sector first time included in the survey.*

Business Outlook

1.18 COVID-19 further catalysed consumers' behaviour to shift online and created a new dynamic that further increased the consumption of digital media. Consumers became more adapted to mobile office and online consumption. There was an increased demand for online services such as virtual events, e-learning and e-commerce, as well as online entertainment such as video streaming and video games. In view of the expansion of digital media, advertisers tend to allocate a greater share to online advertising yet tighten the overall advertising budget amid the pressured global and local economy. The advertising and public relations sector is expected to offer professional advice on evaluating online advertising effectiveness and flexible strategies in the versatile environment. Likewise, the media production practitioners have to be more creative and skillful in using the latest innovative media technology to enhance user experience in the virtual world, and in the near future, enabled by the 5G high speed mobile network.

1.19 With public concern on issues of the social unrest and COVID-19, audience's demand for live news reporting and in-depth analysis on current affairs and financial markets with global perspective increases. While audience become more concerned about information integrity on digital platforms, only the trusted news brands that offer reliable sources of news can gain better share in the highly competitive market. Journalism and digital media practitioners' skills and knowledge on media law and professional ethics are regarded as key skills under the existing market environment. It is expected that industry employers will remain conservative in recruitment as the uncertain factors of global economic downturn, local economic stagnancy and consumer and investment sentiments, prevail in the near term. There will also be streamlining of positions and employees will require multiple skill sets to stay competent as their job roles will continue to evolve with the advancement of technology.

Manpower Projection and Annual Additional Manpower Requirement

1.20 The Annual Additional Manpower Requirement has taken into account the (i) projected manpower trend and (ii) wastage rate of the industry (i.e. percentage of employees leaving the industry permanently on annual basis). The estimated Annual Additional Manpower Requirement from 2020 to 2023 is shown in Table 1.7 below. Based on the results, most of the additional manpower demand is expected to be in area of advertising and public relations.

Table 1.7 Estimated Annual Additional Manpower Requirement from 2020 to 2023

Job Level	Estimated Annual Additional Manpower Requirement 2020 to 2023			
	Journalism	Digital/New Media	Advertising and Public Relations	Media Production *
Managerial	12	8	131	28
Supervisory	36	24	220	14
Editorial / Production / Executorial	151	63	382	31
Supporting / Technical	50	4	115	83
Overall	249	99	848	156

Note: # Readers are alerted to interpret the manpower projection data and Annual Additional Training Requirement with caution due to the global and local economic uncertainties imposed on the industry manpower situation as caused by the social unrest and the outbreak of COVID-19 in 2019 and 2020.

Note: * As limited historical data is available for the media production sector, it is assumed the annual manpower requirement for 2020 to 2023 will remain the same as in 2019.

Recommendations

1.21 The key recommendations to stakeholders concerning the manpower and training needs are highlighted below:

Media and Communications Industry

- a. To keep the industry up to date with the use of technology and relevant skills that are in demand, especially in live reporting, VR and AR application, online retailing and e-commerce.
- b. To promote lifelong learning and upgrade of skills in response to the industry requirement.

Employers

- c. To strengthen organisational capability by equipping employees with knowledge and skills especially in areas of data ethics, social listening analysis, media law and privacy ordinance.
- d. To offer better remuneration, enhance job satisfaction and increase autonomy for retaining outstanding employees.
- e. To provide in-house training to develop multiple skills of employees to enable flexible manpower deployment in response to the change in the business environment.
- f. To offer mentorship programme for young employees on organisation value, integrity and professional ethics.

Employees

- g. To pro-actively identify with employers on the training and development areas for upskilling or reskilling especially on strengthening professional ethics in view of the extensive amount of information/data handled.
- h. To keep an eye on the latest technology applications associated with 5G high speed network.

Training Providers

- i. To collaborate with employers to facilitate students' learning in an authentic training environment such as workplace learning and assessment.
- j. To emphasise professional ethics and innovation in pre-employment and in-service training.
- k. To include areas with most training needs such as media law and innovative media technology in the relevant programmes.

- l. To devise bite sized online training programmes of short duration to encourage lifelong learning and upskilling of in-service practitioners

Government

- m. To subsidise practitioners' training and skills upgrading in relation to the latest technology.
- n. To promote vocational and professional education and training and its pathways to secondary school students, parents and teachers.

2. Introduction

Background

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

2.2 The media and communications manpower survey is conducted every four years starting from 2019, followed by two periodic manpower updates through focus group and desk research to better reflect the changing trends of the technical manpower situation. Technical manpower refers to the personnel who are employed in the principal jobs of the media and communications industry to apply the industrial knowledge and technical skills required to complete the work assigned.

2.3 Data of this manpower survey was collected from October to December 2019, with the reference date on 1 October 2019. This report presents the survey findings and analysis of the latest manpower situation of the industry and proposes recommendations on the manpower development to the different stakeholders of the industry, including employers, employees and training providers, by making reference to the business outlook.

Objectives

2.4 The objectives of the manpower survey conducted for the media and communications industry are:

- a. To collect up-to-date manpower information by the principal jobs by level by sector in the industry.
- b. To assess the industry's technical manpower situation.
- c. To forecast training requirements in the near future.
- d. To recommend to the VTC and relevant stakeholders the development of training strategies to meet the needs.

Survey Coverage

2.5 The survey adopts the stratified random sampling method to carry out the fieldwork. A total of 880 establishments were selected from the 11 094 establishments of the industry recorded on the central registrar of the Census and Statistics Department (C&SD) for this survey. An additional 149 supplementary samples were included. Of the total 1 029 sampled establishments, 218 were from the journalism sector, 654 from the advertising and public relations sector, 115 from media production sector, and 42 from the digital/new media sector. The sectors and branches of the industry covered in the survey are shown as follow:

- a. Journalism Sector
 - (i) Newspapers Branch
 - (ii) Magazine Branch
 - (iii) News & Information / Advertising Sales / PR Department in Radio and Television Stations Branch
 - (iv) News Agencies Branch
- b. Digital / New Media Sector
- c. Advertising and Public Relations Sector
 - (i) Public relations services suppliers Branch
 - (ii) Advertising companies, agencies and other advertising services Branch
 - (iii) Corporate communications / public relations / advertising / marketing department in companies / institutions Branch
- d. Media Production Sector

3. Methodology

Sample Design

3.1 Based on the Hong Kong Standard Industrial Classification list from the Census and Statistics Department of the HKSAR Government (C&SD), there were 485 establishments in the journalism sector, 7 975 in the advertising and public relations sector and 2 592 in the media production sector of the media and communications industry. By adopting the stratified random sampling method and the inclusion of 149 supplementary samples recommended by the Training Board, there were 218 sampled establishments selected from the journalism sector, 42 from the digital/new media sector, 654 from the advertising and public relations sector and 115 from the media production sector. A total of 1 029 establishments were selected for the survey. The detailed sampling plan is at *Appendix 10*.

Questionnaire Design

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

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

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

Data Collection

3.4 Data collection was carried out between October and December 2019. A pack of survey documents was given to each sampled establishment. The respondents of the establishments were asked to provide manpower information of their establishment at the time of the survey with the reference date on 1 October 2019. During the fieldwork period, enumerators assisted the respondents to complete the questionnaire through phone calls or on-site visits.

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

3.6 As fieldwork was conducted before the outbreak of COVID-19, views were also collected through phone interview from industry's experts of different branches in April 2020 on the impact of COVID-19 pandemic to the industry. This supplemented the part on business outlook and provided further reference in making recommendations relating to manpower and training needs for the industry.

Data Analysis

3.7 Among the 612 valid sampled establishments, 554 were successfully enumerated, giving an effective response rate of 90.5%.¹ Taking into account (a) the satisfactory response rate of individual branches, (b) the satisfactory response rate from a majority of prominent and sizeable establishments, and (c) the grossing-up of sample results based on the statistically-grounded method, it could be concluded that the survey findings presented in this report contributed to a significant level of representativeness of the sector. The response rate achieved for individual sector was also adequate to produce meaningful breakdown by sector. The response profile is shown in *Appendix 7*.

¹ *Sampled establishments with suspended operation, change of industry, nil reply to the survey were considered as invalid.*

Manpower Projection Methodology

3.8 The Training Board adopts a forecasting method which rests on the weighted averages of historical data for projecting manpower demand of the journalism sector and digital/new media sector. Taking consideration of the historical manpower data with heavier weighting given to the recent data, market trends in a longer term, technological developments of the industry and other socio-economic determinants, the Training Board decided on the manpower projection of all job levels for the period from 2020 to 2023.

3.9 The approach of statistical modelling for projecting the manpower demand of the advertising and public relations sector is adopted for the period from 2020 to 2023. The statistical model is built by considering relevant economic indicators which reflect important changes in the local economy, demography and labour market. The details of the manpower projection methodology are provided in *Appendix 8(A) and 8(B)*.

4. Survey Findings

Number of Employees (as of 1 October 2019)

4.1 Among 43 539 persons being employed at the time of the survey, the majority of the employees were working in the branch of advertising companies, agencies and other advertising services (35.4%), and employed at the editorial/production/executional level (46.3%) and the supervisory level (20.1%) as shown in Figure 4.1a and 4.1b.

Figure 4.1a Employees by Branch

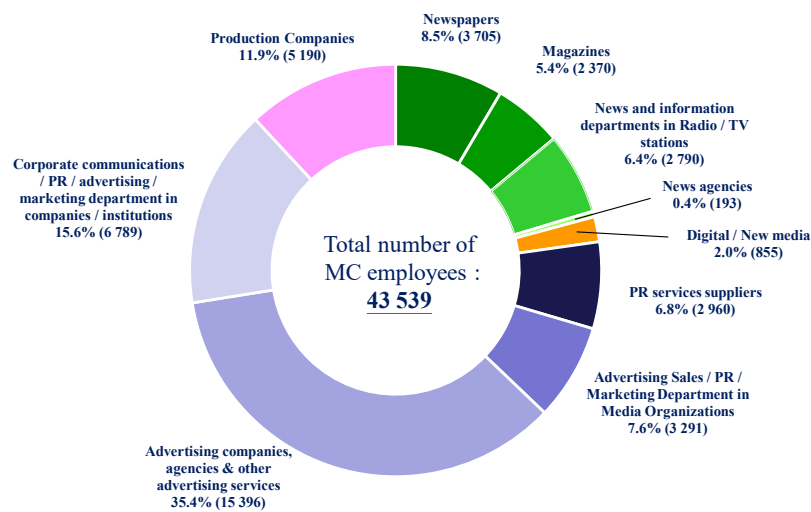
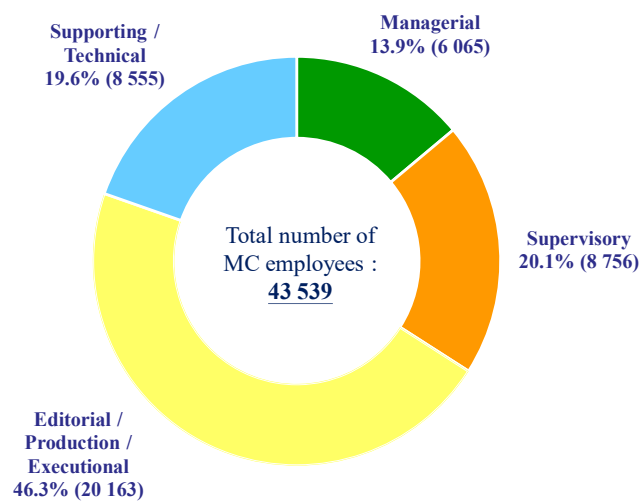


Figure 4.1b Employees by Job Level



Note: Employees included full-time employees and freelancers.

Prominent Principal Jobs

4.2 The prominent principal jobs, which accounted for 35.5% of the total number of employees are shown in Table 4.1 below.

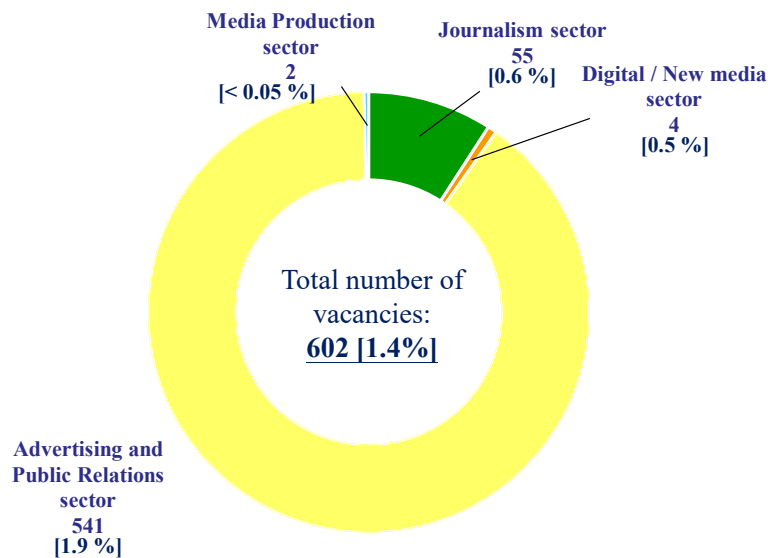
Table 4.1 Prominent principal jobs

Prominent Principal Jobs		% of Employees in the Sector
Journalism sector	◆ Senior Reporter/Researcher; Reporter; Researcher	26%
	◆ Senior Sub-editor; Sub-editor; Copy Editor	9.2%
	◆ Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator	6.5%
	◆ Senior Press Photographer; Press Photographer; Photographer	5.5%
Digital / New media sector	◆ Senior Reporter; Reporter	12.9%
	◆ Producer	10.9%
	◆ Online Editor	10.1%
	◆ Content Writer; Script Writer	7.5%
Advertising and Public Relations sector	◆ Designer	9.0%
	◆ Account Executive (Advertising companies)	7.1%
	◆ Graphic Artist	6.5%
	◆ Account Executive; PR Specialist; PR Officer; Press Officer	4.5%
Media Production sector	◆ Chief Producer; Senior Producer; Producer; Production Assistant	18.6%
	◆ Senior Cameraman; Cameraman	18.2%
	◆ Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator	13.2%
	◆ Head of Production; Head of Creation	9.9%

Number of Vacancies (as of 1 October 2019)

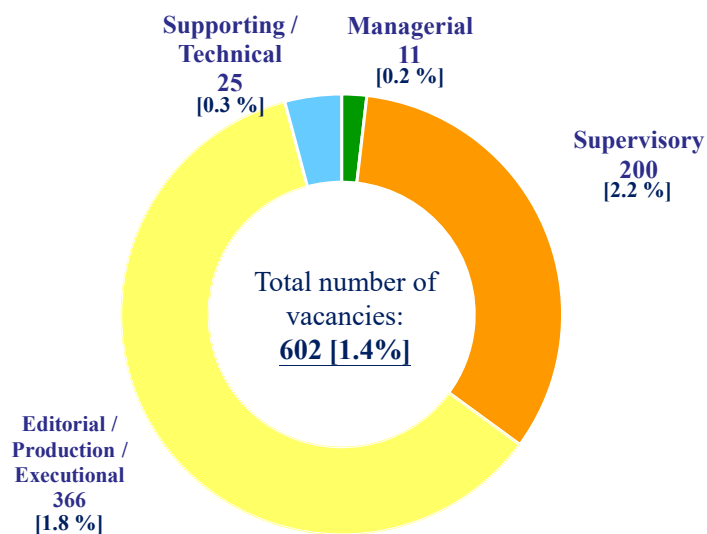
4.3 At the time of survey, the total number of job vacancies was 602, representing a vacancy rate of 1.4% of the total number of employees and vacancies of the industry. Most of the job vacancies were found in advertising and public relations sector (541) and they were concentrated at the editorial/production/executional level (366) and supervisory level (200) as shown in Figure 4.2a and 4.2b.

Figure 4.2a Vacancies by Sector



Note:
 Figures in [] brackets indicate the **Vacancy rate** (for particular sector) = $\frac{\text{No. of full-time vacancies}}{\text{No. of full-time employees} + \text{No. of full-time vacancies}}$

Figure 4.2b Vacancies by Job Level



Note:
 Figures in [] brackets indicate the **Vacancy rate** (for particular job level) = $\frac{\text{No. of full-time vacancies}}{\text{No. of full-time employees} + \text{No. of full-time vacancies}}$

Prominent Vacancies

4.4 The prominent vacancies, which accounted for 74.8% (450) of the total number of vacancies, were concentrated at the editorial/production/executional level. The distribution is shown in Table 4.2.

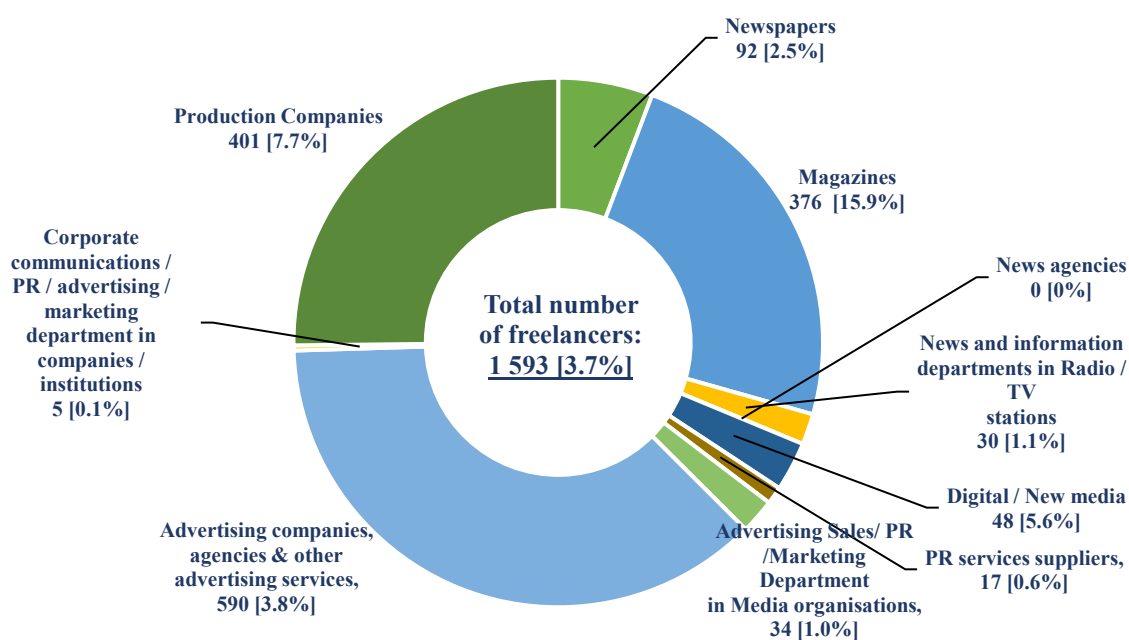
Table 4.2 Prominent Vacancies

Prominent Vacancies (% of total)		
Managerial	◆ Marketing / Product / Brand Manager (1%)	74.8% of 602 vacancies
Supervisory	◆ Associate Account Director; Account Manager (26.9%)	
Editorial/Production/ Executional	◆ Marketing Assistant / Executive (28.6%)	
	◆ Account Executive; PR Specialist; PR Officer; Press Officer (6.1%)	
	◆ Production Assistant (6.0%]	
	◆ Senior Reporter/Researcher; Reporter; Researcher (4.5%)	
Supporting/ Technical	◆ Webmaster (1.7%)	

Number of Freelancers (as of 1 October 2019)

4.5 The total number of freelancers was 1 593, representing 3.7% of the total number of employees of the industry. The sector of advertising and public relations employed most of the freelancers (646), followed by the journalism sector (498). Magazines had the highest composition of freelancer manpower (15.9%) among all branches as presented in Figure 4.3. Most of the freelancers in the industry were employed as motion graphic designer/visual effects designer/3D animator/2D animator, production assistant, visual producer, digital media/market strategist, reporter, and press photographer.

Figure 4.3 Freelancers by Branch



Note: Figures in [] brackets as a percentage of total number of employees by branch.

Employers' Forecasted Manpower Demand

4.6 The employers' forecasted manpower demand reflected a marginal decrease (-0.08%) for 2020 from 44 141 posts in October 2019 to 44 104 in October 2020.

Table 4.3 Employers' Forecasted Manpower Demand for 2020

No. of Employees (a)	No. of Vacancies (b)	Total No. of Posts (c = a + b)	Forecasted No. of Employees for 2020 (d)	Forecasted No. of Increase/Decrease in Manpower in 2020 (e = d - c)
43 539	602	44 141	44 104	-37

Note: # Readers are alerted to interpret the employers' forecasted manpower demand with caution due to the global and local economic uncertainties imposed on the industry manpower situation as caused by the social unrest and the outbreak of COVID-19 in 2019 and 2020.

Monthly Income

4.7 The average monthly income in the overall industry centralised to the range of \$20,001–\$30,000 and \$12,001–\$20,000, which covered the income range of editorial/production/executional and supporting/technical levels in almost all sectors. That of the supervisory level in all sectors centralised at \$30,001–\$50,000 or \$20,001–\$30,000. The average monthly income of the managerial level in the digital/new media sector centralised at \$50,001–\$80,000, which is the highest distribution among the same level in all sectors. The distribution is shown in Table 4.4.

Table 4.4 Income Range Distribution of Major Employees (Exclude Freelancers)

Average Monthly Income (% of distribution)				
Job Level	Journalism	Digital / New media	Advertising and Public Relations	Media Production
Managerial	\$30,001 - \$50,000 (48%) \$50,001 - \$80,000 (37%)	\$50,001 - \$80,000 (82%)	\$30,001 - \$50,000 (60%) \$50,001 - \$80,000 (29%)	\$30,001 - \$50,000 (70%) \$20,001 - \$30,000 (23%)
Supervisory	\$30,001 - \$50,000 (54%) \$20,001 - \$30,000 (37%)	\$20,001 - \$30,000 (72%)	\$20,001 - \$30,000 (57%) \$30,001 - \$50,000 (39%)	\$20,001 - \$30,000 (99%)
Editorial / Production / Executional	\$20,001 - \$30,000 (57%) \$12,001 - \$20,000 (32%)	\$20,001 - \$30,000 (41%) \$12,001 - \$20,000 (29%)	\$12,001 - \$20,000 (53%) \$20,001 - \$30,000 (43%)	\$20,001 - \$30,000 (98%)
Supporting / Technical	\$12,001 - \$20,000 (58%) \$20,001 - \$30,000 (24%)	\$12,001 - \$20,000 (41%) \$12,001 or below (41%)	\$12,001 - \$20,000 (72%)	\$12,001 - \$20,000 (50%) \$20,001 - \$30,000 (49%)
Overall	\$20,001 - \$30,000 (44%) \$12,001 - \$20,000 (32%)	\$20,001 - \$30,000 (46%) \$12,001 - \$20,000 (21%)	\$20,001 - \$30,000 (37%) \$12,001 - \$20,000 (35%)	\$20,001 - \$30,000 (62%) \$12,001 - \$20,000 (21%)

Preferred Education Level

4.8 The journalism sector has a preference of employees with higher education level compared with the other three sectors. A first degree was generally preferred for employees across managerial, supervisory, and editorial/production/executional levels.

4.9 A first degree qualification is required for the managerial level of all sectors and the supervisory level in advertising and public relations sector. The supervisory and editorial/production/executional levels in the digital/new media sector and media production sector needed a sub-degree qualification and above. The distribution is shown in Table 4.5.

Table 4.5 Preferred Level of Education

Job Level	Journalism	Digital / New media	Advertising and Public Relations	Media Production
Managerial	First Degree (97%)	First Degree (98%)	First Degree (91%)	First Degree (87%)
Supervisory	First Degree (85%)	Sub-degree (51%) First Degree (33%)	First Degree (68%)	Sub-degree (99%)
Editorial / Production / Executional	First Degree (69%)	Sub-degree (47%) First Degree (33%)	Sub-degree (35%) Diploma/Certificate (28%)	Sub-degree (92%)
Supporting / Technical	Secondary 4-7 (45%) Sub-degree (30%)	Secondary 4-7 (74%)	Secondary 4-7 (36%) Sub-degree (28%)	Diploma/Certificate (48%) Sub-degree (45%)

Preferred Years of Experience

4.10 Work experience of 7 to 10 years in the industry was expected for employees of all sector at the managerial level and the supervisory level in the journalism sector, digital/new media sector and media production sector. The advertising and public relations sector preferred supervisory, editorial/production/executional and supporting/technical levels to have 2 to 5 years of experience. The same requirement on experience was expected for the editorial/production/executional and supporting/technical levels in the journalism and digital/new media sectors. The media production sector preferred employees at supervisory and editorial/production/executional level to have 7 to 10 and 5 to 7 years of experience respectively. Its supporting/technical level accepted employees with no experience. The distribution is shown in Table 4.6.

Table 4.6 Preferred Years of Experience

Job Level	Journalism	Digital / New media	Advertising and Public Relations	Media Production
Managerial	7 - < 10 years (41%)	7 - < 10 years (52%)	10 - < 15 years (39%)	10 - < 15 years (61%)
	10 - < 15 years (28%)		7 - < 10 years (36%)	
Supervisory	7 - < 10 years (53%)	7 - < 10 years (52%)	2 - < 5 years (37%)	7 - < 10 years (90%)
			5 - < 7 years (33%)	
Editorial / Production / Executional	2 - < 5 years (63%)	2 - < 5 years (67%)	2 - < 5 years (57%)	5 - < 7 years (95%)
Supporting / Technical	2 - < 5 years (64%)	2 - < 5 years (70%)	2 - < 5 years (62%)	No experience required (41%)
	< 2 years (33%)	< 2 years (30%)	< 2 years (30%)	5 - < 7 years (31%)

Employees Left and Recruited in the Past 12 Months

4.11 Among the four sectors, the digital/new media sector recorded the highest turnover rate (19.3%) in 2019 and the advertising and public relations sector registered the highest number of employees (4 419) left in the past 12 months. As shown in Table 4.7, the entire industry recorded an overall turnover rate of 13.2%.

Table 4.7 Employees Left in the Past 12 Months and Turnover Rate

Sector	Number of employees left	Turnover rate *
Journalism sector	948	8.2%
Digital / New media sector	331	19.3%
Advertising and Public Relations sector	4 419	17.2%
Media Production sector	147	2.8%
Overall	5 845	13.2%

Note: * Turnover rate = no. of employees left in past 12 months / (no. of employees + no. of vacancies)

4.12 Of the 5 235 new employees recruited in the past 12 months, most of the new recruits were found in the advertising and public relations sector (4 052). Table 4.8 showed that all sectors preferred new recruited staff with industry experience.

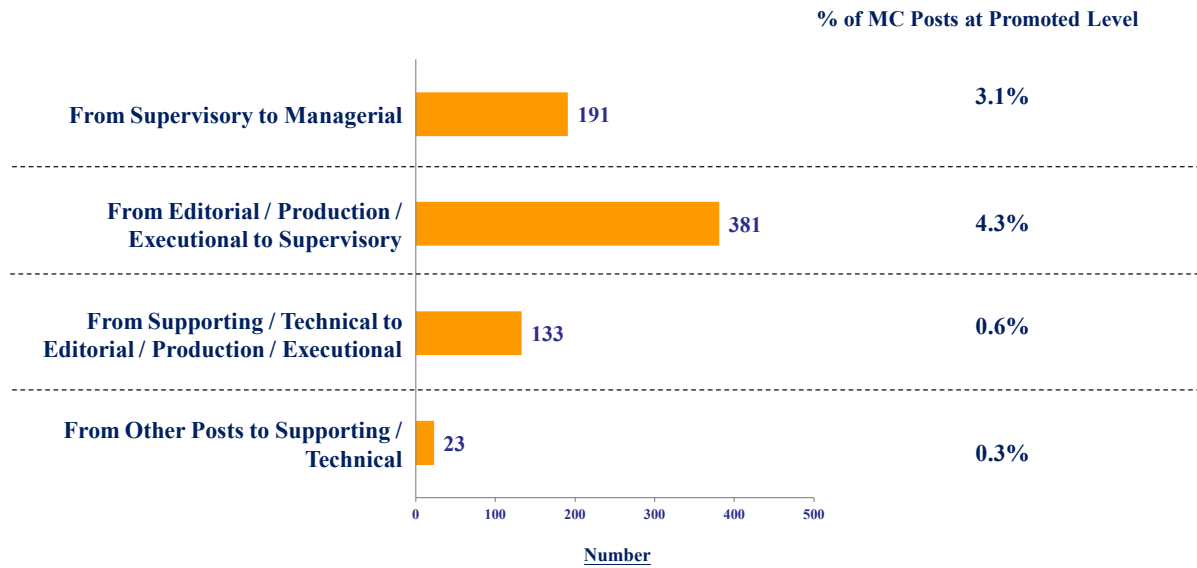
Table 4.8 Staff Recruited in the Past 12 Months

Sector	New recruits <u>with</u> Media and Communications experience (a) (% of sector total)	New recruits <u>without</u> Media and Communications experience (b) (% of sector total)	Total number of new recruits (a) + (b) (% of overall total)
Journalism sector	523 (72.6%)	197 (27.4%)	720 (13.8%)
Digital / New media sector	313 (96.9%)	10 (3.1%)	323 (6.2%)
Advertising and Public Relations sector	3 703 (91.4%)	349 (8.6%)	4 052 (77.4%)
Media Production sector	136 (97.1%)	4 (2.9%)	140 (2.7%)
Overall	4 675 (89.3%)	560 (10.7%)	5 235

Internal Promotion

4.13 In the past 12 months, a total of 728 employees were promoted to higher level jobs in their own companies, with the most being promoted from editorial/production/executional level to supervisory level (381 employees or 4.3% of the posts at supervisory level).

Figure 4.4 Internal Promotion of Employees in the Past 12 Months



Retention of Existing Employees

4.14 In general, the industry regarded “salary increment and fringe benefit” as the most effective method for retaining the existing employees. Other top ranked retention methods include “enhancing job satisfaction”, “shortening working hours or flexible working hours”, “increasing job autonomy”, “internal promotion/career development” and “more paid leave”. The rankings of these effective methods are shown in Table 4.9.

Table 4.9 Effective Methods for Retaining the Existing Employees

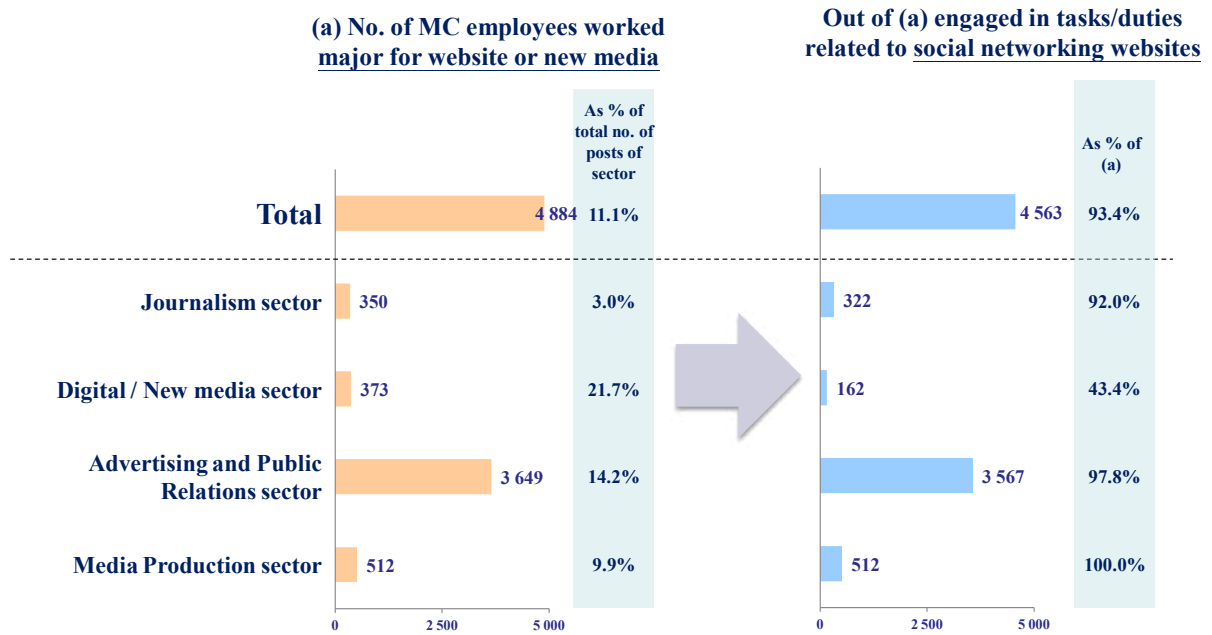
Rank	Journalism sector	Digital / New media sector	Advertising and Public Relations sector	Media Production sector
1	Salary Increment and Fringe Benefit			
2	Shortening Working Hours or Flexible Working Hours	Internal Promotion/ Career Development	Enhancing Job Satisfaction	Increasing Job Autonomy
3	More Paid Leave	Enhancing Job Satisfaction	Shortening Working Hours or Flexible Working Hours	More Paid Leave
4	Enhancing Job Satisfaction	More Paid Leave	Increasing Job Autonomy	Enhancing Job Satisfaction

Deployment to New Media Work

4.15 In general, 11.1% (4 884) of employees in the industry were deployed to work mainly for website or new media, with most in the advertising and public relations sector (3 649).

4.16 Of those employees mainly worked for website or new media, 93.4% were engaged in duties related to the social media.

Figure 4.5 Employees worked major for website or new media



Skills/Knowledge Required to Perform Social Media Functions

4.17 In terms of performing social media functions, “web searching” and “web security” were ranked by most sectors as the top two skills/knowledge required, followed by “social media monitoring and surveillance”, “sharing/posting in social media/digital platform”, “web analytics” and “curation”. The rankings of the skills/knowledge required are shown in Table 4.10.

Table 4.10 Skills/knowledge required to perform social media functions

Rank	Journalism sector	Digital / New media sector	Advertising and Public Relations sector	Media Production sector
1	Web searching		Web analytics	Social media monitoring and surveillance
2	Web security			Sharing/posting in social media platform
3	Curation	Web analytics	Web searching	Web security
4	Social media monitoring and surveillance		Sharing/posting in social media platform	Web searching
5	Sharing/posting in social media platform		Curation	Search engine optimisation

Top Essential Skills/Knowledge

4.18 Apart from the essential skills that remained at the top in both 2019 and 2016 surveys, most sectors regarded media law, professional ethics and innovative media technology as the highly essential skills required by employees. The rankings of the skills varied across sectors are shown in Table 4.11.

Table 4.11 Top essential skills/knowledge

Journalism sector	Digital / New media sector	Advertising and Public Relations sector	Media Production sector
Skills remained to be essential in 2019 and 2016 surveys			
1. Reporting and editing skills	1. Hardware and Software (Interaction design, mobile device) 2. Self-management		1. Application of new technologies in production
Other essential skills			
2. Multi-tasking skills	3. Creativity and cultural insights	1. Professional ethics	2. Media law and ethics
3. Media law and ethics	4. Crisis management	2. Self-management	3. Production management
4. Professional ethics	5. Political system, social and economic development in the mainland China	3. Market research applications	4. Innovative media technology products
	6. New media technology for public engagement and promotion	4. Production management	
	7. (Content) Research skills		
	8. Specific Technical skills		

Note : The above results are based on comparison between 2019 and 2016 on the top 4 essential skills/knowledge.

Training Places Planned to be Provided in the Coming 12 Months

4.19 In general, employers planned to provide or sponsor 6 686 training places for employees in the next 12 months. “Industry specific skills” and “innovative media technology” were ranked the top two types of skills/knowledge planned to be provided for the employees. The distribution of training places by sector are shown in Table 4.12.

Table 4.12 Training Places planned to be provided in the coming 12 months

Rank	Journalism sector	Digital / New media sector	Advertising and Public Relations sector	Media Production sector
1	Industry Specific Skills (564)	Innovative Media Technology (74)	Industry Specific Skills (1 152)	Innovative Media Technology (231)
2	Innovative Media Technology (495)	Industry Specific Skills (70)	Innovative Media Technology (1 071)	Industry Specific Skills (230)
3	Language Skills (443)	Management Skills (61)	Management Skills (979)	-
4	China and International Knowledge (419)	Language Skills (52)	China and International Knowledge (642)	-
5	Management Skills (91)	China-related Knowledge (38)	Language Skills (97)	-
Total no. of training places	2 012	295	3 945	434

Note: Figures in () brackets indicate the number of training places planned to be provided.

Statistical Tables

4.20 The detailed manpower statistics of the media and communications industry are tabulated in *Appendix 9*.

5. Manpower Analysis

Manpower Changes between 2016 and 2019

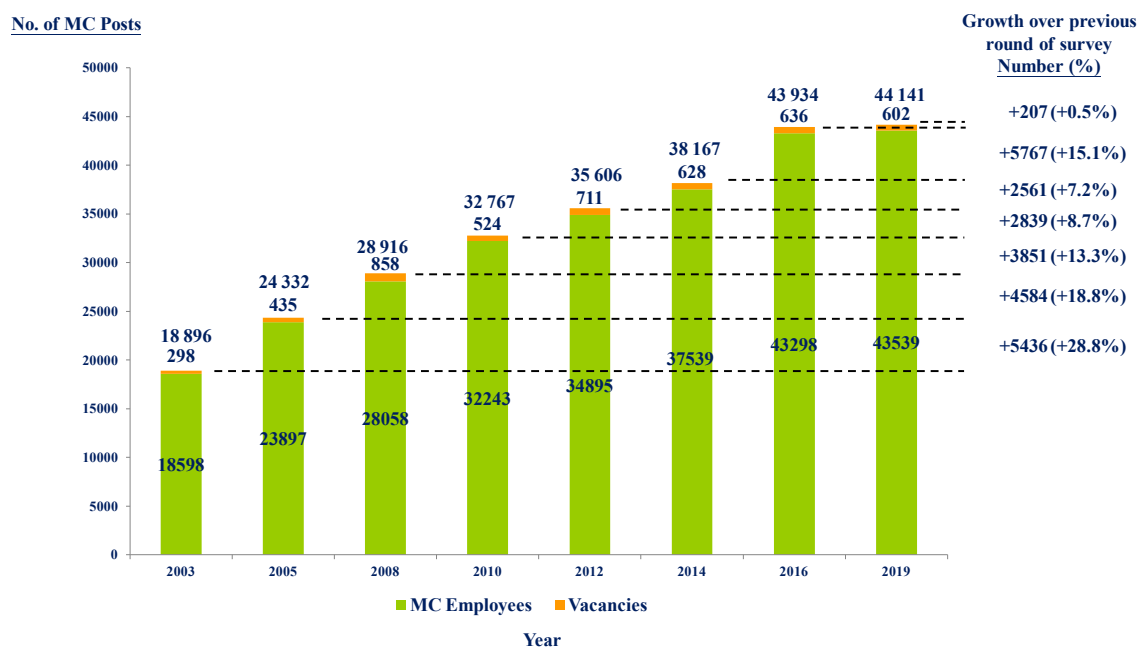
Number of Establishments in the Media and Communications Industry

5.1 According to the Census and Statistic Department and the Training Board, there were 9 571 establishments with manpower relating to the media and communications industry in 2016. The number increase to 11 094 (+1 523, 15.9%) in 2019. The increase was mainly contributed by small establishments of advertising and public relations and media production sector. The spread of the establishments by sector and employment size in 2019 is shown in *Appendix 11*.

Changes in Number of Posts

5.2 The overall manpower of the media and communications industry stabilised (+207, 0.5%) from 2016 to 2019 as shown in Figure 5.1. The newly included media production sector contributed most of the manpower growth of the entire industry in 2016.

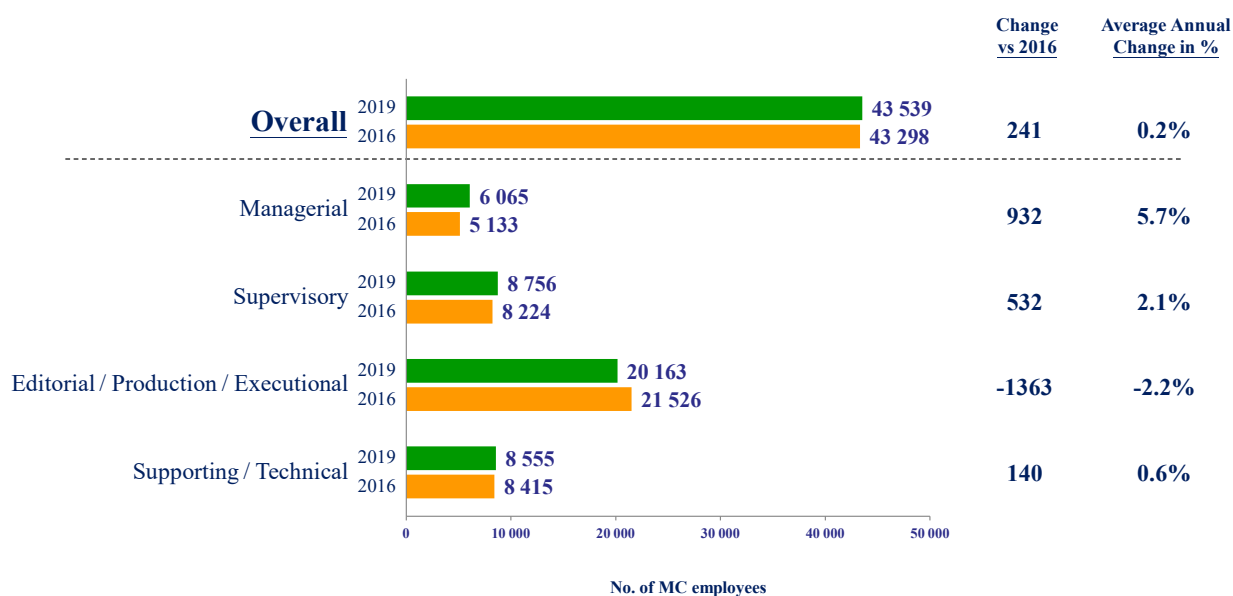
Figure 5.1 Change in Number of Posts from 2003 to 2019



5.3 As shown in Figure 5.2, 46% of the total employees of the industry was at the editorial/production/executional level in 2019. Of which 33% was reporters in newspaper, magazine and news agency. Between 2016 and 2019, a decline of 22% or 511 posts was observed in reporting jobs in these branches and it occupied 37% of the drop in the editorial/production/executional level in the entire industry. Likewise, a decrease of 45% or 481 posts was also noted in jobs of advertising sales or account executives in media organisations. The combined decrease in reporting jobs and advertising sales accounted for 73% of the decline in the editorial/production/executional level.

5.4 On the contrary, public relations officer at executional level of public relations services suppliers, increased by 61% or 685. Other jobs with notable rise included managing director (+413, 90.2%) of the advertising branch, digital media strategist and social strategist (+386, 2 200%) of the advertising and public relations sector.

Figure 5.2 Changes in Number of Employees by Job Level

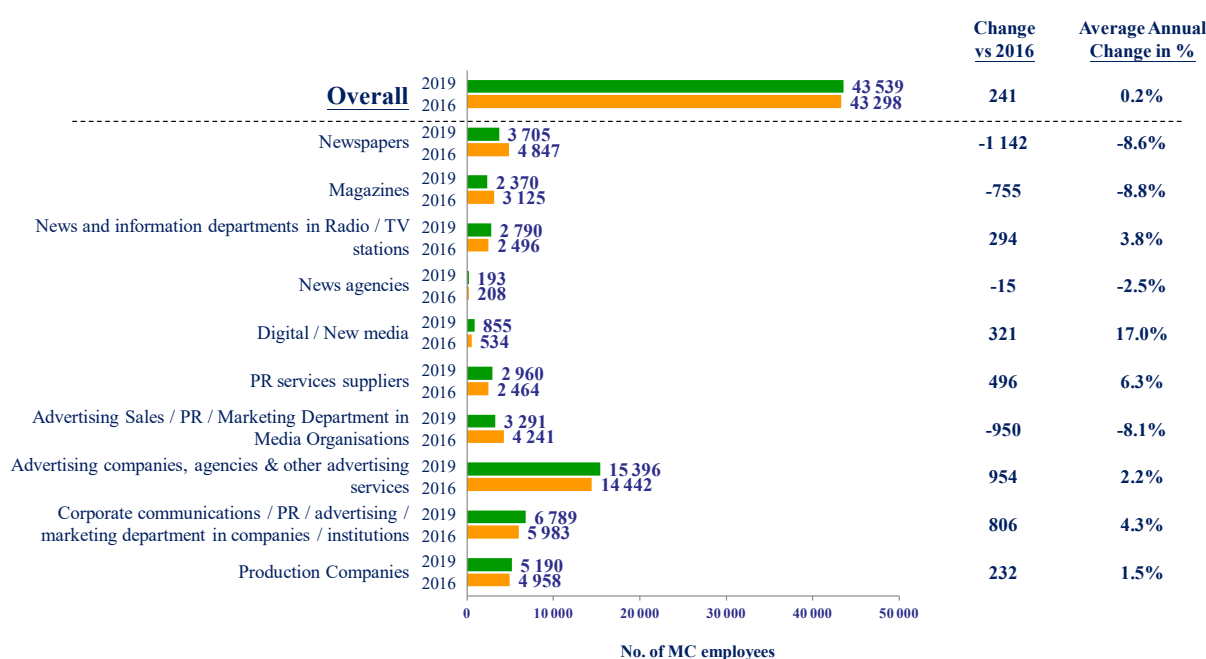


5.5 Over the years from 2016 to 2019, the manpower in the branches of newspaper and magazine experienced a drop of nearly 24% (-1 897). TV and radio stations is the only branch in the journalism sector that showed manpower increase (+299, 12%). The manpower of digital/new media branch, in contrast, increased by 60% (+321). Most branches in the advertising and public relations sector recorded manpower increase from 7% (advertising companies) to 20% (PR services suppliers) except for the branch of the advertising sales/PR/marketing department in media organisations, which dropped by 22% (-950).

5.6 The stabilised overall manpower was the combined effect of manpower reduction in the journalism sector (mostly in print media) and manpower increase in the digital/new media and advertising and public relations sector. The manpower change in newspaper, magazine, digital/new media could be the result of the shift from print media to digital media. The manpower increase could be caused by the rise in number of establishment of advertising companies and the wide use of digital and social media.

5.7 The manpower distribution reflected an ongoing transformation from traditional media to digital new media and further expansion of advertising and public relations sector.

Figure 5.3 Changes in Number of Employees by Branch



Changes in Freelancers

5.8 The overall number of freelancers decreased by 43% (-1 207) between 2016 and 2019. While the freelance manpower in journalism sector slightly increased from 2.8% to 5.5%, majority of the drop was contributed by the media production sector (-1 367). Despite the decreased mix of freelance employees, the total number of employees of the media production sector increased from 4 958 to 5 190 from 2016 to 2019.

Table 5.1 Change in Number of Freelancers by Sector

Sector	Number of Freelancers in 2019	Number of Freelancers in 2016
Journalism sector	498 (5.5%)	299 (2.8%)
Digital / New media sector	48 (5.6%)	32 (6.0%)
Advertising and Public Relations sector	646 (2.3%)	701 (2.6%)
Media Production sector	401 (7.7%)	1 768 (35.7%)
Overall	1 593 (3.7%)	2 800 (6.5%)

Note: Figures in () brackets as a percentage of total number of employees by sector.

Changes in Turnover Rate

5.9 As shown in Table 5.2, the overall turnover rate rose by almost 5% in the industry from 2016 to 2019, of which digital/new media and advertising and public relations sectors recorded a three-fold and two-fold increase respectively. The overall increase in manpower turnover could be the result of rapid growth of manpower requirement in the digital/new media sector, expansion of advertising and public relations sector or consolidation and new establishment of media organisations.

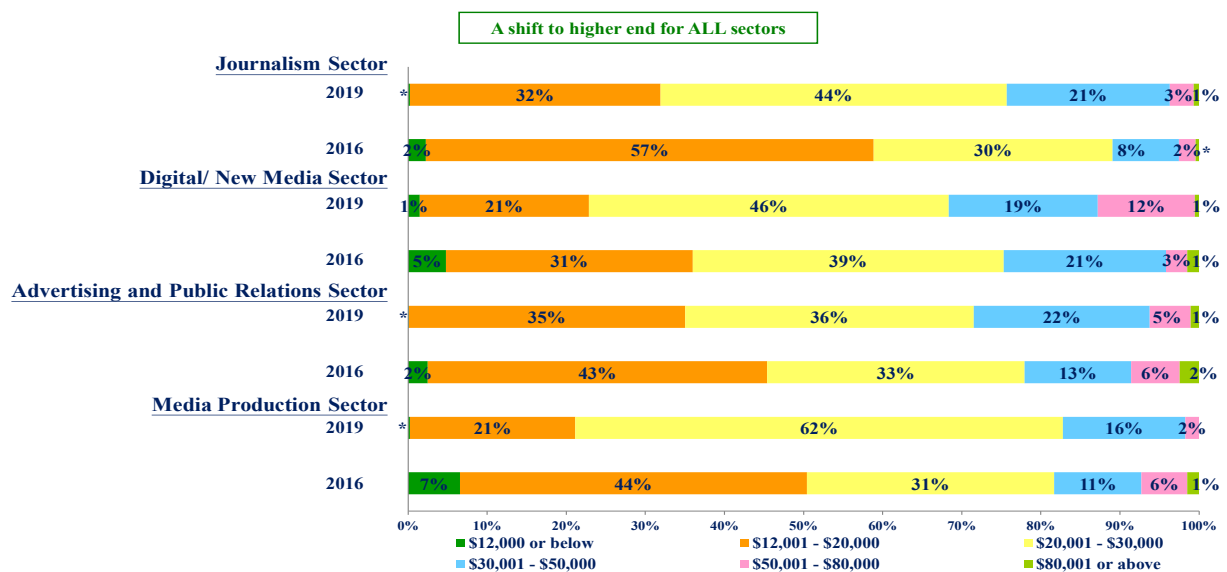
Table 5.2 Comparison of Turnover Rate

Sector	Turnover rate in 2019	Turnover rate in 2016
Journalism sector	8.2%	8.2%
Digital / New media sector	19.3%	7.0%
Advertising and Public Relations sector	17.2%	9.0%
Media Production sector	2.8%	5.6%
Overall	13.2%	8.3%

Changes in Monthly Income

5.10 The average monthly income of employees in the industry concentrated in the range of \$12,001-\$20,000 and \$20,001-\$30,000. The monthly income in 2019 of all sectors shifted to a higher end of income range as compared to 2016. Most sectors showed an increase in the percentage of employees who earned \$30,000 or more, as in the journalism sector from 11% in 2016 to 24% in 2019; digital/new media sector from 25% to 32%; and advertising and public relations sector from 22% to 28%.

Figure 5.4 Average Monthly income



Note: * Less than 0.5%

Changes in Planned Training Places/Employee Training Places Ratio

5.11 Overall 6 686 training places (in terms of man-times) were planned for the employees in the coming 12 months. As shown in Table 5.3, employers in most sectors planned to sponsor 1 training place for every 5 - 6 employees, while the ratio was lower (1:11) for media production sector. The lower proportion of planned training places in the media production sector was probably due to the majority of small-scale establishments in the sector in which advanced planning on training might not be as common as sizable establishments.

Table 5.3 Comparison of Employee Training Places Ratio by Sector

Sector	No. of employee (excluded freelancers) : No. of planned training places
Journalism sector	5.5 : 1
Digital / New media sector	5.6 : 1
Advertising and Public Relations sector	6.2 : 1
Media Production sector	11.0 : 1
Overall	5.5 : 1

Beyond the Numbers

5.12 The manpower changes in the industry showed that (a) there was an expansion of digital/new media sector; (b) part of the expansion was contributed by the shift from traditional print media; and (c) the market demands more professional service from the advertising and public relations sector as driven by the wide use of digital and social media by the public.

5.13 The changes in the manpower trend reflected major aspects of the industry's development: (a) transformation of journalism sector; and (b) client focus continues to shift to online advertisement. Global and local social-economic and technological factors have driven further changes on the industry's business and jobs which provides direction to manpower development for coping with the challenges ahead.

Business Outlook

5.14 Based on the manpower changes between 2016 and 2019 and views obtained through phone interviews with industry experts and the Training Board, the major developments in the industry are concluded as follows:

Industry Prospect

Global Economic Downturn Under the Threat of COVID-19

5.15 According to the projection made by the International Monetary Fund released in April 2020, the global economy is expected to contract sharply by -3% in 2020 as the COVID-19 pandemic severely impacted economic activity. Both advanced economies and developing economies faces a projection of negative growth rates of -6.1% and -1% in 2020. Assuming the pandemic fades in the second half of 2020 and economic activity normalises as supported by policy, the global economy is projected to rebound to 5.8% in 2021.¹

Impact of Hong Kong Social Unrest and the Threat of COVID-19 on Local Economy

5.16 Hong Kong's real GDP shrank sharply by 8.9% year-on-year in 2020, following a 3% fall in the last quarter in 2019. Exports of services dropped drastically by a record of 37.8% year-on-year with inbound tourism stopped completely in February and March. Cross-boundary transport and commercial services fell distinctly. Domestic demand also weakened, with private consumption expenditure recorded a 10.1% decline year-on-year under the threat of COVID-19 and the associated social distancing measures seriously disrupted consumption related activities. The seasonally adjusted unemployment rate hit an almost 9-year high of 4.2%. Continued pressure in the labour market caused by the economic contraction arising from the pandemic would affect consumer and investment sentiments in the near term. Given the uncertainty in the development of the pandemic and the unknown recovery progress of the global economy, the Government expected local economic activities will take time to fully recover. The Government forecasted the real GDP for 2020 as -4% to -7%.²

5.17 To respond to the social distancing measures that created the new dynamic in online consumption activities and remote working, more companies in the industry continued to strengthen their services in the digital world. Consumers spent more time on online shopping platforms and used more mobile payments to avoid unnecessary contact with others during the

¹ *World Economic Outlook, April 2020: The Great Lockdown.* (2020, April 01). Retrieved May 18, 2020, from <https://www.imf.org/en/Publications/WEO/Issues/2020/04/14/weo-april-2020>

² *First Quarter Economic Report 2020 (Rep.).* (2020, May). Retrieved May 18, 2020, from Government of the HKSAR website: https://www.hkeconomy.gov.hk/en/pdf/er_20q1.pdf

COVID-19 pandemic.³ As the Government, business and education sector adjusted to work and learn remotely, there is increasing demand for services for virtual events and conferencing, e-learning and e-commerce.⁴ The consumption of online entertainment including video streaming and video games recorded significant increase during the pandemic according to J.P. Morgan.⁵

5.18 The demand for news and information heightened as the social unrest hit Hong Kong since June 2019 and the COVID-19 pandemic spread globally from January 2020. The visits to news and information websites increased gradually since June 2019, peaked in November 2019 and further escalated by 7% and 15% in January and February 2020, as users sought updated news on the development of COVID-19 cases, border control and social distancing measures enforced.⁶ TV viewership on news and information channels in Hong Kong also increased significantly as the situation intensified and evolved.⁷

The Latest Development and Trends

5.19 The outbreak of COVID-19 caused deterioration to global and local economy especially to industries in relation to retail, tourism and transport. Hinge on the successful control of the pandemic, speed of economy recovery, business and consumption atmosphere, the media and communications industry also faces uncertainties in the near term. The industry has to be highly flexible and adaptable to the fast changing environment.

5.20 Advertisers and marketers tend to be cautious in allocating advertising budgets which in turn brings constraints to media organisations and media production companies. The advertising and public relations sector are especially expected to provide flexible strategies and contingency plans. As in 2019 and 2020, the sector responded by offering more solutions via digital means such as online and video conference to overcome physical constraints. On the other hand, social distancing measures catalysed consumers' behaviour to shift online and further increase in the consumption of digital media which brings more opportunities to the industry.

³ Yuen, S. (2020, April 02). Report: COVID-19 drives Hong Kong consumers online to buy necessities. Retrieved May 18, 2020, from <https://www.marketing-interactive.com/ipsos?idU=1>

⁴ Yuen, S. (2020, April 22). Report: COVID-19 drives massive surge in interest for remote working and video conferencing across Hong Kong. Retrieved May 18, 2020, from <https://www.marketing-interactive.com/research-interest-in-remote-working-and-video-conferencing-surges-across-hk-media?idU=1>

⁵ Media Consumption in the Age of COVID-19. (2020, May 1). Retrieved June 03, 2020, from <https://www.jpmorgan.com/global/research/media-consumption>

⁶ Oh, S. (2020, April 20). Impact of COVID-19 on Digital Media Consumption in APAC. Retrieved May 18, 2020, from <https://www.comscore.com/Insights/Blog/Impact-of-COVID-19-on-Digital-Media-Consumption-in-APAC>

⁷ COVID-19 AND THE STATE OF MEDIA IN NORTH ASIA (Rep.). (2020, March). Retrieved May 18, 2020, from Nielsen Global Media website: <https://www.nielsen.com/wp-content/uploads/sites/3/2020/03/The-Impact-of-COVID-19-on-Media-Consumption-Across-North-Asia.pdf>

5.21 As 5G high speed mobile network come into service, personalised contents can be delivered at optimal time and place in more scenarios and more AR and VR applications can be utilised in online retail and entertainment. Consumers expect more creative personal user experience in the virtual world as they become more adapted to mobile office and online consumption. Successful application of technology and data resources is crucial for the industry to capitalise opportunities in the ever-changing business environment.

5.22 According to the Reuters Institute's Digital News Report, audiences become more concern about misinformation and disinformation in the digital platforms. Such concern drives them to select more reputable sources of news and benefits trusted news brands.⁸ Similarly in Hong Kong, the demand for live news reporting of high quality and in-depth report and analysis on current affairs and financial market that offer global perspective continues to increase as domestic economy intertwines with political dynamics at local and international levels as well as the pace of economic recovery in China and the globe.

5.23 In view of the uncertain factors that affect global and local economy, employers interviewed generally expected that it will take at least 6 to 12 months to recover and most of them considered the business environment positive in the next 2 to 4 years, subject to the development of uncertain factors. In near term, employers will remain conservative when recruiting new staff. Streamlining of positions may further take place and employees will require multiple skill sets to stay competent as their job roles evolve with the advancement of technology. For instance, news reporters require skill sets of news writing, live reporting, photography and videography as public's demand for live news reporting on digital platform increases. While the overall advertising budget is expected to tighten in 2020 and a greater portion is allocated to online advertising⁹, employee's skills and knowledge on evaluating online advertising effectiveness is highly sought-after in the industry. As economic and social climates remain tense, skills and knowledge on media law and professional ethics are also regarded as key emerging skills by employers.

⁸ Newman, N., Senior Research Associate, & Reuters Institute for the Study of Journalism. (2019, May 23). *Executive Summary and Key Findings of the 2019 Report*. Retrieved June 02, 2020, from <http://www.digitalnewsreport.org/survey/2019/overview-key-findings-2019/>

⁹ The Hong Kong Advertisers Association. (2020, March 23). *nielsen: differentiate through technology adoption amid the challenging advertising market in hong kong in 2020 [press release]*. retrieved june 3, 2020, from http://www.hk2a.com/images/event/2020/2020adspend/adspend_press_release_final.pdf

Manpower Projection and Annual Additional Training Requirement

Manpower Projection

5.24 The Annual Additional Manpower Requirement has taken into account the (i) projected manpower trend and (ii) wastage rate of the industry (i.e. percentage of employees leaving the industry permanently on annual basis). The estimated Annual Additional Manpower Requirement from 2020 to 2023 is shown in Table 5.4 below. Based on the results, most of the additional manpower demand is expected to be in area of advertising and public relations. Since the media production sector was newly introduced in the 2016 manpower survey and there are limited historical data for trend analysis, it is assumed that the estimated annual manpower requirement will be the same as the number of employees in 2019. The detailed manpower projection diagram is shown at *Appendix 12*. Further details of the annual additional manpower requirement is shown at *Appendix 13*.

Table 5.4 Estimated Annual Additional Manpower Requirement from 2020 to 2023

Job Level	Estimated Annual Additional Manpower Requirement 2020 to 2023			
	Journalism	Digital/New Media	Advertising and Public Relations	Media Production *
Managerial	12	8	131	28
Supervisory	36	24	220	14
Editorial / Production / Executorial	151	63	382	31
Supporting / Technical	50	4	115	83
Overall	249	99	848	156

Note: # Readers are alerted to interpret the manpower projection data and Annual Additional Training Requirement with caution due to the global and local economic uncertainties imposed on the industry manpower situation as caused by the social unrest and the outbreak of COVID-19 in 2019 and 2020.

*Note: * As limited historical data is available for the media production sector, it is assumed the annual manpower requirement for 2020 to 2023 will remain the same as in 2019.*

Annual Training Requirement

5.25 Based on the employers' preferred education level of employees in *Appendix 14* and the information provided by the local tertiary and vocational institutes in *Appendix 15*, the estimated manpower demand and supply by sector for 2020 to 2023 are shown in Table 5.5 below. The results reflect that graduates of degree level or above from the local tertiary institutions will be more than adequate to meet corresponding demand in the industry while sub-degree level manpower supply will be in demand in the coming years. Pre-employment and in-service training at sub-degree level is necessary.

Table 5.5 Estimated Annual Additional Manpower Requirement for 2020 to 2023

Sector	Award			
	Degree or Above		Sub-Degree	
	Estimated Annual Additional Manpower Demand	Estimated Annual Manpower Supply	Estimated Annual Additional Manpower Demand	Estimated Annual Manpower Supply
Journalism	152	1 830	97	401
Digital/New Media	35		64	
Advertising and Public Relations	388		460	
Media Production	38		118	
Overall	613		739	

6. Recommendations

6.1 Based on the survey findings and analysis of the manpower changes, business outlook and manpower projection, as well as advices from the industry experts interviewed and the Training Board, a list of recommendations on manpower development is drawn up for the consideration of different stakeholders of the media and communications industry.

Media and Communications Industry

- a. To keep the industry up to date with the use of technology and relevant skills that are in demand, especially in live reporting, VR and AR application, online retailing and e-commerce.
- b. Lifelong learning and upgrade of skills in response to the industry requirement would be essential. Employers should be encouraged to make good use of the Government's subsidy for training employees, e.g. the Reindustrialisation and Technology Training Programme.

Employers

- c. To strengthen organisational capability by equipping employees with knowledge and skills especially in areas of data ethics, social listening analysis, media law and privacy ordinance.
- d. To offer better remuneration, enhance job satisfaction and increase autonomy for retaining outstanding employees.
- e. To provide in-house training to develop multiple skills of employees to enable flexible manpower deployment in response to the change in the business environment.
- f. To offer mentorship programme for young employees on organisation value, integrity and professional ethics.

Employees

- g. To pro-actively identify with employers on the training and development areas for upskilling or reskilling especially on strengthening professional ethics in view of the extensive amount of information / data handled.
- h. To keep an eye on the latest technology applications associated with 5G high speed network.

Training Providers

- i. To collaborate with employers to facilitate students' learning in an authentic training environment such as workplace learning and assessment.
- j. To emphasise professional ethics and innovation in pre-employment and in-service training.
- k. To include areas with most training needs such as media law and innovative media technology, in the relevant programmes.
- l. To devise bite sized online training programmes of short duration to encourage lifelong learning and upskilling of in-service practitioners.

Government

- m. To offer subsidy support in practitioners' training and skills upgrading in relation to the latest technology used in the industry.
- n. To promote the importance of vocational and professional education and training and its pathways to secondary school students, parents and teachers.

1. 報告摘要

背景

1.1 媒體及傳訊業訓練委員會（下稱訓練委員會）於 2019 年 10 月至 12 月期間進行業界人力調查，參考日期定為 2019 年 10 月 1 日。本報告反映業內人力調查結果，並因應人力需求與培訓需要，以及考慮業務前景後，向僱主、僱員與培訓機構等業內不同持份者提供建議。

1.2 調查覆及 2019 年發生社會事件的部分期間，但未有包括新型冠狀病毒疫情發生的時期。遂於 2020 年 4 月進行電話訪問，向業內專家搜集意見，補充後者構成的影響，以取得有關業務前景的參考資料，從而就人力與培訓需要提出建議。

調查範圍

1.3 是次調查涵蓋媒體及傳訊業的新聞、數碼／新媒體、廣告與公共關係和媒體製作等界別，並從香港特別行政區政府統計處（下稱統計處）單位記錄庫內的 11 094 家業內機構中，抽出 880 家進行調查，另包括 149 個補充樣本。在共 1 029 個樣本之中，218 個來自新聞業、42 個來自數碼／新媒體業、654 個來自廣告與公共關係業，以及 115 個來自媒體製作業。訓練委員會編製業內關鍵工作的主要職務清單，而選定機構則按照清單提供人力資料。根據職責，職務複雜程度和需要具備的技能、知識和訓練，業內主要職務分為下列四個等級：(a) 經理級、(b) 主任級、(c) 編採／製作／執行人員級，以及 (d) 輔助／技術人員級。

方法

調查方法

1.4 調查的抽樣採用分層隨機抽樣法，從統計處編製的《香港標準行業分類》抽出 880 間機構，計入 149 個補充樣本，共有 1 029 個樣本。選定機構填寫的人力調查問卷包括兩部分：(i) 按職級與主要職務提供的量化人力資料，以及 (ii) 有關人力情況的補充資料。收集數據與統計過程受到嚴密監控，數據均經過檢證，以確保數據質素。經統計學演算的有效填覆率為 90.5%。

人力推算方法

1.5 訓練委員會採取的預測方法，是以過往數據的加權平均數值，推算新聞業與數碼／新媒體的人力需求。經考慮過往人力數據（越近期所佔的比重越大），較長遠的市場趨勢、行業技術發展及其他社會經濟決定因素，推算出 2020 至 2023 年期間各職級的人力需求。

1.6 2020 至 2023 年公共關係業的人力需求採納統計模型推算。統計模型考慮相關經濟指標，包括反映本地經濟、人口狀況與人力市場重大變動的指標。推算方法詳情載於**附錄 8(A)與 8(B)**。

調查結果

僱員與空缺數目

1.7 調查期間本業共有 43 539 人（包括自由工作者），當中 65.3%僱員從事廣告與公共關係業、46.3%受僱為編採／製作／執行人員級，而 20.1%受僱為主任級，詳見表 1.1。大部分空缺來自廣告與公共關係業，並集中於編採／製作／執行人員級別，詳見表 1.2。

表 1.1 僱員人數（按職級劃分）（2019 年 10 月 1 日）

職級	僱員人數				
	新聞	數碼/ 新媒體	廣告與 公共關係	媒體製作	總人數
經理級	414	53	4 709	889	6 065
主任級	1 223	211	6 806	516	8 756
編採／製作／ 執行人員級	5 533	547	13 089	994	20 163
輔助/技術人員級	1 888	44	3 832	2 791	8 555
整體	9 058	855	28 436	5 190	43 539

表 1.2 空缺數目（按職級劃分）（2019 年 10 月 1 日）

職級	空缺數目				
	新聞	數碼/ 新媒體	廣告與 公共關係	媒體製作	總人數
經理級	1	-	10	-	11
主任級	7	-	193	-	200
編採／製作／ 執行人員級	40	4	320	2	366
輔助/技術人員級	7	-	18	-	25
總數	55	4	541	2	602

所佔比例較高的主要職務

1.8 下表1.3列示每個行業僱員最多的重要主要職務。

表 1.3 佔比較高的主要職務

行業	重要主要職務	佔業內僱員%
新聞	◆ 資深（高級）記者／資料搜集；記者；資料搜集	26%
	◆ 資深（高級）文稿編輯；文稿編輯	9.2%
數碼／新媒體	◆ 高級記者；記者	12.9%
	◆ 監製	10.9%
廣告與公共關係	◆ 美術設計員	9.0%
	◆ 客戶服務主任（廣告公司）	7.1%
媒體製作	◆ 首席編導；高級編導；編導；助理編導	18.6%
	◆ 高級電視攝影師；電視攝影師	18.2%

自由工作者

1.9 於調查期間，業內共僱用 1 593 名自由工作者，佔僱員總人數 3.7%。如表 1.4 所示，廣告與公共關係及新聞業聘用最多自由工作者。

表 1.4 自由工作僱員人數（按行業劃分）（2019 年 10 月 1 日）

行業	自由工作者人數
新聞	498
數碼/新媒體	48
廣告與公共關係	646
媒體製作	401
整體	1 593

僱主預測的人力需求[#]

1.10 受訪僱主預測至 2020 年 10 月將有 44 104 個職位，僅較 2019 年 10 月的原有 44 141 個職位減少 0.08%。

表1.5 僱主預測2020年的人力需求

僱員人數 (a)	空缺數目 (b)	職位總數 (c = a + b)	預測 2020 年僱員人數 (d)	預測 2020 年人力數目 增加/減少 (e = d - c)
43 539	602	44 141	44 104	-37

註：[#]謹此提醒讀者，鑒於 2019 年發生社會事件及隨後的新型冠狀病毒疫情，導致全球與本地經濟出現多種不明朗因素，因此詮釋僱主預測人力需求時務請審慎。

僱員宜有教育程度

1.11 與其他三個行業相比，新聞業僱主一般期望僱員具有較高教育程度。經理、主任，以及編採／製作／執行人員級的僱員一般要求持有學士學位。

僱員流動率

1.12 僱員業內流動人數佔職位總數的百分率上升近 5%，其中數碼／新媒體及廣告與公共關係業自 2016 年以來分別錄得近三倍（7% 至 19.3%）與兩倍（9% 至 17.2%）增幅。

社交媒體工作所需技能／知識

1.13 大部分行業均視「網上搜尋」與「網絡安全」為僱員執行社交媒體工作的兩大首要技能／知識，其後是「社交媒體監測及監督」、「於社交媒體／數碼平台分享／發布」、「網站分析」及「策展」。

首要基礎技能／知識

1.14 除了在2019年與2016年調查中均排在首位的必要技能外，傳媒法規、專業操守與創新媒體科技應用亦被視為僱員必須具備的首要技能。表1.6列示各行業的四大首要技能。

表 1.6 四大首要基礎技能／知識

新聞業	數碼／新媒體業	廣告與公共關係業	媒體製作業
在 2019 年與 2016 年的調查中均視為必要的技能			
1. 編採技巧	1. 硬件和軟件（互動設計、流動裝置） 2. 自我管理		1. 製作時應用新科技
其他必要技能			
2. 同時執行多項工作的技能	3. 創意及洞悉文化	1. 專業操守	2. 傳媒法規與操守
3. 傳媒法規與操守	4. 危機管理	2. 自我管理	3. 製作管理
4. 專業操守		3. 市場調查的應用	4. 創新媒體科技產品
		4. 製作管理	

僱主計劃提供或資助的培訓名額

1.15 受訪僱主計劃在未來 12 個月為僱員提供或資助 6 686 個培訓名額。各行業提供或資助培訓的技能／知識集中於「相關專業技能」與「創新媒體科技」。

人力分析

2016 至 2019 年的人力變化

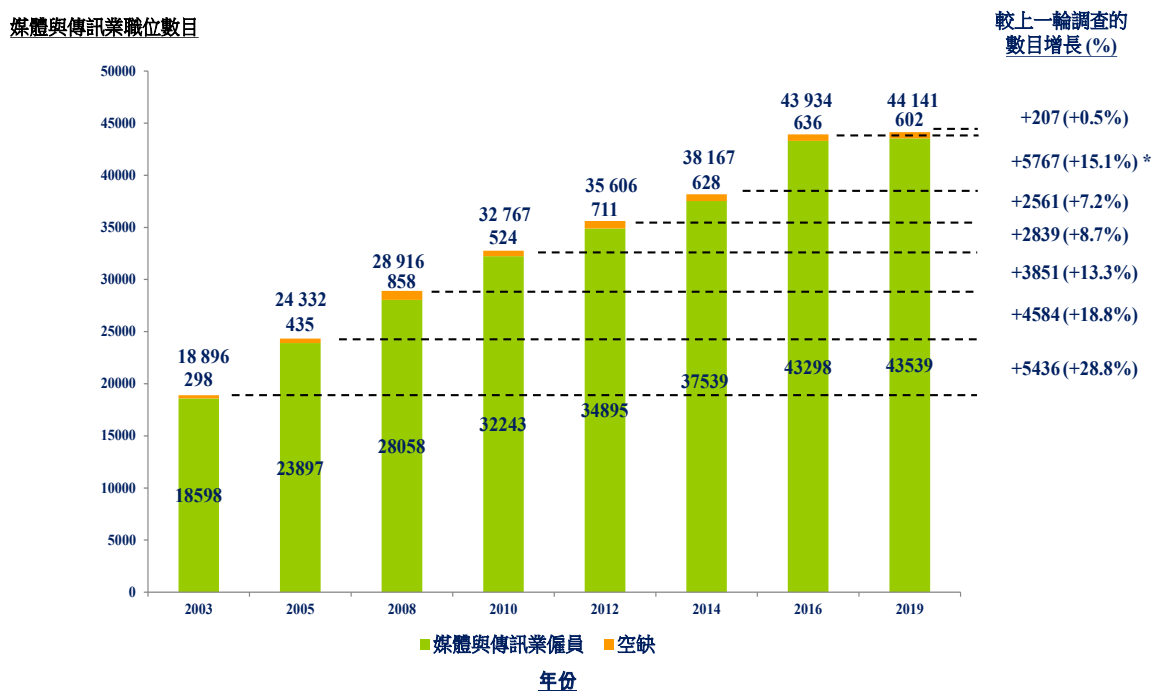
1.16 如圖 1.1 所示，2016 至 2019 年之間媒體及傳訊業的整體人力由 43 934 增至 44 141 (+0.5%)。新聞業（大部分為印刷媒體）人力減少，而數碼／新媒體及廣告與公共關係業人力增加，令整體人力達致穩定。2016 至 2019 年間的主要轉變趨勢包括：

- a. 機構數目增加 15.9%，大部分為廣告與公共關係及媒體製作業；
- b. 廣告與公共關係業的人力增長為 7%至 20%，唯有媒體機構的廣告／公共關係／市場部除外，錄得 22%跌幅；
- c. 由於網上廣告與公共關係活動增加，公共關係主任增加 61%，而公共關係服務供應商的數碼媒體策略師與社交媒體策略師則增加 2 200%（2019 年的 386 名對比 2016 年的 17 名）；
- d. 報紙及雜誌業人力下降 24%，電視與電台的人力則增加 12%；
- e. 採訪工作與廣告銷售職位減少，佔編採／製作／執行人員級職位跌幅的 73%；
- f. 整體自由工作者人數減少 43%，主要來自媒體製作業。

1.17 業內人力轉變反映：

- a. 由傳統印刷媒體轉型至數碼/新媒體；
- b. 大眾廣泛使用數碼及社交媒體，帶動市場對廣告與公共關係業的專業服務需求上升。

圖 1.1 2003 至 2019 年職位數目變化



註：*2016 年的人力增長主要來自首次包括在調查內的媒體製作業。

業務展望

1.18 新型冠狀病毒疫情進一步催化消費者行為轉至網上，創造新動力，加快推動數碼媒體用量增長。消費者變得更加習慣流動辦公室和網上消費，網上服務的需求亦見上升，例如虛擬活動、網上學習與電子商貿，以及視頻串流與電動遊戲等。廣告商有見數碼媒體正在拓展，因此傾向增加網上廣告的預算，然而在環球與本地經濟受壓的情況下，亦會同時收緊整體廣告的預算額。在瞬息萬變的環境中，廣告與公共關係業須提供有關網上廣告成效與靈活策略的專業意見。同樣，媒體製作從業員必須加倍發揮創意，善用創新媒體科技，並借助 5G 高速流動網絡發展，提升虛擬世界中的用戶體驗。

1.19 面對疫情及社會情況，觀眾對即時新聞資訊，以及具環球視野的時事和財經市場的深入分析，需求日益增加。隨著觀眾越來越關注數碼平台的資訊完整性，只有提供可靠消息，具有公信力的新聞品牌，才可在競爭激烈的市場中，取得較高的分佔率。有關傳媒法規和專業操守方面的技能與知識，在現有市場環境中，被視為新聞與數碼媒體從業員所需的重要技能。有見短期內環球及本地經濟受壓，以及消費與投資情緒等不明朗因素仍然持續，預期業內僱主在招聘時會維持保守態度。業界將精簡職位，僱員的工作範圍亦會隨科技進步而不斷轉變，因此須兼備多種技能才可稱職勝任工作所需。

人力推算及每年額外人力需求[#]

1.20 每年額外人力需求已考慮(i)預期人力趨勢及(ii)行業流失率（即每年轉行的僱員百分比）。2020 至 2023 年的估計每年額外人力需求已於下表 1.7 列示。根據調查結果，大部分額外人力需求預期來自廣告與公共關係業。

表 1.7 估計 2020 至 2023 年每年額外人力需求

職級	2020 至 2023 年估計每年額外人力需求			
	新聞	數碼/新媒體	廣告與公共關係	媒體製作 *
經理	12	8	131	28
主任	36	24	220	14
編採／製作／ 執行人員	151	63	382	31
輔助／技術人員	50	4	115	83
整體	249	99	848	156

註：[#]謹此提醒讀者，鑒於 2019 年發生社會事件及隨後的新型冠狀病毒疫情，導致全球與本地經濟出現多種不明朗因素，因此詮釋人力推算與每年額外人力需求時務請審慎。

註：^{*}由於媒體製作業過往數據有限，因此假設 2020 至 2023 年的每年人力需求將與 2019 年相同。

建議

1.21 以下摘要了提供予持份者有關人力與培訓需求的主要建議：

媒體及傳訊業

- a. 行業須保持與時並進，緊貼備受需求的科技和相關技能，尤其在即時新聞報道、虛擬實境與擴增實境應用、網上零售與電子商貿方面。
- b. 因應業內要求，促進終身學習與提升技能。

僱主

- c. 協助僱員在知識與技能上作好裝備，尤其在資料私穩操守、社群聆聽分析、傳媒法規與私穩條例方面，以加強機構的實力。
- d. 提供更佳薪酬，提升工作滿足感與增加工作自主權，以挽留傑出僱員。
- e. 提供內部培訓，協助僱員發展多重技能，以便因應業務環境變遷而靈活調配人手。
- f. 為年輕僱員提供師友計劃，助其認識機構的價值理念、誠信與專業操守。

僱員

- g. 積極與僱主訂定培訓與發展方向，以提升原有技能，並掌握新技能，尤其是加強專業操守，以便處理大量資訊／數據。
- h. 密切關注與 5G 高速網絡有關的最新技術應用。

培訓機構

- i. 與僱主合作，促進學員在真實的培訓環境中學習，例如採用職場學習及評核。
- j. 在職前及在職培訓中，強調專業操守與創新的重要性。
- k. 在相關課程中納入最具培訓需求的範疇，例如傳媒法規與創新媒體科技。
- l. 構思「微學習」短期網上培訓課程，鼓勵在職從業員終身學習及提升技能。

政府

- m. 資助從業員接受嶄新科技的培訓及提升技能。
- n. 推廣職業專才業教育，並向中學生、家長和教師介紹其升學途徑。

2. 緒論

背景

2.1 媒體及傳訊業訓練委員會（下稱訓練委員會）由香港特別行政區政府委任，隸屬職業訓練局（下稱VTC），負責分析媒體及傳訊業的人力情況與培訓需求。訓練委員會成員由主要商會、工會、專業團體、教育和培訓機構及政府部門提名出任。人力調查工作小組由訓練委員會主席及指定成員組成。訓練委員及工作小組成員名單及職權範圍見**附錄1、2與3**。

2.2 訓練委員會由2019年起，每四年進行一次人力調查，並透過聚焦小組與桌面研究蒐集資料，編撰兩次人力更新調查報告，以更準確地反映技術人力的演變趨勢。技術人力是指擔任媒體及傳訊業主要職務，並需應用行業知識與技能以履行委派職責的受聘僱員。

2.3 是次人力調查於2019年10月至12月期間蒐集數據，參考日期定為2019年10月1日。本報告載述媒體及傳訊業最新人力情況的調查結果與分析，並參考業務展望，向業界、僱主、僱員與培訓機構及業內不同持份者提出建議，推動人力發展。

目標

2.4 媒體及傳訊業人力調查的目的如下：

- a. 蒐集業內主要職務的最新人力資訊，並按職級及行業劃分；
- b. 評估技術人力情況；
- c. 預測未來短期內的培訓需求；以及
- d. 向 VTC 與相關持份者提出制訂培訓策略的建議，以配合人力需求。

調查範圍

2.5 是次調查採用分層隨機抽樣法進行實地調查，從香港特別行政區政府統計處（下稱統計處）編製的《香港標準行業分類》記錄的11 094間機構抽出880間，另包括149個補充樣本。在共1 029個樣本之中，218個來自新聞業、654個來自廣告與公共關係業、115個來自媒體製作業，以及42個來自數碼／新媒體業。調查涵蓋的行業與門類列示如下：

- a. 新聞業
 - (i) 報紙業
 - (ii) 雜誌業
 - (iii) 電台及電視台的新聞及資訊／廣告銷售／公共關係部
 - (iv) 新聞通訊社
- b. 數碼／新媒體業
- c. 廣告與公共關係業
 - (i) 公共關係服務供應商
 - (ii) 廣告公司、代理與其他廣告服務機構
 - (iii) 公司／機構內的企業傳訊／公共關係／廣告／市場部
- d. 媒體製作業

3. 調查方法

樣本設計

3.1 按照香港特別行政區政府統計處(下稱統計處)編製的《香港標準行業分類》，媒體與傳訊業機構分別有新聞業485間、廣告與公共關係業7 975間及媒體製作業2 592間。是次調查採用分層隨機抽樣法，抽樣調查的機構共1 029間，其中218間來自新聞業、654間來自廣告與公共關係業、42間來自數碼／新媒體業，以及115間來自媒體製作業，另按訓練委員會建議加入149個補充樣本。詳細抽樣計劃見**附錄10**。

問卷設計

3.2 調查問卷分為兩部分。第一部分按職級及主要職務蒐集定量的人力資料，第二部分蒐集人力情況的補充資料。主要職務列表由訓練委員會編製，每項職務均有詳細工作說明，並分為以下四個技能等級：

- (a) 經理級
- (b) 主任級
- (c) 編採／製作／執行人員級
- (d) 輔助／技術人員級

3.3 鑑於職稱在各機構可能不盡相同，回覆機構需按主要職務的工作說明與技能等級提供人力資料。詞彙釋義及調查文件(包括問卷樣本、附註及主要職務工作說明)載於**附錄4與5**。

數據蒐集

3.4 數據蒐集於2019年10月至12月進行，向獲邀機構發送整套調查文件，請填覆者以2019年10月1日為調查日期，提供當時的人力資料。調查期間，統計員致電或造訪個別機構，協助機構人員填妥問卷。

3.5 調查採取各種措施，以確保蒐集數據過程穩妥，包括調查前的準備、為調查人員提供充足培訓、監察調查進度、透過不同措施提高回應率、核對填妥的問卷、雙重輸入資料以求準確、驗證所蒐集的數據等。質素保證措施詳列於**附錄6**。

3.6 由於問卷調查在新型冠狀病毒疫情爆發前進行，訓練委員會遂於2020年4月透過電話訪問，向不同門類的業內專家搜集意見，了解疫情所造成的影響，以補充有關業務前景的參考資料，從而就人力需求與培訓需要作出建議。

數據分析

3.7 在612間有效抽樣機構中，554間提供所需資料，有效填覆率達90.5%。¹ 考慮到 (a) 各門類的回應率令人滿意；(b) 公眾熟識和具規模的機構填覆率令人滿意，以及 (c) 從樣本機構調查所得的結果可運用統計學方法倍大，訓練委員會總結認為，本報告所載的調查結果足以反映本業的人力情況。個別行業取得的填覆率亦足以編製成有意義的分類分析。填覆問卷調查的概況載於**附錄7**。

¹ 暫停運作、轉業、無回應調查的抽樣機構視作無效。

人力需求推算方法

3.8 訓練委員會採取的預測方法，是以過往數據的加權平均數值，推算新聞業與數碼／新媒體業的人力需求。經考慮過往人力數據（越近期所佔的比重越大）、較長遠的市場趨勢、行業技術發展及其他社會經濟決定因素，推算出2020至2023年期間各職級的人力需求。

3.9 2020至2023年廣告與公共關係業的人力需求採納統計模型推算。統計模型考慮相關經濟指標，包括反映本地經濟、人口狀況與人力市場重大變動的指標。推算方法詳情載於**附錄8(A)與8(B)**。

4. 調查結果

僱員人數 (2019 年 10 月 1 日)

4.1 調查期間，業內共有43 539名僱員，當中主要從事廣告公司、代理與其他廣告服務機構 (35.4%)，擔任編採／製作／執行人員級為(46.3%)及主任級(20.1%)，詳見圖4.1a 與 4.1b。

圖 4.1a 各門類僱員分布情況

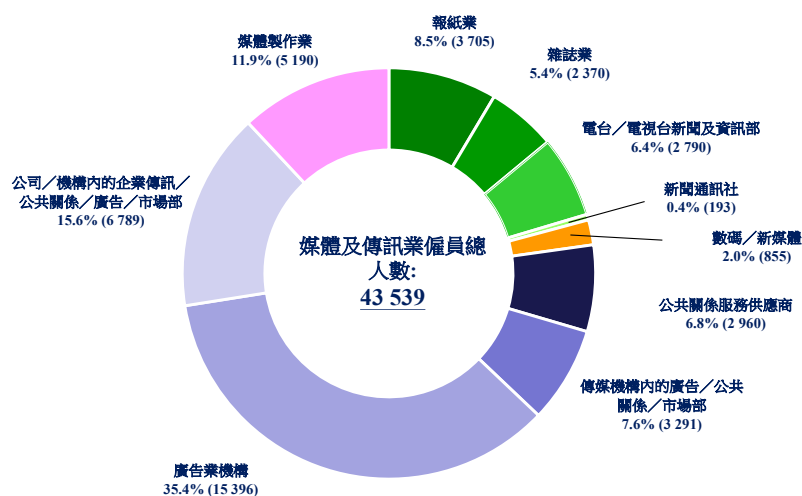
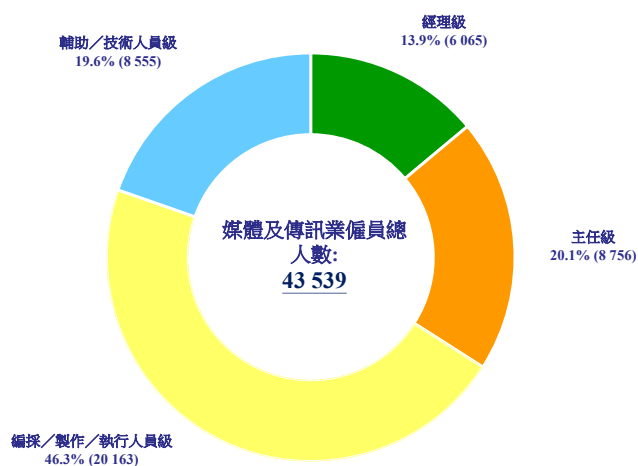


圖 4.1b 各職級僱員分布情況



註：僱員包括全職僱員與自由工作者。

所佔比例較高的主要職務

4.2 如下表4.1所示，佔比較高的主要職務佔僱員總人數35.5%

表 4.1 佔比較高的主要職務

佔比較高的主要職務		佔行業僱員%
新聞業	◆ 資深（高級）記者／資料搜集；記者；資料搜集	26%
	◆ 資深（高級）文稿編輯；文稿編輯	9.2%
	◆ 導演；製作助理；錄影廠製作經理；影片剪接；工程師及技術人員；字幕操作員	6.5%
	◆ 資深（高級）攝影記者；攝影記者；攝影師	5.5%
數碼／新媒體業	◆ 高級記者；記者	12.9%
	◆ 監製	10.9%
	◆ 網絡編輯	10.1%
	◆ 撰稿員	7.5%
廣告與公共關係業	◆ 美術設計員	9.0%
	◆ 客戶服務主任（廣告公司）	7.1%
	◆ 正稿製作員	6.5%
	◆ 客戶服務主任；公共關係主任；新聞主任	4.5%
媒體製作業	◆ 首席編導；高級編導；編導；助理編導	18.6%
	◆ 高級電視攝影師；電視攝影師	18.2%
	◆ 動態圖像設計師；視覺特效設計師；3D 動畫師；2D 動畫師	13.2%
	◆ 製作主任；創作主任	9.9%

空缺數目 (2019年10月1日)

4.3 調查期間，共有602個職位空缺，空缺率佔業內僱員與空缺額總數的1.4%。廣告與公共關係業的職位空缺最多(541)，主要集中於編採／製作／執行人員級(366)及主任級(200)，詳見圖4.2a及4.2b。

圖 4.2a 各行業空缺分布情況

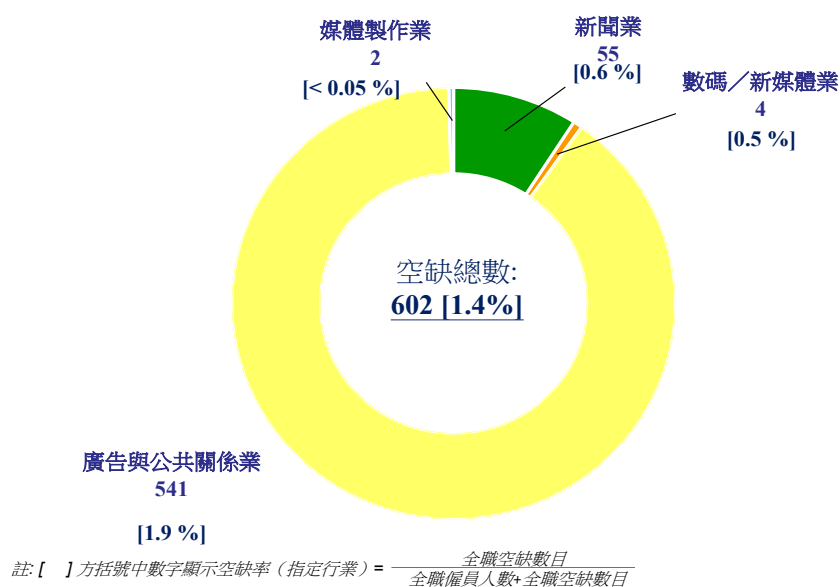
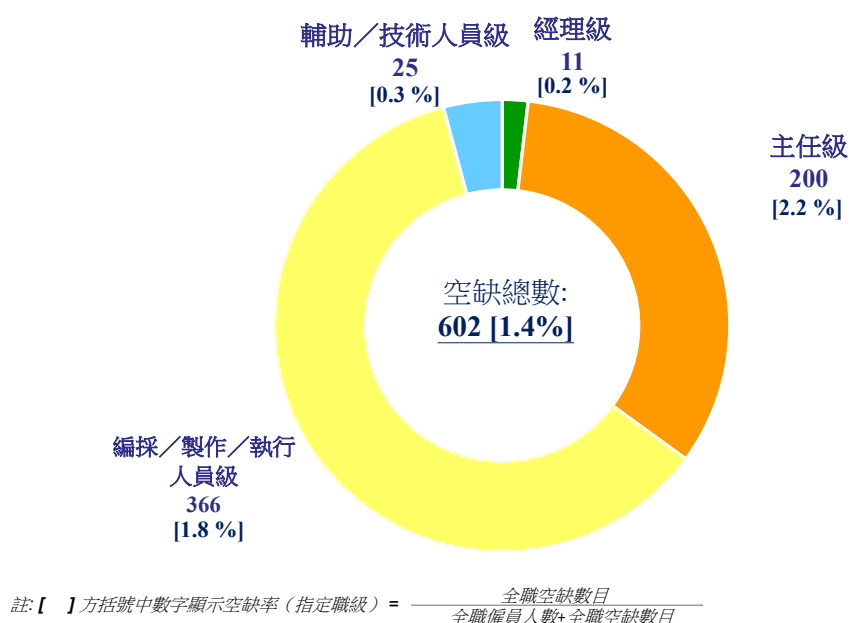


圖 4.2b 各職級空缺分布情況



所佔比例較高的空缺職務

4.4 所佔比例較高的空缺佔空缺總數74.8% (450個)，多數屬於編採／製作／執行人員級。分佈情況見表4.2。

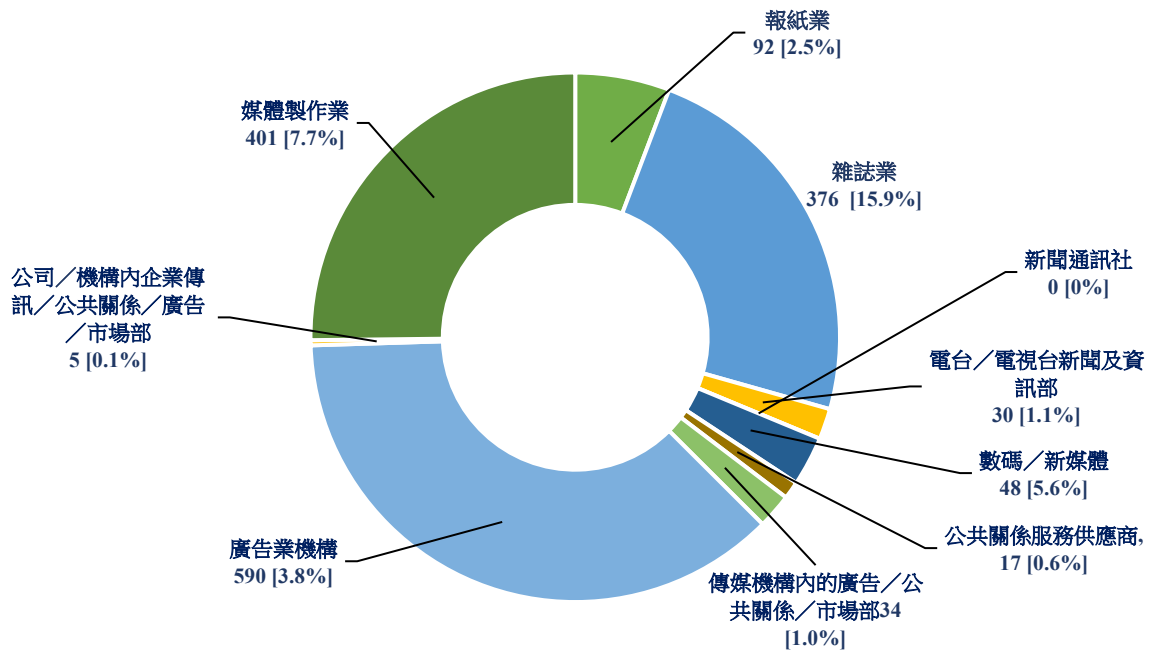
表 4.2 佔比較高的空缺額[佔空缺總數百分比]

佔比較高的空缺（佔總數%）		
經理級	◆ 市場／產品／品牌經理 (1%)	在 602 個空缺中 佔 74.8%
主任級	◆ 副客戶總監；客戶經理 (26.9%)	
編採／製作／ 執行人員級	◆ 市場助理／主任 (28.6%)	
	◆ 客戶服務主任；公共關係主任；新聞主任 (6.1%)	
	◆ 製作助理(6.0%)	
	◆ 高級記者／資料搜集；記者；資料搜集(4.5%)	
輔助／技術人員級	◆ 網主 (1.7%)	

自由工作者人數（2019年10月1日）

4.5 業內共僱用1 593名自由工作者，佔僱員總人數3.7%。按行業劃分，廣告及公共關係業僱用最多自由工作者(646名)，其次是新聞業(498名)。如圖4.3所示，在各門類之中，雜誌業的自由工作者比重為最高(15.9%)。業內大部分自由工作者受僱擔任動態圖像設計師／視覺特效設計師／3D動畫師／2D動畫師、製作助理、視覺編導、數碼媒體／市場策略師、記者及攝影記者。

圖 4.3 各門類的自由工作者分布情況



註：〔 〕方括號中數字為所佔僱員總人數百分比（按門類劃分）

僱主預測的人力需求[#]

4.6 僱主預測未來一年的人力情況，人力僅輕微下跌(-0.08%)，由2019年10月的44 141人，減至2020年10月的44 104人。

表 4.3 僱主預測 2020 年的人力需求

僱員人數 (a)	空缺數目 (b)	職位總數 (c = a + b)	預測 2020 年僱員人數 (d)	預測 2020 年人力 增加／減少 (e = d - c)
43 539	602	44 141	44 104	-37

註：[#]謹此提醒讀者，鑒於 2019 年發生社會事件及隨後的新型冠狀病毒疫情，導致全球與本地經濟出現多種不明朗因素，因此詮釋僱主預測人力需求時務請審慎。

每月收入

4.7 整體行業平均月薪集中於20,001元至30,000元或12,001元至20,000元，涵蓋幾乎所有行業的編採／製作／執行人員級與輔助／技術人員職級的收入幅度。所有行業的主任級平均月薪集中於30,001元至50,000元或20,001元至30,000元不等。數碼／新媒體業的經理級平均月薪集中於50,001元至80,000元，屬各行業中同一職級分布最高。月薪分布情況載於4.4。

表 4.4 主要僱員收入幅度分布（不包括自由工作者）

每月平均收入 (分布%)				
職級	新聞	數碼／新媒體	廣告與公共關係	媒體製作
經理級	\$30,001 - \$50,000 (48%) \$50,001 - \$80,000 (37%)	\$50,001 - \$80,000 (82%)	\$30,001 - \$50,000 (60%) \$50,001 - \$80,000 (29%)	\$30,001 - \$50,000 (70%) \$20,001 - \$30,000 (23%)
主任級	\$30,001 - \$50,000 (54%) \$20,001 - \$30,000 (37%)	\$20,001 - \$30,000 (72%)	\$20,001 - \$30,000 (57%) \$30,001 - \$50,000 (39%)	\$20,001 - \$30,000 (99%)
編採／製作／執行人員級	\$20,001 - \$30,000 (57%) \$12,001 - \$20,000 (32%)	\$20,001 - \$30,000 (41%) \$12,001 - \$20,000 (29%)	\$12,001 - \$20,000 (53%) \$20,001 - \$30,000 (43%)	\$20,001 - \$30,000 (98%)
輔助／技術人員級	\$12,001 - \$20,000 (58%) \$20,001 - \$30,000 (24%)	\$12,001 - \$20,000 (41%) \$12,001 or below (41%)	\$12,001 - \$20,000 (72%)	\$12,001 - \$20,000 (50%) \$20,001 - \$30,000 (49%)
整體	\$20,001 - \$30,000 (44%) \$12,001 - \$20,000 (32%)	\$20,001 - \$30,000 (46%) \$12,001 - \$20,000 (21%)	\$20,001 - \$30,000 (37%) \$12,001 - \$20,000 (35%)	\$20,001 - \$30,000 (62%) \$12,001 - \$20,000 (21%)

僱員宜有教育程度

4.8 與其他三個行業相比，新聞業僱主一般期望僱員具有較高教育程度。經理級、主任級，以及編採／製作／執行人員級的僱員一般均要求持學士學位。

4.9 各行業的經理級僱員，以及廣告與公共關係業的主任級僱員需持有學士學位。數碼／新媒體業及媒體製作業的主任級及編採／製作／執行人員級則需持副學位或以上學歷。宜有教育程度分佈情況見表4.5。

表 4.5 僱員宜有教育程度

職級	新聞	數碼／新媒體	廣告與公共關係	媒體製作
經理級	學士學位 (97%)	學士學位(98%)	學士學位(91%)	學士學位(87%)
主任級	學士學位(85%)	副學位 (51%) 學士學位(33%)	學士學位(68%)	副學位(99%)
編採／製作／ 執行人員級	學士學位(69%)	副學位(47%) 學士學位(33%)	副學位(35%) 文憑／證書 (28%)	副學位(92%)
輔助／技術人員級	中四至中七 (45%) 副學位(30%)	中四至中七(74%)	中四至中七(36%) 副學位(28%)	文憑／證書(48%) 副學士(45%)

僱員宜有年資

4.10 所有行業的僱主均屬意經理級僱員有7年至10年業內工作經驗，而新聞業、數碼／新媒體業與媒體製作業的主任級僱員亦宜有7年至10年經驗。廣告與公共關係業僱主期望主任級、編採／製作／執行人員級及輔助／技術人員級有2年至5年年資。新聞業與數碼及新媒體業僱主亦同樣期望編採／製作／執行人員級及輔助／技術人員級有2年至5年經驗。媒體製作業僱主屬意主任級與編採／製作／執行人員級僱員分別有7年至10年及5至7年年資。輔助／技術人員級則接受無相關經驗的僱員。分佈情況見表4.6。

表 4.6 僱員宜有年資

職級	新聞	數碼／新媒體	廣告與公共關係	媒體製作
經理級	7 - < 10 年(41%)	7 - < 10 年(52%)	10 - < 15 年(39%)	10 - < 15 年(61%)
	10 - < 15 年(28%)		7 - < 10 年(36%)	
主任級	7 - < 10 年(53%)	7 - < 10 年(52%)	2 - < 5 年(37%)	7 - < 10 年(90%)
			5 - < 7 年(33%)	
編採／製作／ 執行人員級	2 - < 5 年(63%)	2 - < 5 年(67%)	2 - < 5 年(57%)	5 - < 7 年(95%)
輔助／技術人 員級	2 - < 5 年(64%)	2 - < 5 年(70%)	2 - < 5 年(62%)	毋須經驗 (41%)
	< 2 年(33%)	< 2 年(30%)	< 2 年(30%)	5 - < 7 年(31%)

過去 12 個月離職及招聘的僱員人數

4.11 在四個行業之中，數碼／新媒體業在2019年錄得最高流動率(19.3%)，而廣告與公共關係業則有最多僱員離職(4 419名)。整個媒體及傳訊業錄得13.2%的整體流動率，分布情況載於表4.7。

表 4.7 過去 12 個月離職僱員人數及流動率

行業	離職僱員	流動率 *
新聞業	948	8.2%
數碼／新媒體業	331	19.3%
廣告與公共關係業	4 419	17.2%
媒體製作業	147	2.8%
整體	5 845	13.2%

註：*流動率=過去 12 個月離職的僱員人數／（僱員人數+空缺數目）

4.12 過去12個月招聘的5 235名新僱員之中，大部分來自廣告與公共關係業(4 052名)。所有行業的僱主均屬意新招聘僱員具備業界經驗，分布情況見表 4.8。

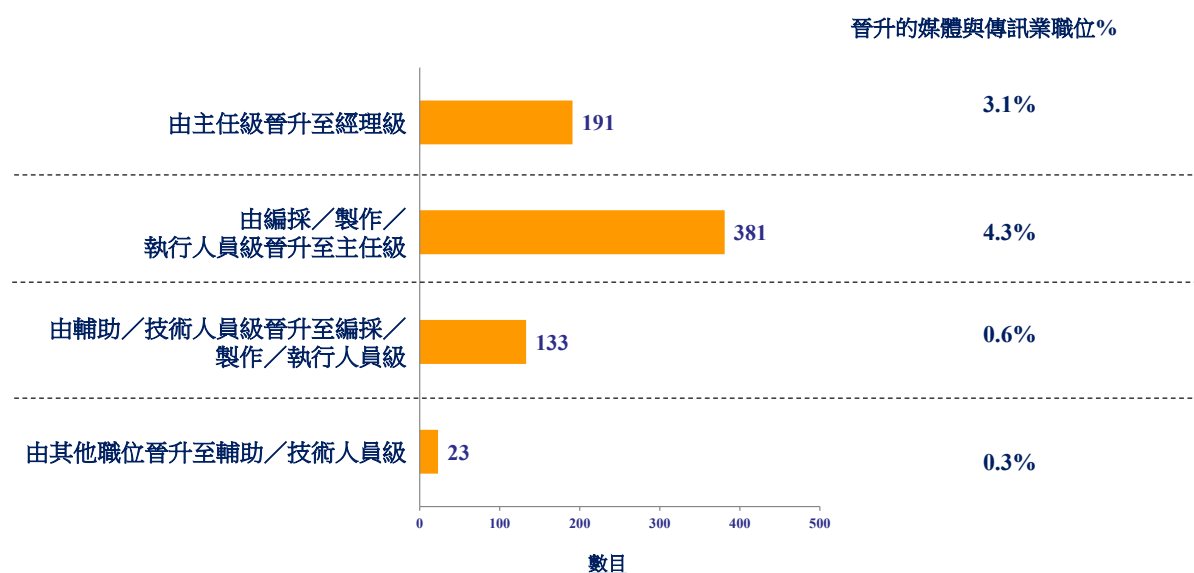
表 4.8 過去 12 個月招聘的員工

行業	具備媒體及傳訊經驗的新招聘僱員 (a) (佔行業總人數%)	未具媒體及傳訊經驗的新招聘僱員 (b) (佔行業總人數%)	新招聘僱員總人數 (a) + (b) (佔整體總人數%)
新聞業	523 (72.6%)	197 (27.4%)	720 (13.8%)
數碼／新媒體業	313 (96.9%)	10 (3.1%)	323 (6.2%)
廣告與公共關係業	3 703 (91.4%)	349 (8.6%)	4 052 (77.4%)
媒體製作業	136 (97.1%)	4 (2.9%)	140 (2.7%)
整體	4 675 (89.3%)	560 (10.7%)	5 235

內部晉升

4.13 過去12個月共有728名僱員在公司內部晉升至更高職位，大部分由編採／製作／執行人員級晉升至主任級(381名僱員或佔主任級職位的4.3%)，如圖 4.4 所示。

圖 4.4 過去 12 個月內部晉升的員工



挽留現有僱員

4.14 普遍而言，僱主認為「增加薪金及附帶福利」是挽留原有員工的最有效方法。其他排名最高的挽留人才方法包括「提升工作滿足感」、「縮短或彈性工作時間」、「增加工作自主權」、「內部晉升／事業發展」及「更多有薪休假」。這些有效方法的排名分佈見表4.9。

表 4.9 挽留現有僱員的有效方法

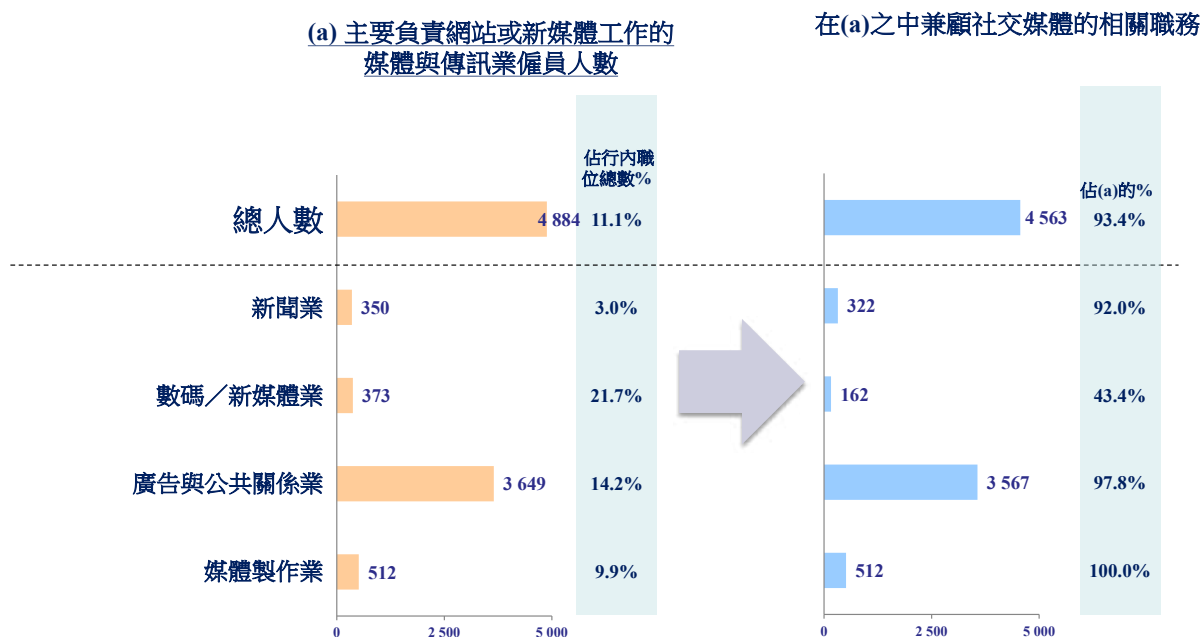
排名	新聞業	數碼／新媒體業	廣告與公共關係業	媒體製作業
1	增加薪金及附帶福利			
2	縮短或彈性工作時間	內部晉升／事業發展	提升工作滿足感	增加工作自主權
3	更多有薪休假	提升工作滿足感	縮短或彈性工作時間	更多有薪休假
4	提升工作滿足感	更多有薪休假	增加工作自主權	提升工作滿足感

調任新媒體工作

4.15 普遍而言，業內11.1% (4 884名)僱員調任網站或新媒體工作，其中以廣告與公共關係業最多(3 649名)。

4.16 在主要負責網站或新媒體工作的僱員中，93.4%兼顧社交媒體的相關職務。

圖 4.5 主要負責網站或新媒體工作的僱員



社交媒體工作所需技能／知識

4.17 大部分行業均視「網上搜尋」與「網絡安全」為僱員執行社交媒體工作的兩大首要技能／知識，其後是「社交媒體監測及監督」、「於社交媒體／數碼平台分享／發布」、「網站分析」及「策展」。所需技能／知識的排名，見表4.10。

表 4.10 社交媒體工作所需技能／知識

排名	新聞業	數碼／新媒體業	廣告與公共關係業	媒體製作業
1	網上搜尋		網站分析	社交媒體監測及監督
2	網絡安全			於社交媒體／數碼平台 分享／發布
3	策展	網站分析	網上搜尋	網絡安全
4	社交媒體監測及監督		於社交媒體／數碼平台 分享／發布	網上搜尋
5	於社交媒體／數碼平台 分享／發布		策展	搜尋引擎優化

首要基礎技能／知識

4.18 除了在2019年與2016年調查中均排在首位的必要技能外，大部分行業視傳媒法規、專業操守與創新媒體科技是為僱員必須具備的首要技能。表4.11列示各行業的技能排名。

表 4.11 首要基礎技能／知識

新聞業	數碼／新媒體業	廣告與公共關係業	媒體製作業
在 2019 年與 2016 年的調查中均視為必要的技能			
1. 編採技巧	1. 硬件和軟件（互動設計、流動裝置） 2. 自我管理		1. 製作時應用新科技
其他必要技能			
2. 同時執行多項工作的技能	3. 創意及洞悉文化	1. 專業操守	2. 傳媒法規與操守
3. 傳媒法規與操守	4. 危機管理	2. 自我管理	3. 製作管理
4. 專業操守	5. 中國內地的政治制度、社會和經濟發展	3. 市場調查的應用	4. 創新媒體科技產品
	6. 用於公眾參與和推廣的新媒體技術	4. 製作管理	
	7. 資料內容蒐集技巧		
	8. 專門技術		

註：上述結果基於 2016 年與 2019 年四大首要基礎技能／知識的比較。

未來 12 個月計劃提供的培訓名額

4.19 僱主大致計劃在未來12個月為僱員提供或資助6 686個培訓名額，提供排名最高的兩種技能／知識訓練，分別為「業內專業技能」與「創新媒體科技」。按行業劃分的培訓名額分布，見表4.12。

表 4.12 未來 12 個月計劃提供的培訓名額

排名	新聞業	數碼／新媒體業	廣告及公共關係業	媒體製作業
1	業內專業技能 (564)	創新媒體科技 (74)	業內專業技能 (1 152)	創新媒體科技 (231)
2	創新媒體科技 (495)	業內專業技能 (70)	創新媒體科技 (1 071)	業內專業技能 (230)
3	語文技巧 (443)	管理技巧 (61)	管理技巧 (979)	-
4	中國及國際知識 (419)	語文技巧 (52)	中國及國際知識 (642)	-
5	管理技巧 (91)	中國及國際知識 (38)	語文技巧 (97)	-
培訓名額 總數	2 012	295	3 945	434

註：（）括號內數字顯示計劃提供的培訓名額。

統計表

4.20 媒體及傳訊業的詳細人力統計資料載於**附錄9**。

5. 人力分析

2016 至 2019 年的人力變化

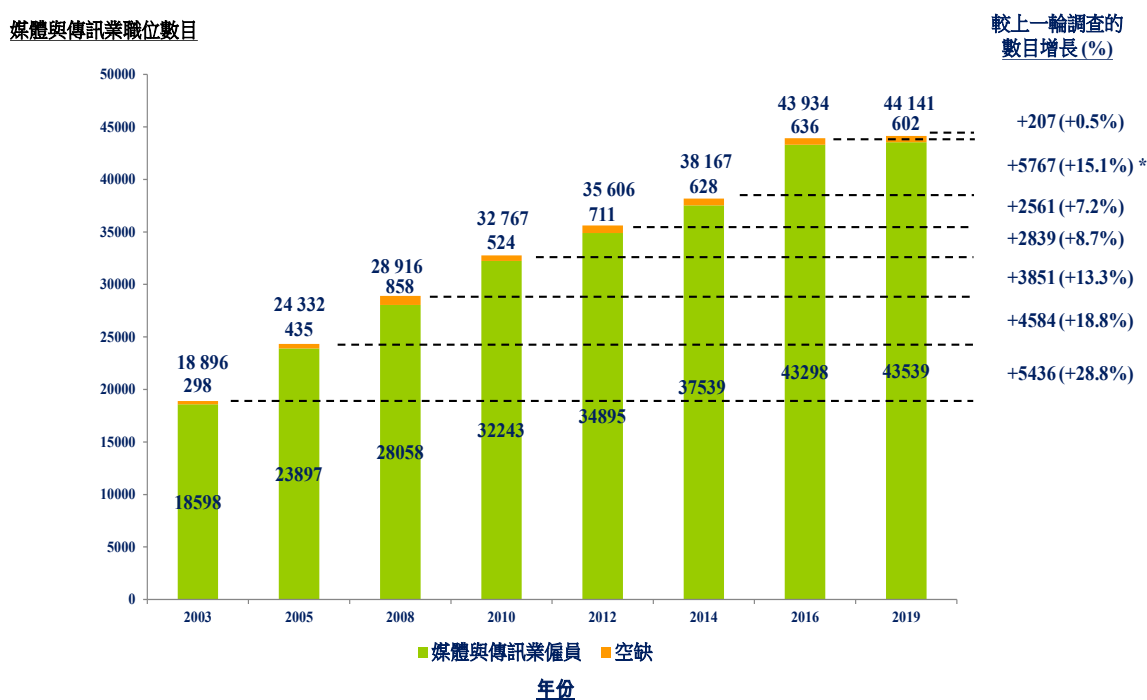
媒體及傳訊業機構數目

5.1 統計處及訓練委員會的資料顯示，2016年有9 571間機構僱有媒體及傳訊業相關的人力，2019年增至11 094間 (+1 523間，15.9%)。增長主要來自廣告與公共關係業及媒體製作業的小型公司。2019年的機構分布(按行業及公司規模劃分)，載於**附錄11**。

職位數目變化

5.2 圖5.1所示，媒體及傳訊業整體人力由2016至2019年間保持穩定(+207，0.5%)。2016年的人力增長主要來自當時調查新覆蓋的媒體製作業。

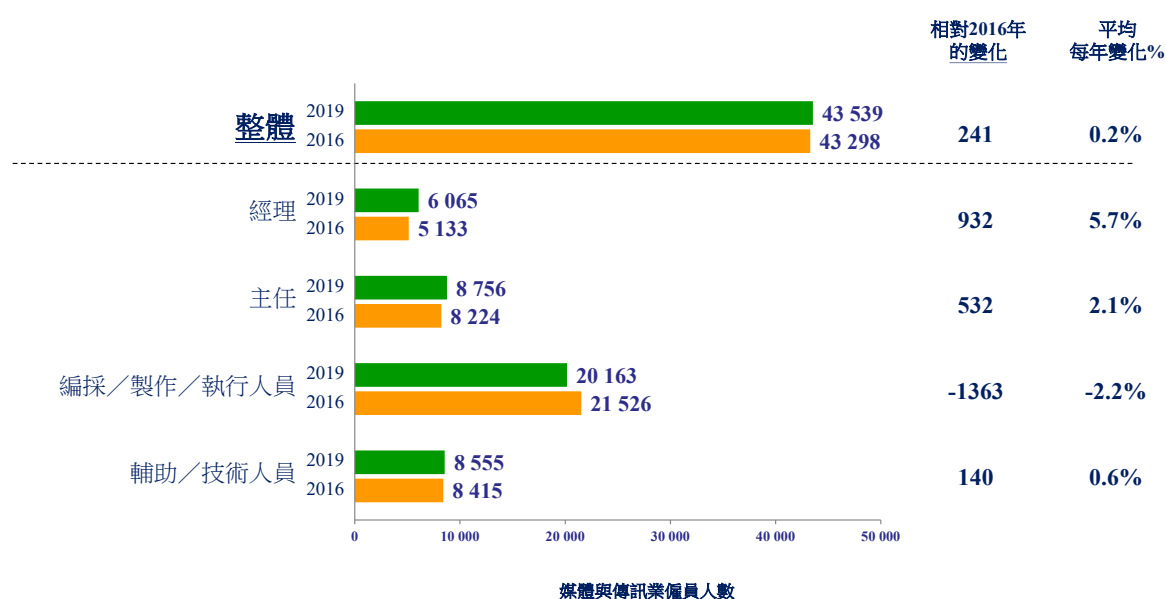
圖 5.1 2003 至 2019 年的職位數目變化



5.3 圖5.2顯示，業內僱員總數中逾46%為編採／製作／執行人員級，當中33%為報紙、雜誌與新聞通訊社的記者。2016至2019年間，此等門類的採訪職位減少22% 或511個，佔整體行業編採／製作／執行人員級減幅的37%。同樣，媒體機構的廣告銷售或客戶服務主任職位減少45% 或481個。採訪與廣告銷售職位的合併減幅佔編採／製作／執行人員級職位跌幅的73%。

5.4 相反，公共關係服務供應商執行人員級的公共關係主任職位增加61%或685個。其他顯著增加的職位包括廣告門類的董事總經理(+413個，90.2%)，以及廣告與公共關係業的數碼媒體策略師與社交媒體策略師(+386個，2 200%)。

圖 5.2 各職級僱員人數變化

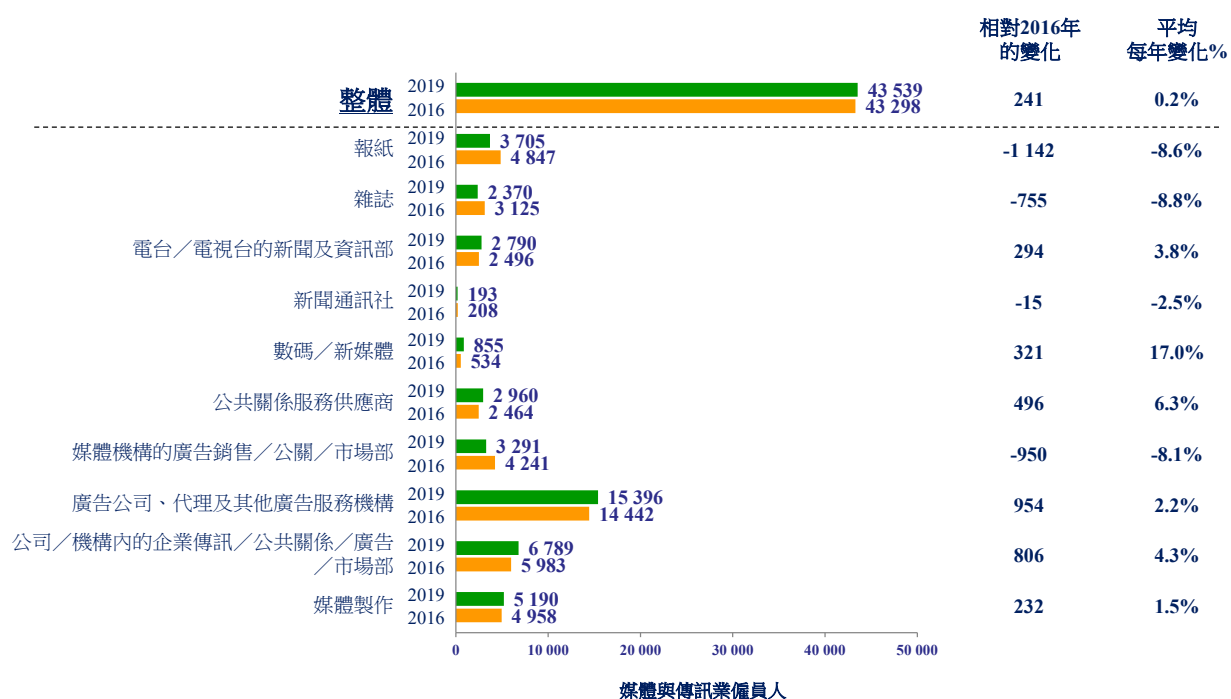


5.5 2016至2019年間，報紙與雜誌門類的人力下跌近24% (-1 897人)。新聞業只有電視及電台錄得人力上升(+299人，12%)。廣告與公共關係業大部分門類均錄得人力增長，增幅由7%（廣告公司）至20%（公共關係服務供應商），只有媒體機構的廣告銷售／公關／市場部下降22%(-950人)。

5.6 業內整體人力穩定，是新聞業（大部分為印刷媒體）人力下降，及數碼／新媒體與廣告與公共關係業人力增加，而造成的綜合結果。報紙、雜誌、數碼／新媒體的人力變化可能因讀者由印刷媒體轉向數碼媒體所致。人力增長則受廣告公司數目上升，以及數碼與社交媒體普及所帶動。

5.7 人力分布反映傳統媒體持續轉型至數碼新媒體，以及廣告與公共關係業進一步擴展。

圖 5.3 各門類僱員人數變化



自由工作者人數變化

5.8 2016至2019年間整體自由工作者人數減少43% (-1 207人)。新聞業的自由工作者人數由2.8%微升至5.5%，而降幅大部分來自媒體製作業(-1 367人)。儘管自由工作者所佔比例下降，但媒體製作業的僱員總人數由2016年的4 958名增至2019年的5 190名。

表 5.1 自由工作者人數變化（按行業劃分）

行業	2019 年自由工作者人數	2016 年自由工作者人數
新聞業	498 (5.5%)	299 (2.8%)
數碼／新媒體業	48 (5.6%)	32 (6.0%)
廣告與公共關係業	646 (2.3%)	701 (2.6%)
媒體製作業	401 (7.7%)	1 768 (35.7%)
整體	1 593 (3.7%)	2 800 (6.5%)

註：（）括號內數字為所佔僱員總人數百分比（按行業劃分）。

僱員流動率變化

5.9 表5.2顯示，2016至2019年間業內流動率上升近5%，其中數碼／新媒體及廣告與公共關係業分別錄得兩倍與三倍增幅。僱員流動率整體上升的原因包括數碼／新媒體人力需求急速上升、廣告與公共關係業擴展，以及媒體機構重組或新機構成立。

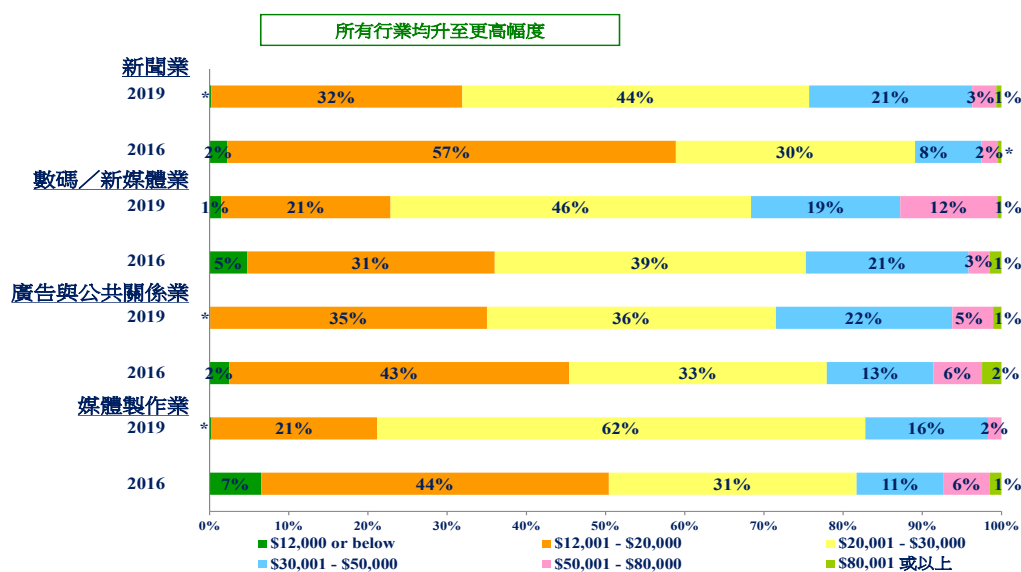
表 5.2 僱員流動率比較

行業	2019 年流動率	2016 年流動率
新聞業	8.2%	8.2%
數碼／新媒體業	19.3%	7.0%
廣告與公共關係業	17.2%	9.0%
媒體製作業	2.8%	5.6%
整體	13.2%	8.3%

每月收入變化

5.10 業內僱員平均每月收入幅度集中於12,001元至20,000元及20,001元至30,000元。相較2016年，2019年所有界別的月薪均調升至更高幅度。大部分界別月入30,000元或以上的僱員增加，當中新聞業由2016年的11%增至2019年的24%；數碼／新媒體業由25%增至32%，以及廣告與公共關係業由22%增至28%。

圖 5.4 平均每月收入



註: * 不足0.5%

計劃提供的培訓名額／僱員培訓名額比率的變化

5.11 僱主在未來12個月計劃為僱員所提供的整體培訓名額為6 686個(以人次計算)。表5.3所示，大部分行業的僱主計劃為每五至六名僱員資助一個培訓名額，而媒體製作業的培訓名額比例較低(1:11)，可能是因為業內大部分公司規模較小，普遍不會如大機構般預先訂立培訓計劃。

表 5.3 各行業的僱員培訓名額比率

行業	僱員人數(不包括自由工作者)：計劃提供的培訓名額數目
新聞業	5.5 : 1
數碼／新媒體業	5.6 : 1
廣告與公共關係業	6.2 : 1
媒體製作業	11.0 : 1
整體	5.5 : 1

數字背後

5.12 業內人力變化顯示以下情況：(a) 數碼／新媒體業擴展；(b) 部分擴張是由於傳統印刷媒體轉型所致，以及 (c) 大眾廣泛使用數碼及社交媒體，帶動市場對廣告與公共關係業的專業服務需求上升。

5.13 人力趨勢的轉變反映業內的主要發展：(a) 新聞業轉型；及 (b) 客戶焦點持續轉向網上廣告。環球與本地社會經濟及科技因素，帶動了業內業務經營及職位持續演化，並為人力發展提供方向，以應付未來的挑戰。

業務展望

5.14 按照2016至2019年間的人力變化，及透過電話訪問所收集的業界看法和訓練委員會的專家意見，業內的主要發展概述如下：

行業前景

新型冠狀病毒疫情下的全球經濟影響

5.15 根據2020年4月國際貨幣基金組織的預測，由於新型冠狀病毒疫情令經濟活動受到嚴重影響，環球經濟預期在2020年收縮 -3%。先進及發展中經濟體在2020年預計分別面臨 -6.1% 與 -1%的負增長。假設疫情在2020年下半年減弱，經濟活動在政策支援下回復正常，環球經濟在2021年預算可回升至5.8%。¹

社會事件與新型冠狀病毒疫情對本地經濟的影響

5.16 香港的實質本地生產總值繼於2019年最後一季下降3%後，2020年更按年銳減8.9%。內地旅客在2月至3月期間完全禁足香港，出口服務業按年大幅下滑37.8%。跨境運輸與商業服務皆顯著下降。本地需求亦轉疲弱，在新型冠狀病毒疫情的威脅下，私人消費開支按年下降10.1%，而社交距離措施亦嚴重影響消費相關活動。經調整的季度失業率達4.2%，接近9年新高。疫情導致經濟收縮，令勞動市場持續受壓，短期內將打擊消費者與投資情緒。鑒於疫情發展與環球經濟復甦進度不明朗，政府預期本地經濟活動將要一段期間才可完全復原。²

5.17 社交距離措施造就了網上消費活動與遙距工作的新局面，為此業內更多公司持續加強數碼服務。在新型冠狀病毒病疫情期間，消費者花更多時間在網上購物，並增加使用流動付款方法，以避免與他人接觸。³ 隨著政府、商業與教育機構轉向遙距工作與學習，導致對虛擬活動與會議、網上學習和電子商貿的需求與日俱增。⁴ 摩根大通指出，疫情期間視頻串流與電動遊戲等網上娛樂的用量均大幅上升。⁵

¹ *World Economic Outlook, April 2020: The Great Lockdown.* (2020, April 01). Retrieved May 18, 2020, from <https://www.imf.org/en/Publications/WEO/Issues/2020/04/14/weo-april-2020>

² *First Quarter Economic Report 2020 (Rep.).* (2020, May). Retrieved May 18, 2020, from Government of the HKSAR website: https://www.hkeconomy.gov.hk/en/pdf/er_20q1.pdf

³ Yuen, S. (2020, April 02). Report: COVID-19 drives Hong Kong consumers online to buy necessities. Retrieved May 18, 2020, from <https://www.marketing-interactive.com/ipsos?idU=1>

⁴ Yuen, S. (2020, April 22). Report: COVID-19 drives massive surge in interest for remote working and video conferencing across Hong Kong. Retrieved May 18, 2020, from <https://www.marketing-interactive.com/research-interest-in-remote-working-and-video-conferencing-surges-across-hk-media?idU=1>

⁵ *Media Consumption in the Age of COVID-19.* (2020, May 1). Retrieved June 03, 2020, from <https://www.jpmorgan.com/global/research/media-consumption>

5.18 香港自2019年6月發生社會事件，以及新型冠狀病毒疫情在2020年1月開始在全球散播以來，市民對新聞及資訊的需求顯著增加。新聞及資訊網站的瀏覽次數自2019年6月以來逐漸增加，其後用戶搜尋有關冠狀病毒個案、口岸管制與社交距離措施等發展，瀏覽次數在2020年1月與2月分別上升7%與15%。⁶ 隨著疫情加劇及變化，本地電視台的新聞與資訊頻道的收視率亦隨之上升。⁷

最新發展與趨勢

5.19 新型冠狀病毒疫情令環球與本地經濟受壓，尤其是與零售、旅遊與運輸相關的行業。媒體及傳訊業短期內面對多種不明朗因素，事態發展視乎能否成功控制疫情、經濟復甦速度，以及商業與消費氛圍而定。業界在瞬息萬變的環境中，必須靈活應變。

5.20 廣告商與市場推廣人員在編排廣告預算均趨向審慎，造成對媒體機構與媒體製作公司的制肘，故廣告與公共關係業特別需要為客戶提供靈活的策略與應變方案。在2019與2020年，業界透過數碼方式推出更多解決方案，例如網上與視像會議，以助克服實體活動的限制。另一方面，社交距離措施催化消費者行為轉至網上，加快推動數碼媒體用量增長，為行業帶來新機遇。

5.21 5G高速流動網絡已經啟用，可適時傳送個人化的內容，締造更多可能性，亦可在網上零售與娛樂方面應用更多擴增實境與虛擬實境方案。消費者越來越習慣流動辦公室與網上消費，因此期望在虛擬世界有更多創新的個人用戶體驗。業界必須成功應用科技與數碼資源，方可在不斷演變的業務環境中掌握先機。

5.22 據路透新聞學研究所的《數碼新聞報告》指出，觀眾十分擔心數碼平台的錯誤資訊與假消息，因而選擇更有信譽的新聞來源，令可靠的新聞品牌受惠。⁸ 同樣在香港，由於本地與國際政局，以及中國內地與全球經濟的復甦步伐與本港經濟息息相關，觀眾對即時新聞報道，以及具環球視野的時事和財經市場的優質深入分析，需求日益增加。

⁶ Oh, S. (2020, April 20). *Impact of COVID-19 on Digital Media Consumption in APAC*. Retrieved May 18, 2020, from

<https://www.comscore.com/Insights/Blog/Impact-of-COVID-19-on-Digital-Media-Consumption-in-APAC>

⁷ COVID-19 AND THE STATE OF MEDIA IN NORTH ASIA (Rep.). (2020, March). Retrieved May 18, 2020, from Nielsen Global Media website:

<https://www.nielsen.com/wp-content/uploads/sites/3/2020/03/The-Impact-of-COVID-19-on-Media-Consumption-Across-North-Asia.pdf>

⁸ Newman, N., Senior Research Associate, & Reuters Institute for the Study of Journalism. (2019, May 23). *Executive Summary and Key Findings of the 2019 Report*. Retrieved June 02, 2020, from <http://www.digitalnewsreport.org/survey/2019/overview-key-findings-2019/>

5.23 鑒於影響環球與本地經濟的不明朗因素，受訪僱主一般預期最少需要6至12個月才可恢復元氣，他們大部分對未來2至4年的商業環境持樂觀態度，惟須視乎不明朗因素的發展而定。短期內僱主在招聘新員工時將保持審慎。機構可能持續精簡架構，職務將隨科技進步而不斷轉變，因此僱員須兼備多種技能才可稱職勝任。例如，隨著公眾對數碼平台的即時新聞報道需求上升，記者須具備新聞寫作、即時新聞報道、攝影與錄影等多重技能。儘管2020年的整體廣告預算預期將會收緊，而較大部分的預算將撥予網上廣告⁹，僱員若具備評估網上廣告成效的技能與知識，在業內將十分吃香。由於經濟與社會氣氛依然緊張，有關傳媒法規和專業操守方面的技能與知識，僱主均視為新興的重要技能。

⁹ The Hong Kong Advertisers Association. (2020, March 23). nielsen: differentiate through technology adoption amid the challenging advertising market in hong kong in 2020 [press release]. retrieved june 3, 2020, from http://www.hk2a.com/images/event/2020/2020adspend/adspend_press_release_final.pdf

人力推算及每年額外培訓需求[#]

人力推算

5.24 每年額外人力需求已考慮 (i) 預期人力趨勢及 (ii) 行業流失率 (即每年轉行的僱員百分比)。2020至2023年的估計每年額外人力需求已於下表5.4列示。根據調查結果，大部分額外人力需求預期來自廣告與公共關係業。由於媒體製作業是2016年人力調查新增的行業，可供分析趨勢的過往數據有限，因此假設每年人力需求與2019年相同。詳細的人力推算圖載於附錄12。每年額外人力需求，詳見於附錄13。

表 5.4 估計 2020 至 2023 年每年額外人力需求

職級	2020 to 2023 年估計每年額外人力需求			
	新聞	數碼/新媒體	廣告與公共關係	媒體製作 *
經理級	12	8	131	28
主任級	36	24	220	14
編採/製作/ 執行人員級	151	63	382	31
輔助/技術人員級	50	4	115	83
整體	249	99	848	156

註：[#]謹此提醒讀者，鑒於2019年發生社會事件及隨後的新型冠狀病毒疫情，導致全球與本地經濟出現多種不明朗因素，因此詮釋人力推算與每年額外人力需求時務請審慎。

註：^{*}由於媒體製作業過往數據有限，因此假設2020至2023年的每年人力需求將與2019年相同。

每年培訓需求

5.25 按照附錄14僱主期望僱員宜有的教育程度，以及附錄15本地大專院校與職業專才教育機構提供的資料推算，估計2020至2023年的各行業的人力需求及供應見下表5.5。估算顯示，未來持學位或以上的大專院校畢業生足以應付業內需求有餘，而未來數年業內對副學位人力將有需求，提供副學位程度的職前與在職培訓將是必須。

表 5.5 估計 2020 至 2023 年每年額外人力需求

行業	學歷			
	學位或以上		副學位	
	估計每年額外人力需求	估計每年人力供應	估計每年額外人力需求	估計每年人力供應
新聞業	152	1 830	97	401
數碼／新媒體業	35		64	
廣告與公共關係業	388		460	
媒體製作業	38		118	
整體	613		739	

6. 建議

6.1 基於調查結果與人力變化的分析、業務展望與人力推算，以及受訪業內專家與訓練委員會的意見，現為媒體與傳訊業各持份者提供有關人力發展的建議。

媒體及傳播業

- a. 行業須保持與時並進，緊貼備受需求的科技和相關技能，尤其在即時新聞報道、虛擬實境與擴增實境應用、網上零售與電子商貿方面。
- b. 因應業內要求，促進終身學習與提升技能。鼓勵僱主善用政府資助培訓僱員，例如「再工業化及科技培訓計劃」。

僱主

- c. 協助僱員在知識與技能上作好裝備，尤其在資料私穩操守、社群聆聽分析、傳媒法規與私穩條例方面，以加強機構的實力。
- d. 提供更佳薪酬，提升工作滿足感與增加工作自主權，以挽留傑出僱員。
- e. 提供內部培訓，協助僱員發展多重技能，以便因應業務環境變遷而靈活調配人手。
- f. 為年輕僱員提供師友計劃，助其認識機構的價值理念、誠信與專業操守。

僱員

- g. 積極與僱主訂定培訓與發展方向，以提升原有技能，並掌握新技能，尤其是加強專業操守，以便處理大量資訊／數據。
- h. 密切關注與 5G 高速網絡有關的最新技術應用。

培訓機構

- i. 與僱主合作，促進學員在真實的培訓環境中學習，例如採用職場學習及評核。
- j. 在職前及在職培訓中，強調專業操守與創新的重要性。
- k. 在相關課程中納入最具培訓需求的範疇，例如傳媒法規與創新媒體科技。
- l. 構思「微學習」短期網上培訓課程，鼓勵在職從業員終身學習及提升技能。

政府

- m. 資助從業員接受嶄新科技的培訓及提升技能。
- n. 推廣職業專才業教育，並向中學生、家長和教師介紹其升學途徑。

Membership of the Media and Communications Training Board

(As at 1 October 2019)

Chairlady

Ms WONG Shuk-ming

Members

Ms CHEUNG Sau-wan

Ms Lorraine CHEUNG Wai-yee

Ms Celine HO

Mr Peter KUO Yiu-kwan

Ms Regina KWAN Wai-ling

Ir Wicky LAW Man-hoi

Mr Ivan LEE King-chung

Mr Anthony LEE Lam-fat

Prof Louis LEUNG Wing-chi

Mr Alan LO

Mr Joel POON Siu-kuen

Ms SHAM Yee-lan

Mr Edgar SO Kai-chi

Mr Ralph SZETO Kwong-chiu

Ms Tammy TAM Wai-yi

Ms Ruby WAN

Prof Mike WONG Ka-fai

Mr Spencer WONG

Mr Kenny YIU Kam-hung

Director of Broadcasting (or his representative)

Director of Information Services (or his representative)

Executive Director of Vocational Training Council (or her representative)

媒體及傳訊業訓練委員會委員名單

(2019 年 10 月 1 日)

主席

黃淑明女士

委員

張秀雲女士

張慧儀女士

何明惠女士

顧堯坤先生

關慧玲女士

羅文海工程師

李競松先生

李林發先生

梁永熾教授

盧覺麟先生

潘少權先生

岑倚蘭女士

蘇啟智先生

司徒廣釗先生

譚衛兒女士

尹美玉女士

黃嘉輝教授

黃光銳先生

姚金鴻先生

廣播處長(或其代表)

政府新聞處處長(或其代表)

職業訓練局執行幹事(或其代表)

Terms of Reference of the Media and Communications Training Board

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.
2. To assess and review whether the manpower supply for the industry matches with the manpower demand.
3. To recommend to the Vocational Training Council (the Council) the development of vocational and professional education and training (VPET) facilities to meet the assessed manpower demand.
4. To advise the Council on the strategic development and quality assurance of its programmes in the relevant disciplines.
5. To prescribe job specifications for the principal jobs in the industry defining the skills and knowledge and advise on relevant training programme specifying the time a trainee needs to spend on each skill element.
6. To tender advice in respect of skill assessments, trade tests and certification for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
7. To advise on the conduct of skill competitions in key trades in the industry for the promotion of VPET as well as participation in international competitions.
8. To liaise with relevant bodies, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments, on matters pertaining to the development and promotion of VPET in the industry.
9. To organise seminars/conferences/symposia on VPET for the industry.
10. To advise on the publicity relating to the activities of the Training Board and relevant VPET programmes of the Council.
11. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
12. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

媒體及傳訊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. 就發展業內職業專才教育及訓練設施應付人力需求，向職業訓練局（下稱「局方」）提供意見。
4. 就相關學科的課程發展策略及質素保證，向局方提出建議。
5. 擬訂本業主要職務的工作範圍，界定所需的技能及知識，審議訓練方案，包括訂定每種技能所需的訓練期。
6. 對技術評估、技能測驗及認證制度提供意見，以確定從業員、學徒及見習員的技能水平。
7. 就本業主要行業舉辦技能比賽提供意見，以推廣職業專才教育和派員參加國際賽事。
8. 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，共商本業職業專才教育的發展與推廣事宜。
9. 為本業舉辦有關職業專才教育的研討會和會議。
10. 就訓練委員會工作和相關職業專才教育課程之推廣宣傳，向局方提供意見。
11. 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。
12. 根據《職業訓練局條例》第 7 條，負責局方所委派的其他工作。

Membership of the Working Party of 2019 Manpower Survey

Convenor

Ms WONG Shuk-ming

Members

Ms CHEUNG Sau-wan

Ms Lorraine CHEUNG Wai-yee

Mr Peter KUO Yiu-kwan

Ir Wicky LAW Man-hoi

Mr Ivan LEE King-chung

Mr Anthony LEE Lam-fat

Mr Alan LO

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Mr Spencer WONG

Mr Kenny YIU Kam-hung

Director of Broadcasting (or his representative)

Director of Information Services (or his representative)

Executive Director of Vocational Training Council (or her representative)

Co-opt Member

Dr Will MA Wai-kit

媒體及傳訊業訓練委員會人力調查工作小組委員名單

(2019 年 10 月 1 日)

召集人

黃淑明女士

委員

張秀雲女士

張慧儀女士

顧堯坤先生

羅文海工程師

李競松先生

李林發先生

盧覺麟先生

岑倚蘭女士

蘇啟智先生

司徒廣釗先生

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廣播處長(或其代表)

政府新聞處處長(或其代表)

職業訓練局執行幹事(或其代表)

增選委員

馬偉傑博士

Definition of Terms

A company	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.
Average monthly income	The monthly income, including the basic wage, regular overtime pay, cost of living allowance, meal allowance, commission and bonus. It is an average figure among employees engaging in the same principal job.
Supporting/technical level	A job level where a person is normally assigned to perform repetitive work requiring a narrow range of skills and short period of training.
Diploma/Certificate	Technical and vocational education programmes, including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level or equivalent.
Editorial/production/executional level	A job level where a person is able to apply skills and knowledge to accomplish a wide range of assigned tasks, normally under the direction of a supervisor.
Employees	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. They include 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 media and communications industry.
Freelancer	A person who pursues a profession without a long-term commitment to any one employer in the journalism sector, digital/new media sector, advertising and public relations sector and media production sector. Freelancers may be engaged on a daily, an hourly or a project basis.

First degree	The first degree(s) offered by local or non-local education institutions, or equivalent.
Participation rate	The percentage of graduates in each discipline 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.
Postgraduate degree	A higher degree(s) (e.g. master degree) offered by local or non-local education institutions, or equivalent.
Secondary 4 to 7	The education programmes under the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.
Sub-degree	The Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate, Endorsement Certificate, Associateship or equivalent programmes offered by local or non-local institutions.
Supervisory level	A job level between the manager and the employees of editorial/production/executional level. The education, training and practical experience enable the person at this job level to apply skills and knowledge to undertake the daily operation of a major function by supervising a team, normally under the direction of a manager.
Managerial level	A manager is a person who is responsible for the overall management of a department or a major function of the company. He/she possesses the qualification and experience to lead one or several teams and formulate strategies to achieve the goal of the department.
Vacancies	The unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel at the time of survey.
Wastage rate	The percentage of employees leaving their current media and communications (MC) jobs and taking up non-MC positions, and for other reasons, out of the total number of employees.

釋義

公司	「公司」指業務性質相同（即門類相同）及商業登記號碼首七個數字相同（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。
平均收入	「平均收入」指每月的收入，包括：基本薪金、一般超時工作補薪、生活津貼、膳食津貼、佣金及花紅，將同一主要職務所有僱員的收入平均計算而得出。
輔助／技術人員級	「輔助／技術人員級」通常獲派擔任性質重複的工作，要求的技能較少，訓練期亦較短。
文憑／證書	「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
編採／製作／執行人員級	「編採／製作／執行人員級」能在主任級人員的指示下，應用業內各種技能及知識，完成廣泛獲指派的工作。
僱員	「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、罷工等而暫時缺勤的員工，並指所有從事媒體及傳訊業主要職務，擔任不同技能等級的全職／兼職員工（包括自由工作者）（如經理級、主任級、編採／製作／執行人員級，以及輔助／技術人員級）。
自由工作者	「自由工作者」指並無與新聞、數碼／新媒體、廣告公關及媒體製作四個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。

學士學位	「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
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。
研究生學位	「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
中四至中七	「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。
副學位	「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
主任級人員	「主任級人員」的職級介乎經理與編採／製作／執行人員之間，須具備相當學歷、工作經驗及曾接受訓練，一般可在經理級人員的督導下，運用已有的知識和技能，督導團隊以承擔主要職能的日常運作。
經理級人員	「經理級人員」是負責部門的整體管理或公司主要職能的人員。他／她須具備相關資歷及經驗以領導一個或多個團隊，並須製定策略略以達成部門的目標。
職位空缺	「職位空缺」指需要立刻填補的職位空缺，而公司於調查期間正積極招聘。
流失率	「流失率」指因轉行或其他原因而離職的媒體及傳訊業僱員在同業僱員總數中所佔的百分率。

Survey Document

Telephone No 電話

Facsimile No 傳真

Our Reference 本局編號 MC/4/2 (2019)

Your Reference 來函編號

NAME OF ESTABLISHMENT:

機構名稱

ADDRESS:

地址

(PRE - PRINTED)



16 September 2019

Dear Sir/Madam,

**The 2019 Manpower Survey of the
Media and Communications Industry**

The Media and Communications Training Board (the Training Board) of the Vocational Training Council (VTC), appointed by the Chief Executive of the Hong Kong Special Administrative Region (HKSAR), is responsible for matters pertaining to manpower training in the industry. To collect the latest manpower information for formulating recommendations on future manpower training, the Training Board will conduct the captioned survey from October to November 2019. I am writing to enlist your help by providing the relevant information to the survey and your co-operation would be much appreciated.

I enclose the following documents for your reference and completion:

- (a) The Questionnaire;
- (b) Explanatory Notes (Appendix A); and
- (c) Job Descriptions for Principal Jobs (Appendix B).

The VTC has appointed **MOV Data Collection Center Ltd. (MOV)** to assist in conducting the above survey. During the survey period, the enumerator of MOV will contact your establishment for the survey and answer the questions you may have. If necessary, visit will be made to your establishment to assist in completing and collecting the questionnaire. Alternatively, you may return the copy of the completed questionnaire to MOV via fax (3900 1122) or email (vtc@mov.com.hk).

I wish to assure you that the information provided will be handled **in strict confidence** and published on aggregate basis without reference to individual establishments.

The Manpower Survey Report will be uploaded onto the VTC website and will be provided to responding organisations after completion of the survey. You may refer to the VTC website <http://www.vtc.edu.hk> for the Reports published in the past. Should you have any queries, please do not hesitate to contact the following hotline during 9:30 a.m. to 6:00 p.m. from Monday to Friday :

- ✧ For matters regarding completion and return of questionnaire(s), please contact Ms. Polly CHAN of MOV at 3900 1176.
- ✧ In case you want to approach VTC directly, please contact Mr. Alpha LEE of VTC Manpower Survey (Statistical Team) at 3907 6613.

Yours faithfully,


(WONG Shuk-ming)
Chairlady

Media and Communications Training Board

Headquarters (Industry Partnership) 總辦事處(行業合作)
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
香港九龍長沙灣長裕街10號億京廣場2期30樓
www.vtc.edu.hk

人力調查文件

Telephone No 電話

Facsimile No 傳真

Our Reference 本局編號 MC/4/2 (2019)

Your Reference 來函編號



執事先生／女士：

媒體及傳訊業 2019 年人力調查

職業訓練局(VTC)屬下媒體及傳訊業訓練委員會(訓練委員會)由香港特別行政區行政長官委任，負責就業內人力訓練事宜提供意見。本會將於 2019 年 10 月至 11 月期間進行調查，蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。謹代表訓練委員會致函，懇請 貴機構惠予合作提供相關資料，以便進行上述人力調查。

茲夾附下述文件，供 貴機構參閱及填寫：

- (1) 調查問卷；
- (2) 附註（附錄 A）；及
- (3) 主要職務工作說明（附錄 B）。

VTC已委託米奧特資料搜集中心有限公司<米奧特>協助進行是次人力調查。調查期間，米奧特的統計員將聯絡 貴機構進行訪問及解答相關問題。如有需要，統計員會造訪貴機構協助填寫並收回已填妥的問卷。貴機構亦可將完成的問卷，以傳真(3900 1122) 或電郵(vtc@mov.com.hk) 交回米奧特。

調查所得的資料將絕對保密，局方在發表報告時，只會公布合計數字，不會提及個別機構情況。

人力調查報告將於調查完結後上載本局網頁，並提供給填覆問卷的機構，你亦可於VTC網頁<http://www.vtc.edu.hk>參閱過往出版之報告。如對調查有任何查詢，請於星期一至五上午九時半至下午六時聯絡以下人士：

- ✧ 如查詢有關填寫及寄回問卷事宜，請與米奧特公司陳寶儀小姐聯絡（電話：3900 1176）。
- ✧ 如希望直接與 VTC 聯絡，請致電 VTC 人力調查(統計組) 李漢明先生(電話：3907 6613)。

媒體及傳訊業訓練委員會主席
黃淑明

二零一九年九月十六日
附件

CONFIDENTIAL

WHEN ENTERED WITH DATA

填入數據後即成

機密文件



VOCATIONAL TRAINING COUNCIL
職業訓練局

THE 2019 MANPOWER SURVEY OF
THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 2019年人力調查

The 2019 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2019** by answering the questionnaire. Thank you.

媒體及傳訊業2019年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2019年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information

機構資料

(For official use)

Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____

僱員總人數

Principal Line of Business:

主要業務性質

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

Radio and Television Stations
電台及電視台

Digital / New Media
數碼／新媒體

Public Relations Services
公共關係服務

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

Media Production
媒體製作

Others :
其他 :

Details of Contact Person*

聯絡人資料*

NAME OF PERSON TO CONTACT: _____

聯絡人姓名

POSITION: _____

職位

TEL. NO. : _____ - _____

電話

FAX NO. : _____

圖文傳真

E-MAIL : _____

電郵

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

N

Part I – Manpower Information

第一部份 – 人力情況

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

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

(A) Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。							
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者*)	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者 [#] 人數	(D) No. of Vacancies as at Survey Reference Date 在統計 日期的 空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者*)	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
Job Code 職位編號 e.g: 例子	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺，請在方格內填入 '0'。						
Job Title A (3 employees and 2 vacancies) 職位甲 (3名僱員及2個空缺)	3	1	2	6	4	3	2
MANAGERIAL LEVEL 經理級							
101 Editor-in-Chief; The Editor 總編輯							
102 Deputy Editor; Deputy Editor-in-Chief 副總編輯							
103 Executive Editor 執行編輯							
181 Publisher; Managing Director; President 社長; 董事經理; 總裁							
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							
183 Advertising /Advertising Sales / Account Director 廣告/廣告銷售/客戶總監							
184 Circulation Sales / Circulation Marketing Director 發行/銷售總監							
185 Marketing / Marketing Services / Program Director 市場/市場服務/項目總監							
186 Business Development Director 業務發展總監							
187 Research Director 市場調查總監							
188 Public Relations Director 公共關係總監							
189 Art Director 美術總監							

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者 [#])	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者 [#] 人數	(D) No. of Vacancies as at Survey Reference Date 在統計日期 的空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者 [#])	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺,請在方格內填入'0'。							
SUPERVISORY LEVEL 主任級								
201	Managing Editor 編輯主任							
202	News / Assignment Editor 總採訪/採訪主任							
203	International News Editor 國際新聞主任							
204	China / National News Editor 中國新聞主任							
205	Assignment Editor (Photography) / Photo Editor 攝影主任							
206	Editorial / Leader Writer 主筆							
281	Advertising / Advertising Sales / Account Manager 廣告/廣告銷售/客戶經理							
282	Circulation Sales / Circulation Marketing Manager 發行/銷售經理							
283	Marketing / Marketing Services / Program Manager 市場/市場服務/項目經理							
284	Research Manager 市場調查經理							
285	Traffic / Advertising Administration Manager 聯絡/廣告行政經理							
286	Public Relations Manager 公共關係經理							
287	Sales Training / Support Manager 銷售訓練/支援經理							
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							
302	Sub-editor; Copy Editor 文稿編輯							
303	Senior Reporter; Reporter 資深(高級)記者;記者							
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者;攝影記者							
305	Senior Translator; Translator 資深(高級)翻譯員;翻譯員							
306	Online Editor 網絡編輯							
307	Senior Designer 資深(高級)美術設計員							

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位 編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者 [#])	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者 [#] 人數	(D) No. of Vacancies as at Survey Reference Date 在統計 日期的 空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者 [#])	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺，請在方格內填入 '0'。							
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (CONT'D) 編採/製作/執行人員級 (續)								
308	Graphic Artist 正稿製作員							
309	Senior Producer; Producer 高級監製; 監製							
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理/主任; 客戶主任							
382	Marketing Assistant /Executive 市場助理/主任							
383	Research Assistant / Executive 市場調查助理/主任							
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員; 廣告行政助理							
385	Public Relations Assistant / Executive 公共關係助理/主任							
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級								
401	Designer 美術設計員							
402	Typesetter 植字員							
403	Layout Artist 排版員							
404	Proof-Reader 校對員							
405	Darkroom Person 黑房工作人員							
406	Librarian 資料室人員							
407	Researcher 資料蒐集員							
408	Web Page Designer 網頁製作員							
409	Webmaster 網主							
410	Digital Designer 數碼媒體設計員							
481	Promoter 推廣員							
OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF 其他相關媒體及傳訊人員								

For Official Use

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Part II
第二部份

Leaving
離職

1. Please state the number of MC employees leaving your company during the past 12 months.
請列出 貴公司過去十二個月內離職的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial /Production / Executional Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Employees Leaving the Company 離職的僱員人數				

Sources of Recruitment
新聘僱員的來源

2. Please state the number of MC employees recruited by your company during the past 12 months.
請列出 貴公司過去十二個月內新聘的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial /Production / Executional Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Experienced employees Recruited 具本業經驗的新聘僱員人數				
No. of Non-experienced employees Recruited 不具本業經驗的新聘僱員人數				

“Experienced Employees” should be regarded as employees with media and communications experience.
「本業經驗的僱員」指具媒體及傳訊業經驗的僱員。

Internal Promotion
內部晉升

3. Please state the total number of internal promotion in the past 12 months.
請列出 貴公司過去十二個月內內部晉升的僱員人數。

	<u>From Supervisory to Managerial Level</u> 由主任晉升為經理級	<u>From Editorial/ Production/ Executional to Supervisory Level</u> 由編採／製作／執行人員 晉升為主任級	<u>From Supporting/ Technical to Editorial / Production/ Executional Level</u> 由輔助／技術人員晉升為 編採／製作／執行人員級	<u>From Other Posts to Supporting/ Technical Level</u> 由其他職位晉升為 輔助／技術人員級
No. of Internal Promotion 內部晉升人數				

Retention of Existing MC Employees

現有媒體及傳訊業僱員的挽留

4. Please choose the effective methods for retaining your MC employees. (You may tick up to three options.)

請選擇 貴公司在挽留媒體及傳訊業僱員時的有效方法。(可選取最多三項)

- (i) Salary increment and fringe benefit
增加薪金及附帶福利
- (ii) Shortening working hours or flexible working hours
縮短或彈性工作時間
- (iii) More paid leave
更多有薪休假
- (iv) Providing job rotation
提供職務輪換
- (v) Internal promotion/career development
內部晉升／事業發展
- (vi) Enhancing job satisfaction
提升工作滿意度
- (vii) Increasing job autonomy
增加工作自主權
- (viii) Providing/Supporting manpower training and personal development
提供／資助技能培訓和個人發展
- (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
- (x) Positive image on company profile/culture
建立正面的機構形象／文化
- (xi) Others (Please Specify)
其他 (請註明) _____

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

本地媒體及傳訊業僱員被派遣／招聘主要擔任網站或新媒體工作的情况

5(a). Please give the number of local MC employees deployed/recruited to work major for the website or new media.

請列出 貴公司被派遣／招聘主要擔任網站或新媒體工作的本地媒體及傳訊業僱員人數。

5(b). 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媒體及傳訊業僱員中，有多少名員工從事與社交網站有關的工作／任務？

Needs for Skills/Knowledge to Perform Social Media / Digital Functions

以執行社交／數碼媒體功能的技能／知識需要

6. Does your company's employees require the following skills/knowledge to perform the social media / digital functions?

(Please tick "✓" the appropriate box of degree in demand)

貴公司的僱員是否需要下列的技能／知識以執行社交／數碼媒體的功能？(請按需要程度剔“✓”選合適方格)

Skills/Knowledge 技能／知識	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
(i) Apps development 應用程式開發	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Social media monitoring and surveillance 社交媒體監測及監督	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Search engine optimisation 搜尋引擎優化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Web security 網絡安全	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Web searching 網上搜尋	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Web analytics 網站分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Curation ⁽¹⁾ 策展 ⁽¹⁾	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Sharing/ posting in social media / digital platform 於社交／數碼媒體平台分享/ 發佈	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (Please Specify) 其他 (請註明) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes: (1) Curation means to collect, organise and present a larger source of data and information in a coherent way.

註： (1) 策展工作包括收集、整理及展示大量連貫的數據及資訊。

Employees' Skills/Knowledge Need to be Enhanced

僱員需加強的技能／知識

7. 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, Greater Bay Area development and 5G development)?

(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、粵港澳大灣區發展及5G發展），貴公司現職媒體及傳訊業僱員需加強哪方面的技能／知識？

（每職級可選取多於一項）

<u>Type of Skills/Knowledge</u> 技能／知識的類別	Managerial <u>Level</u> 經理級	Supervisory <u>Level</u> 主任級	Editorial/ Production/ <u>Execuational Level</u> 編採／製作／執 行人員級	Supporting/ <u>Technical Level</u> 輔助／技術人員 級
<u>Management Skills</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
102 Production management 製作管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
103 Marketing management 市場管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
104 Human resources management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
105 Financial management 財務管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
106 Strategic planning management 策略計劃管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
107 Crisis management 危機管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
108 Self-management 自我管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
109 Professional ethics 專業道德操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
110 People-to-people communication 人與人之間溝通	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>China and International Knowledge</u> 中國及國際知識				
201 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
202 Industry practices in the mainland of China 在中國內地的行業常規	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
203 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
204 International relations and global vision 國際關係及世界視野	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
205 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
302 Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
303 Written English 英文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
304 Written Chinese 中文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
305 Translation 翻譯	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
306 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
405 Digital news distribution channels 網上平台運用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
406 Online community building 網上社群創建	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
407 AR / VR Application 擴增實鏡／虛擬實境應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
408 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 輔助／技術人員級
<u>Industry Specific Skills (Journalism Sector)</u> 業內專業技能（新聞業）				
501 Reporting and editing skills 編採技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
502 Print/TV/media production skills 印刷／電視／媒體製作技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
503 Media law and ethics 傳媒法規與操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
504 Intellectual property and copyright law 知識產權及版權法	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
505 Strategic news planning 新聞規劃	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
506 Integration of the Internet with journalism 互聯網與新聞的結合	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
507 Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
508 Audience research 受眾調查	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
509 Multi-tasking skills 一身多職的能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
510 Global vision/cultural-setting skill 國際視野／文化交流技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
511 News curation 新聞策展	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
512 Data analysis 數據分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
513 Trends and changes of the financial market 金融市場之趨勢及變化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
514 Social media applications 社交媒體的應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
515 Mobile Phone Shooting 手機拍攝	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
516 Infographic Design 資訊圖表設計	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
517 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

8. 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媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 輔助／技術人員級
(a) Management Skills 管理技能				
(b) China and International Knowledge 中國及國際知識				
(c) Language Skills 語文技能				
(d) Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）				
(e) Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）				
(f) Others (Please Specify) 其他（請註明）				

End of Questionnaire. Thank You for Your Co-operation.

問卷完，多謝合作。



CONFIDENTIAL WHEN ENTERED WITH DATA	填入數據後即成 機密文件
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VOCATIONAL TRAINING COUNCIL
職業訓練局

THE 2019 MANPOWER SURVEY OF
THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 2019年人力調查

The 2019 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2019** by answering the questionnaire. Thank you.

媒體及傳訊業2019年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2019年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information
機構資料

(For official use) Industry Code _____

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

Principal Line of Business:
主要業務性質

- | | |
|---|---|
| <input type="checkbox"/> Radio and Television Stations
電台及電視台 | <input type="checkbox"/> Advertising / Media Agency Services
廣告商 / 媒介代理商 |
| <input type="checkbox"/> Newspapers, Magazines and News Agencies
報紙、雜誌及新聞通訊社 | <input type="checkbox"/> Media Production
媒體製作 |
| <input type="checkbox"/> Digital / New Media
數碼 / 新媒體 | <input type="checkbox"/> Others :
其他 :
_____ |
| <input type="checkbox"/> Public Relations Services
公共關係服務 | |

Details of Contact Person*
聯絡人資料*

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

POSITION: _____
職位

TEL. NO. : _____ - _____
電話

FAX NO. : _____
圖文傳真

E-MAIL : _____
電郵

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

Part I – Manpower Information

第一部份 – 人力情況

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

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

(A) Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。							
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者 [#])	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者 [#] 人數	(D) No. of Vacancies as at Survey Reference Date 在統計 日期的 空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者 [#])	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
Job Code 職位 編號	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺，請在方格內填入'0'。						
e.g: 例子	3	1	2	6	4	3	2
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						
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監； 助理總監；新聞經理						
181	Publisher; Managing Director; President 社長；董事經理；總裁						
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						
183	Advertising /Advertising Sales / Account Director 廣告/廣告銷售/客戶總監						
184	Circulation Sales / Circulation Marketing Director 發行/銷售總監						
185	Marketing / Marketing Services / Program Director 市場/市場服務/項目總監						
186	Business Development Director 業務發展總監						
187	Research Director 市場調查總監						
188	Public Relations Director 公共關係總監						
189	Art Director 美術總監						

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者 [#])	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者 [#] 人數	(D) No. of Vacancies as at Survey Reference Date 在統計 日期的 空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者 [#])	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺, 請在方格內填入 '0'。							
SUPERVISORY LEVEL 主任級								
211	Executive News / Assignment / Planning Editor 總採訪/策劃主任							
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪/策劃主任							
213	Managing Editor 編輯主任							
214	Deputy / Assistant Managing Editor 副編輯主任							
215	Executive Producer 監製; 製作主任							
281	Advertising / Advertising Sales / Account Manager 廣告/廣告銷售/客戶經理							
282	Circulation Sales / Circulation Marketing Manager 發行/銷售經理							
283	Marketing / Marketing Services / Program Manager 市場/市場服務/項目經理							
284	Research Manager 市場調查經理							
285	Traffic / Advertising Administration Manager 聯絡/廣告行政經理							
286	Public Relations Manager 公共關係經理							
287	Sales Training / Support Manager 銷售訓練/支援經理							
EXECUTIONAL LEVEL 執行人員級								
311	Senior Sub-editor; Sub-editor 高級編輯; 編輯							
312	News Anchor; Announcer 新聞主播; 報告員							
313	News Translator 新聞翻譯員							
314	Senior Reporter/Researcher; Reporter; Researcher 高級記者/資料搜集; 記者; 資料搜集							
315	Cameraman 電視攝影師							
316	Executive Producer; Senior Producer; Producer 監製; 高級編導; 編導							
317	Online Editor 網絡編輯							

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者*)	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者*人數	(D) No. of Vacancies as at Survey Reference Date 在統計 日期的 空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者*)	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺, 請在方格內填入 '0'。							
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)								
318	Content Writer; Script Writer 撰稿員							
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理/主任; 客戶主任							
382	Marketing Assistant /Executive 市場助理/主任							
383	Research Assistant / Executive 市場調查助理/主任							
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員; 廣告行政助理							
385	Public Relations Assistant / Executive 公共關係助理/主任							
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級								
412	Web Page Designer 網頁製作員							
413	Webmaster 網主							
414	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演; 製作助理; 錄影廠 製作經理; 影片剪接; 字幕操作員							
415	Duty Director 值日導播員							
416	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師; 視覺特效 設計師; 3D動畫師; 2D動畫師							
417	Producer (Dubbing / Mixing); Boom Operator 配音效果/配音混錄; 收音員							
418	Set Designer 佈景設計師							
419	Hair Stylist; Make up Artist; Dresser 髮型師; 化妝師; 服裝							
481	Promoter 推廣員							
OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF 其他相關媒體及傳訊人員								

For Official Use

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Part II
第二部份

Leaving
離職

1. Please state the number of MC employees leaving your company during the past 12 months.
請列出 貴公司過去十二個月內離職的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/Production / Executional Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Employees Leaving the Company 離職的僱員人數				

Sources of Recruitment

新聘僱員的來源

2. Please state the number of MC employees recruited by your company during the past 12 months.
請列出 貴公司過去十二個月內新聘的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/Production / Executional Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Experienced employees Recruited 具本業經驗的新聘僱員人數				
No. of Non-experienced employees Recruited 不具本業經驗的新聘僱員人數				

“Experienced Employees” should be regarded as employees with media and communications experience.
「本業經驗的僱員」指具媒體及傳訊業經驗的僱員。

Internal Promotion

內部晉升

3. Please state the total number of internal promotion in the past 12 months.
請列出 貴公司過去十二個月內內部晉升的僱員人數。

	From Supervisory to <u>Managerial Level</u> 由主任晉升為經理級	From Editorial/ Production/ Executional to <u>Supervisory Level</u> 由編採／製作／執行人員 晉升為主任級	From Supporting/ Technical to Editorial / Production/ <u>Executional Level</u> 由輔助／技術人員晉升為 編採／製作／執行人員級	From Other Posts to Supporting/ Technical <u>Level</u> 由其他職位晉升為 輔助／技術人員級
No. of Internal Promotion 內部晉升人數				

Retention of Existing MC Employees

現有媒體及傳訊業僱員的挽留

4. Please choose the effective methods for retaining your MC employees. (You may tick up to three options.)
請選擇 貴公司在挽留媒體及傳訊業僱員時的有效方法。(可選取最多三項)

- (i) Salary increment and fringe benefit
增加薪金及附帶福利
- (ii) Shortening working hours or flexible working hours
縮短或彈性工作時間
- (iii) More paid leave
更多有薪休假
- (iv) Providing job rotation
提供職務輪換
- (v) Internal promotion/career development
內部晉升／事業發展
- (vi) Enhancing job satisfaction
提升工作滿意度
- (vii) Increasing job autonomy
增加工作自主權
- (viii) Providing/Supporting manpower training and personal development
提供／資助技能培訓和個人發展
- (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
- (x) Positive image on company profile/culture
建立正面的機構形象／文化
- (xi) Others (Please Specify) _____

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

本地媒體及傳訊業僱員被派遣／招聘主要擔任網站或新媒體工作的情況

5(a). Please give the number of local MC employees deployed/recruited to work major for the website or new media.

請列出 貴公司被派遣／招聘主要擔任網站或新媒體工作的本地媒體及傳訊業僱員人數。

5(b). 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媒體及傳訊業僱員中，有多少名員工從事與社交網站有關的工作／任務？

Needs for Skills/Knowledge to Perform Social Media / Digital Functions

以執行社交／數碼媒體功能的技能／知識需要

6. Does your company's employees require the following skills/knowledge to perform the social media / digital functions?

(Please tick "✓" the appropriate box of degree in demand)

貴公司的僱員是否需要下列的技能／知識以執行社交／數碼媒體的功能？(請按需要程度剔 "✓" 選合適方格)

Skills/Knowledge 技能／知識	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
(i) Apps development 應用程式開發	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Social media monitoring and surveillance 社交媒體監測及監督	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Search engine optimisation 搜尋引擎優化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Web security 網絡安全	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Web searching 網上搜尋	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Web analytics 網站分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Curation ⁽¹⁾ 策展 ⁽¹⁾	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Sharing/ posting in social media / digital platform 於社交／數碼媒體平台分享/ 發佈	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (Please Specify) 其他 (請註明)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes: (1) Curation means to collect, organise and present a larger source of data and information in a coherent way.

註： (1) 策展工作包括收集、整理及展示大量連貫的數據及資訊。

Employees' Skills/Knowledge Need to be Enhanced

僱員需加強的技能／知識

7. 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, Greater Bay Area development and 5G development)?

(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、粵港澳大灣區發展及5G發展），貴公司現職媒體及傳訊業僱員需加強哪方面的技能／知識？

（每職級可選取多於一項）

<u>Type of Skills/Knowledge</u> 技能／知識的類別	Managerial <u>Level</u> 經理級	Supervisory <u>Level</u> 主任級	Editorial/ Production/ <u>Execuational Level</u> 編採／製作／執 行人員級	Supporting/ <u>Technical Level</u> 輔助／技術人員 級
<u>Management Skills</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
102 Production management 製作管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
103 Marketing management 市場管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
104 Human resources management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
105 Financial management 財務管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
106 Strategic planning management 策略計劃管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
107 Crisis management 危機管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
108 Self-management 自我管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
109 Professional ethics 專業道德操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
110 People-to-people communication 人與人之間溝通	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>China and International Knowledge</u> 中國及國際知識				
201 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
202 Industry practices in the mainland of China 在中國內地的行業常規	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
203 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
204 International relations and global vision 國際關係及世界視野	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
205 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
302 Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
303 Written English 英文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
304 Written Chinese 中文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
305 Translation 翻譯	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
306 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
405 Digital news distribution channels 網上平台運用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
406 Online community building 網上社群創建	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
407 AR / VR Application 擴增實鏡／虛擬實境應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
408 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 輔助／技術人員級
Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）				
501 Reporting and editing skills 編採技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
502 Print/TV/media production skills 印刷／電視／媒體製作技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
503 Media law and ethics 傳媒法規與操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
504 Intellectual property and copyright law 知識產權及版權法	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
505 Strategic news planning 新聞規劃	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
506 Integration of the Internet with journalism 互聯網與新聞的結合	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
507 Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
508 Audience research 受眾調查	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
509 Multi-tasking skills 一身多職的能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
510 Global vision/cultural-setting skill 國際視野／文化交流技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
511 News curation 新聞策展	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
512 Data analysis 數據分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
513 Trends and changes of the financial market 金融市場之趨勢及變化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
514 Social media applications 社交媒體的應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
515 Mobile Phone Shooting 手機拍攝	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
516 Infographic Design 資訊圖表設計	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
517 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

8. 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媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 輔助／技術人員級
(a) Management Skills 管理技能				
(b) China and International Knowledge 中國及國際知識				
(c) Language Skills 語文技能				
(d) Innovative Media Technology (Journalism Sector) 創新媒體科技（新聞業）				
(e) Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）				
(f) Others (Please Specify) 其他（請註明）				

End of Questionnaire. Thank You for Your Co-operation.

問卷完，多謝合作。

CONFIDENTIAL

WHEN ENTERED WITH DATA

填入數據後即成

機密文件



VOCATIONAL TRAINING COUNCIL
職業訓練局

THE 2019 MANPOWER SURVEY OF
THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 2019年人力調查

The 2019 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2019** by answering the questionnaire. Thank you.

媒體及傳訊業2019年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2019年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information

機構資料

(For official use)

Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____

僱員總人數

Principal Line of Business:

主要業務性質

- | | |
|---|---|
| <input type="checkbox"/> Digital / New Media
數碼／新媒體 | <input type="checkbox"/> Advertising / Media Agency Services
廣告商／媒介代理商 |
| <input type="checkbox"/> Radio and Television Stations
電台及電視台 | <input type="checkbox"/> Media Production
媒體製作 |
| <input type="checkbox"/> Newspapers, Magazines and News Agencies
報紙、雜誌及新聞通訊社 | <input type="checkbox"/> Others :
其他 :
_____ |
| <input type="checkbox"/> Public Relations Services
公共關係服務 | |

Details of Contact Person*

聯絡人資料*

NAME OF PERSON TO CONTACT: _____

聯絡人姓名

POSITION: _____

職位

TEL. NO. : _____ - _____

電話

FAX NO. : _____

圖文傳真

E-MAIL : _____

電郵

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

D

Part I – Manpower Information

第一部份 – 人力情況

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

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

(A) Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。							
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer#)	(C) No. of Freelancer# as at Survey Reference Date 在統計日期 的自由工作 者#人數	(D) No. of Vacancies as at Survey Reference Date 在統計 日期的 空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer#)	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
Job Code 職位編號 e.g: 例子	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺，請在方格內填入'0'。						
Job Title A (3 employees and 2 vacancies) 職位甲 (3名僱員及2個空缺)	3	1	2	6	4	3	2
MANAGERIAL LEVEL 經理級							
101 Editor-in-Chief; The Editor 總編輯							
102 Deputy Editor; Deputy Editor-in-Chief 副總編輯							
103 Executive Editor 執行編輯							
192 Research and Development Director 研發總監							
193 Chief Technology Officer; Chief Technical Director 首席技術主任; 首席技術總監							
194 Chief (Digital) Content Officer; Director of Digital Media 首席(數碼)內容總監; 數碼媒體總監							
195 Executive Producer 製作總監							
196 Creative Director 創意總監							
181 Managing Director; President 董事總經理; 總裁							
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							
183 Advertising /Advertising Sales / Marketing and Sales Director 廣告/廣告銷售/銷售及發行總監							
185 Marketing / Marketing Services / Program Director 市場/市場服務/項目總監							

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

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者 [#])	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者 [#] 人數	(D) No. of Vacancies as at Survey Reference Date 在統計日期 的空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者 [#])	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺, 請在方格內填入 '0'。							
MANAGERIAL LEVEL (CONT'D) 經理級 (續)								
186	Business Development Director 業務發展總監							
187	Research Director 市場調查總監							
188	Public Relations Director 公共關係總監							
189	Art Director 美術總監							
SUPERVISORY LEVEL 主任級								
201	Managing Editor 編輯主任							
202	News / Assignment Editor 總採訪/採訪主任							
203	International News Editor 國際新聞主任							
204	China / National News Editor 中國新聞主任							
205	Assignment Editor (Photography) / Photo Editor 攝影主任							
206	Editorial / Leader Writer 主筆							
290	Technical Manager 技術經理							
291	Research and Development Manager 研發經理							
292	Producer 監製							
293	Digital Content Officer 數碼內容主任							
294	Production Manager 製作經理							
281	Account Manager 客戶經理							
282	Sales Manager 銷售經理							
283	Marketing / Marketing Services / Program Manager 市場/市場服務/項目經理							
284	Research Manager 市場調查經理							
285	Traffic / Advertising Administration Manager 聯絡/廣告行政經理							
286	Public Relations Manager 公共關係經理							
287	Sales Training / Support Manager 銷售訓練/支援經理							
288	Business Development Manager 業務發展經理							

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Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。							
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者*)	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者*人數	(D) No. of Vacancies as at Survey Reference Date 在統計 日期的 空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者*)	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
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						
302	Sub-editor; Copy Editor 文稿編輯						
303	Senior Reporter; Reporter 資深(高級)記者; 記者						
304	Senior Press Photographer; Press Photographer; Photographer 資深(高級)攝影記者; 攝影記者; 攝影師						
305	Senior Translator; Translator 資深(高級)翻譯員; 翻譯員						
306	Online Editor 網絡編輯						
307	Senior Designer 資深(高級)美術設計員						
308	Graphic Artist 正稿製作員						
323	Copywriter 撰稿員						
390	Web Designer 網頁程式設計員						
391	Motion Graphic Designer 動畫影像設計員						
392	Game Designer 遊戲設計員						
393	User Experience Designer; User Interface Designer 客戶體驗設計員; 介面設計員						
394	Social Media Executive 社交媒體專員						
395	Video Editor 影片剪接師						
396	Multimedia Designer; Digital Designer 多媒體設計員; 數碼媒體設計員						
397	Social Media Influencer; Key Opinion Leader (KOL); Blogger 社交媒體影響者; 網絡紅人; 博客						
398	Project Executive 項目執行主任						
399	Webmaster; Web specialist 網主; 網頁專員						
381	Sales Assistant; Account Executive 銷售助理; 客戶主任						
382	Marketing Assistant /Executive 市場助理/主任						
383	Research Assistant / Executive 市場調查助理/主任						

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Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺, 請在方格內填入 '0'。							
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (CONT'D)					編採/製作/執行人員級 (續)		
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員; 廣告行政助理						
385	Public Relations Assistant / Executive 公共關係助理/主任						
SUPPORTING / TECHNICAL LEVEL					輔助/技術人員級		
401	Designer 美術設計員						
407	Researcher 資料蒐集員						
492	Data Analyst 數據分析員						
481	Promoter 推廣員						
OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF					其他相關媒體及傳訊人員		

For Official Use				
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Part II
第二部份

Leaving
離職

1. Please state the number of MC employees leaving your company during the past 12 months.
請列出 貴公司過去十二個月內離職的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial /Production / Executional Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Employees Leaving the Company 離職的僱員人數				

Sources of Recruitment
新聘僱員的來源

2. Please state the number of MC employees recruited by your company during the past 12 months.
請列出 貴公司過去十二個月內新聘的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial /Production / Executional Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Experienced employees Recruited 具本業經驗的新聘僱員人數				
No. of Non-experienced employees Recruited 不具本業經驗的新聘僱員人數				

“Experienced Employees” should be regarded as employees with media and communications experience.
「本業經驗的僱員」指具媒體及傳訊業經驗的僱員。

Internal Promotion
內部晉升

3. Please state the total number of internal promotion in the past 12 months.
請列出 貴公司過去十二個月內內部晉升的僱員人數。

	<u>From Supervisory to Managerial Level</u> 由主任晉升為經理級	<u>From Editorial/ Production/ Executional to Supervisory Level</u> 由編採／製作／執行人員 晉升為主任級	<u>From Supporting/ Technical to Editorial / Production/ Executional Level</u> 由輔助／技術人員晉升為 編採／製作／執行人員級	<u>From Other Posts to Supporting/ Technical Level</u> 由其他職位晉升為 輔助／技術人員級
No. of Internal Promotion 內部晉升人數				

Retention of Existing MC Employees

現有媒體及傳訊業僱員的挽留

4. Please choose the effective methods for retaining your MC employees. (You may tick up to three options.)

請選擇 貴公司在挽留媒體及傳訊業僱員時的有效方法。(可選取最多三項)

- (i) Salary increment and fringe benefit
增加薪金及附帶福利
- (ii) Shortening working hours or flexible working hours
縮短或彈性工作時間
- (iii) More paid leave
更多有薪休假
- (iv) Providing job rotation
提供職務輪換
- (v) Internal promotion/career development
內部晉升／事業發展
- (vi) Enhancing job satisfaction
提升工作滿意度
- (vii) Increasing job autonomy
增加工作自主權
- (viii) Providing/Supporting manpower training and personal development
提供／資助技能培訓和個人發展
- (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
- (x) Positive image on company profile/culture
建立正面的機構形象／文化
- (xi) Others (Please Specify)
其他 (請註明) _____

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

本地媒體及傳訊業僱員被派遣／招聘主要擔任網站或新媒體工作的情况

5(a). Please give the number of local MC employees deployed/recruited to work major for the website or new media.

請列出 貴公司被派遣／招聘主要擔任網站或新媒體工作的本地媒體及傳訊業僱員人數。

5(b). 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媒體及傳訊業僱員中，有多少名員工從事與社交網站有關的工作／任務？

Needs for Skills/Knowledge to Perform Social Media / Digital Functions

以執行社交／數碼媒體功能的技能／知識需要

6. Does your company's employees require the following skills/knowledge to perform the social media / digital functions?

(Please tick "✓" the appropriate box of degree in demand)

貴公司的僱員是否需要下列的技能／知識以執行社交／數碼媒體的功能？(請按需要程度剔“✓”選合適方格)

Skills/Knowledge 技能／知識	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
(i) Apps development 應用程式開發	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Social media monitoring and surveillance 社交媒體監測及監督	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Search engine optimisation 搜尋引擎優化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Web security 網絡安全	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Web searching 網上搜尋	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Web analytics 網站分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Curation ⁽¹⁾ 策展 ⁽¹⁾	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Sharing/ posting in social media / digital platform 於社交／數碼媒體平台分享/ 發佈	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (Please Specify) 其他 (請註明) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes: (1) Curation means to collect, organise and present a larger source of data and information in a coherent way.

註： (1) 策展工作包括收集、整理及展示大量連貫的數據及資訊。

Employees' Skills/Knowledge Need to be Enhanced

僱員需加強的技能／知識

7. 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, Greater Bay Area development and 5G development)?

(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、粵港澳大灣區發展及5G發展），貴公司現職媒體及傳訊業僱員需加強哪方面的技能／知識？

（每職級可選取多於一項）

<u>Type of Skills/Knowledge</u> 技能／知識的類別	Managerial <u>Level</u> 經理級	Supervisory <u>Level</u> 主任級	Editorial/ Production/ <u>Execuational Level</u> 編採／製作／執 行人員級	Supporting/ <u>Technical Level</u> 輔助／技術人員 級
<u>Management Skills</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
102 Production management 製作管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
103 Marketing management 市場管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
104 Human resources management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
105 Financial management 財務管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
106 Strategic planning management 策略計劃管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
107 Crisis management 危機管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
108 Self-management 自我管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
109 Professional ethics 專業道德操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
110 People-to-people communication 人與人之間溝通	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>China and International Knowledge</u> 中國及國際知識				
201 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
202 Industry practices in the mainland of China 在中國內地的行業常規	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
203 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
204 International relations and global vision 國際關係及世界視野	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
205 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
302 Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
303 Written English 英文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
304 Written Chinese 中文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
305 Translation 翻譯	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
306 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Innovative Media Technology (Digital / New Media Sector)</u> 創新媒體科技（數碼／新媒體業）				
601 Hardware and Software (Interaction design, mobile device) 硬件和軟件（互動設計，流動裝置）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
602 New media technology for public engagement and promotion (E.g. Cross-disciplinary design application on public engagement, APP & Game development, Alternate Reality Game etc.) 新媒體技術的公眾參與和推廣（如公眾參與科技的設計應用，APP和遊戲開發，真實體驗交流遊戲等）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
603 Application of new media technologies on various media projects (e.g. programming, sensors, 360 video shooting, transparent interface, machine learning etc) 新媒體技術應用（如編寫程式，傳感器，360視頻拍攝，透明聯接界面，機器學習等應用）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
604 AR / VR Application 擴增實鏡／虛擬實境應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
605 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 輔助／技術人員級
<u>Industry Specific Skills (Digital / New Media Sector)</u> 業內專業技能（數碼／新媒體業）				
701 (Content) Research skills 資料內容蒐集技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
702 Creativity and cultural insights 對創意和文化的瞭解	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
703 Technology development insights 對科技發展的瞭解	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
704 Specific Technical skills (e.g. editing, photoshop, programming etc) 專門技術（如編輯，軟件，編寫程式等）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
705 Visual design and aesthetics 視覺設計及美學	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
706 User experience design 使用者經驗設計	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
707 Infographic design 資訊圖表設計	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
708 Multi-tasking skills 一身多職的能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
709 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Manpower Training and Development Plan

人力培訓及發展計劃

8. 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媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？

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

End of Questionnaire. Thank You for Your Co-operation.

問卷完，多謝合作。

CONFIDENTIAL
WHEN ENTERED WITH DATA

填入數據後即成
機密文件



VOCATIONAL TRAINING COUNCIL
職業訓練局

THE 2019 MANPOWER SURVEY OF
THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 2019年人力調查

The 2019 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2019** by answering the questionnaire. Thank you.

媒體及傳訊業2019年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2019年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information
機構資料

(For official use)
Industry Code _____

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

Principal Line of Business:
主要業務性質

- | | |
|---|---|
| <input type="checkbox"/> Public Relations Services
公共關係服務 | <input type="checkbox"/> Advertising / Media Agency Services
廣告商 / 媒介代理商 |
| <input type="checkbox"/> Radio and Television Stations
電台及電視台 | <input type="checkbox"/> Media Production
媒體製作 |
| <input type="checkbox"/> Newspapers, Magazines and News Agencies
報紙、雜誌及新聞通訊社 | <input type="checkbox"/> Others :
其他 :
_____ |
| <input type="checkbox"/> Digital / New Media
數碼 / 新媒體 | |

Details of Contact Person*
聯絡人資料*

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

POSITION: _____
職位

TEL. NO. : _____ - _____
電話

FAX NO. : _____
圖文傳真

E-MAIL : _____
電郵

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

P

Part I – Manpower Information

第一部份 – 人力情況

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

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

(A) Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。							
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者*)	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者*人數	(D) No. of Vacancies as at Survey Reference Date 在統計 日期的 空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者*)	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺，請在方格內填入'0'。							
Job Title A (3 employees and 2 vacancies) 職位甲 (3名僱員及2個空缺)	3	1	2	6	4	3	2
MANAGERIAL LEVEL 經理級							
131 Managing Director; General Manager 董事總經理；總經理							
132 Director of Client Services; Account Director 客戶服務總監							
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							
232 Chief Editor; Editor 總編輯；編輯							
233 Art Director 美術總監							
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							
332 Digital Media/Marketing Strategist 數碼媒體/市務策略師							
333 Account Co-ordinator 客戶聯絡助理							
334 Translator 翻譯員							
335 Visualiser 美術製稿員							
336 Graphic Artist 正稿製作員							
337 Copywriter 撰稿員							

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。							
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer#)	(C) No. of Freelancer# as at Survey Reference Date	(D) No. of Vacancies as at Survey Reference Date	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer#)	(F) Average Monthly Income 每月平均收入	(G) Preferred Level of Education 僱員應有教育程度	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資
					Code 編號 1 \$12,000 or Below 或以下 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 或以上	Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺, 請在方格內填入 '0'。						
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)							
338	Research Assistant 市場調查助理						
339	Social Strategist 社交策略師						
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級							
431	Promoter 推廣員						
492	Data Analyst 數據分析員						
OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF 其他相關媒體及傳訊人員							

Job
Code
職位
編號

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

Part II
第二部份

Leaving
離職

1. Please state the number of MC employees leaving your company during the past 12 months.
請列出 貴公司過去十二個月內離職的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial /Production / Execuational Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Employees Leaving the Company 離職的僱員人數				

Sources of Recruitment

新聘僱員的來源

2. Please state the number of MC employees recruited by your company during the past 12 months.
請列出 貴公司過去十二個月內新聘的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial /Production / Execuational Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Experienced employees Recruited 具本業經驗的 新聘僱員人數				
No. of Non-experienced employees Recruited 不具本業經驗的 新聘僱員人數				

“Experienced Employees” should be regarded as employees with media and communications experience.
「本業經驗的僱員」指具媒體及傳訊業經驗的僱員。

Internal Promotion

內部晉升

3. Please state the total number of internal promotion in the past 12 months.
請列出 貴公司過去十二個月內內部晉升的僱員人數。

	From Supervisory to <u>Managerial Level</u> 由主任晉升為經理級	From Editorial/ Production/ Execuational to <u>Supervisory Level</u> 由編採／製作／執行人員 晉升為主任級	From Supporting/ Technical to Editorial / Production/ <u>Execuational Level</u> 由輔助／技術人員晉升為 編採／製作／執行人員級	From Other Posts to Supporting/ Technical <u>Level</u> 由其他職位晉升為 輔助／技術人員級
No. of Internal Promotion 內部晉升人數				

Retention of Existing MC Employees

現有媒體及傳訊業僱員的挽留

4. Please choose the effective methods for retaining your MC employees. (You may tick up to three options.)
請選擇 貴公司在挽留媒體及傳訊業僱員時的有效方法。(可選取最多三項)

- (i) Salary increment and fringe benefit
增加薪金及附帶福利
- (ii) Shortening working hours or flexible working hours
縮短或彈性工作時間
- (iii) More paid leave
更多有薪休假
- (iv) Providing job rotation
提供職務輪換
- (v) Internal promotion/career development
內部晉升／事業發展
- (vi) Enhancing job satisfaction
提升工作滿意度
- (vii) Increasing job autonomy
增加工作自主權
- (viii) Providing/Supporting manpower training and personal development
提供／資助技能培訓和個人發展
- (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
- (x) Positive image on company profile/culture
建立正面的機構形象／文化
- (xi) Others (Please Specify)
其他 (請註明) _____

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

本地媒體及傳訊業僱員被派遣／招聘主要擔任網站或新媒體工作的情況

5(a). Please give the number of local MC employees deployed/recruited to work major for the website or new media.

請列出 貴公司被派遣／招聘主要擔任網站或新媒體工作的本地媒體及傳訊業僱員人數。

5(b). 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媒體及傳訊業僱員中，有多少名員工從事與社交網站有關的工作／任務？

Needs for Skills/Knowledge to Perform Social Media / Digital Functions

以執行社交／數碼媒體功能的技能／知識需要

6. Does your company's employees require the following skills/knowledge to perform the social media / digital functions?

(Please tick "✓" the appropriate box of degree in demand)

貴公司的僱員是否需要下列的技能／知識以執行社交／數碼媒體的功能？(請按需要程度剔“✓”選合適方格)

Skills/Knowledge 技能／知識	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
(i) Apps development 應用程式開發	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Social media monitoring and surveillance 社交媒體監測及監督	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Search engine optimisation 搜尋引擎優化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Web security 網絡安全	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Web searching 網上搜尋	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Web analytics 網站分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Curation ⁽¹⁾ 策展 ⁽¹⁾	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Sharing/ posting in social media / digital platform 於社交／數碼媒體平台分享/ 發佈	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (Please Specify) 其他 (請註明)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes: (1) Curation means to collect, organise and present a larger source of data and information in a coherent way.

註： (1) 策展工作包括收集、整理及展示大量連貫的數據及資訊。

Employees' Skills/Knowledge Need to be Enhanced

僱員需加強的技能／知識

7. 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, Greater Bay Area development and 5G development)?

(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、粵港澳大灣區發展及5G發展），貴公司現職媒體及傳訊業僱員需加強哪方面的技能／知識？

（每職級可選取多於一項）

<u>Type of Skills/Knowledge</u> 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial/ Production/ <u>Execuational Level</u> 編採／製作／執 行人員級	Supporting/ <u>Technical Level</u> 輔助／技術 人員級
<u>Management Skills</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
102 Production management 製作管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
103 Marketing management 市場管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
104 Human resources management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
105 Financial management 財務管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
106 Strategic planning management 策略計劃管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
107 Crisis management 危機管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
108 Self-management 自我管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
109 Professional ethics 專業道德操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
110 People-to-people communication 人與人之間溝通	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>China and International Knowledge</u> 中國及國際知識				
201 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
202 Industry practices in the mainland of China 在中國內地的行業常規	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
203 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位				
204 International relations and global vision 國際關係及世界視野				
205 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	Managerial <u>Level</u> 經理級	Supervisory <u>Level</u> 主任級	Editorial/ Production/ <u>Execuational Level</u> 編採／製作／執 行人員級	Supporting/ <u>Technical Level</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
302 Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
303 Written English 英文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
304 Written Chinese 中文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
305 Translation 翻譯	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
306 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Innovative Media Technology (Advertising and Public Relations Sector)</u> 創新媒體科技（廣告與公共關係業）				
801 Website design and supporting skills 網站設計及支援技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
802 Market research applications 市場調查的應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
803 Consumer database management 客戶資料庫管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
804 Innovative media research and applications 創新媒體的研究及應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
805 Multimedia knowledge and applications 多媒體的知識及應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
806 Social media marketing 社交媒體營銷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
807 Big data analytics 大數據分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
808 Marketing automation (intelligent assistant, chatbots) 自動化行銷 (智能助理、聊天機械人)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
809 China social media apps 中國社交媒體應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
810 Influencer marketing (KOL) 影響者行銷 (網絡紅人)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
811 E-commerce knowledge 電子商貿知識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
812 Programmatic advertising 程序化廣告	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
813 AR / VR Application 擴增實境／虛擬實境應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
814 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 輔助／技術人員級
<u>Industry Specific Skills (Advertising and Public Relations Sector)</u> 業內專業技能（廣告與公共關係業）				
901 Account strategic planning 客戶策略規劃	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
902 Sales/marketing strategic planning 銷售／市場推廣策略規劃	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
903 Media planning and market research 傳媒規劃及市場研究	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
904 Creativity and cultural insights 對創意及文化的瞭解	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
905 PR consultation/presentation skills 公關的諮詢／表達技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
906 Project management 項目管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
907 Brand safety measures 品牌安全措施	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
908 Copyright awareness 版權意識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
909 Attention to privacy policy and ethical use of personal data 注重私隱政策及使用個人資料的道德操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
910 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Manpower Training and Development Plan

人力培訓及發展計劃

8. 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媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？

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

End of Questionnaire. Thank You for Your Co-operation.

問卷完，多謝合作。

CONFIDENTIAL

WHEN ENTERED WITH DATA

填入數據後即成

機密文件



VOCATIONAL TRAINING COUNCIL
職業訓練局

THE 2019 MANPOWER SURVEY OF
THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 2019年人力調查

The 2019 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2019** by answering the questionnaire. Thank you.

媒體及傳訊業2019年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2019年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information

機構資料

(For official use)

Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____

僱員總人數

Principal Line of Business:

主要業務性質

- | | |
|---|--|
| <input type="checkbox"/> Advertising / Media Agency
廣告商 / 媒介代理商 | <input type="checkbox"/> Public Relations Services
公共關係服務 |
| <input type="checkbox"/> Radio and Television Stations
電台及電視台 | <input type="checkbox"/> Media Production
媒體製作 |
| <input type="checkbox"/> Newspapers, Magazines and News Agencies
報紙、雜誌及新聞通訊社 | <input type="checkbox"/> Others :
其他 :
_____ |
| <input type="checkbox"/> Digital / New Media
數碼 / 新媒體 | |

Details of Contact Person*

聯絡人資料*

NAME OF PERSON TO CONTACT: _____

聯絡人姓名

POSITION: _____

職位

TEL. NO. : _____ - _____

電話

FAX NO. : _____

圖文傳真

E-MAIL : _____

電郵

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

A

Part I – Manpower Information

第一部份 – 人力情況

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

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

(A) Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。							
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者*)	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者 [#] 人數	(D) No. of Vacancies as at Survey Reference Date 在統計 日期的 空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者*)	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
Job Code 職位 編號	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺，請在方格內填入'0'。						
e.g: 例子	3	1	2	6	4	3	2
MANAGERIAL LEVEL 經理級							
161	Managing Director; General Manager 董事總經理; 總經理						
162	Director of Client Services / Account Servicing 客戶服務總監						
163	Group Account Director; Account Director 客戶總監						
164	Director of Strategic Planning 品牌策劃總監						
165	Executive Creative Director 執行創作總監						
166	Creative Group Head; Creative Director 創作總監						
168	Head of TV Production 電視廣告製作主任						
169	Media Planning Director 媒介策劃總監						
170	Media Buying Director 媒介採購總監						
171	Media Group Head; Group Director; Associate Director 媒介組主任; 客戶總監; 副總監						
SUPERVISORY LEVEL 主任級							
261	Associate Account Director; Account Manager 副客戶總監; 客戶經理						
262	Art Director 美術總監						
263	Studio Manager 正稿製作經理						
264	Production Manager 製作經理						

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.

*「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。							
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer#)	(C) No. of Freelancer# as at Survey Reference Date	(D) No. of Vacancies as at Survey Reference Date	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer#)	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
Job Code 職位 編號	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺, 請在方格內填入 '0'。						
SUPERVISORY LEVEL (CONT'D) 主任級 (續)							
265	Traffic Manager 流程統籌經理						
266	TV Producer 廣告製片						
267	Media Planning Manager 媒介策劃經理						
268	Media Buying Manager 媒介採購經理						
269	Research Manager; Research Planner 市場調查經理; 策略策劃員						
270	Senior PR Consultant; PR Consultant 高級公關顧問; 公關顧問						
271	Marketing / Marketing Services / Program Manager 市場/市場服務/項目經理						
272	Brand Design Director/ Head of Brand Design 品牌設計總監						
EXECUTIONAL LEVEL 執行人員級							
361	Account Executive 客戶主任						
362	Visualiser 草稿繪製員						
363	Graphic Artist 正稿製作員						
364	Copywriter 撰稿員						
365	Media Planner; Media Executive 媒介策劃員; 媒介主任						
366	Media Buyer 媒介採購員						
367	Traffic Co-ordinator 流程統籌						
368	Production Assistant 製作助理						
369	Research Assistant 市場調查助理						
370	Photographer 廣告攝影師						
371	Online Editor 網絡編輯						
372	Marketing Assistant / Executive 市場助理/主任						

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

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位 編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者 [#])	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者 [#] 人數	(D) No. of Vacancies as at Survey Reference Date 在統計日期 的空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者 [#])	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺,請在方格內填入'0'。							
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)								
373	Strategic Planner 品牌策劃員							
374	Community Manager 社群經理							
375	Senior Brand Designer/ Brand Designer 資深品牌設計師/品牌設計師							
376	Package Designer 包裝設計師							
377	Digital Media / Marketing Strategist 數碼媒體/市務策略師							
378	Social Strategist 社交策略師							
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級								
461	Designer 美術設計員							
462	Digital Designer 數碼媒體設計員							
463	Webmaster 網主							
464	Technician 技術員							
465	Promoter 推廣員							
492	Data Analyst 數據分析員							
OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF 其他相關媒體及傳訊人員								

For Official Use

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

Part II
第二部份

Leaving
離職

1. Please state the number of MC employees leaving your company during the past 12 months.
請列出 貴公司過去十二個月內離職的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial /Production / Execuational Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Employees Leaving the Company 離職的僱員人數				

Sources of Recruitment

新聘僱員的來源

2. Please state the number of MC employees recruited by your company during the past 12 months.
請列出 貴公司過去十二個月內新聘的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial /Production / Execuational Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Experienced employees Recruited 具本業經驗的 新聘僱員人數				
No. of Non-experienced employees Recruited 不具本業經驗的 新聘僱員人數				

“Experienced Employees” should be regarded as employees with media and communications experience.
「本業經驗的僱員」指具媒體及傳訊業經驗的僱員。

Internal Promotion

內部晉升

3. Please state the total number of internal promotion in the past 12 months.
請列出 貴公司過去十二個月內內部晉升的僱員人數。

	From Supervisory to <u>Managerial Level</u> 由主任晉升為經理級	From Editorial/ Production/ Execuational to <u>Supervisory Level</u> 由編採／製作／執行人員 晉升為主任級	From Supporting/ Technical to Editorial / Production/ <u>Execuational Level</u> 由輔助／技術人員晉升為 編採／製作／執行人員級	From Other Posts to Supporting/ Technical <u>Level</u> 由其他職位晉升為 輔助／技術人員級
No. of Internal Promotion 內部晉升人數				

Retention of Existing MC Employees

現有媒體及傳訊業僱員的挽留

4. Please choose the effective methods for retaining your MC employees. (You may tick up to three options.)
請選擇 貴公司在挽留媒體及傳訊業僱員時的有效方法。(可選取最多三項)

- (i) Salary increment and fringe benefit
增加薪金及附帶福利
- (ii) Shortening working hours or flexible working hours
縮短或彈性工作時間
- (iii) More paid leave
更多有薪休假
- (iv) Providing job rotation
提供職務輪換
- (v) Internal promotion/career development
內部晉升／事業發展
- (vi) Enhancing job satisfaction
提升工作滿意度
- (vii) Increasing job autonomy
增加工作自主權
- (viii) Providing/Supporting manpower training and personal development
提供／資助技能培訓和個人發展
- (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
- (x) Positive image on company profile/culture
建立正面的機構形象／文化
- (xi) Others (Please Specify)
其他 (請註明) _____

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

本地媒體及傳訊業僱員被派遣／招聘主要擔任網站或新媒體工作的情況

5(a). Please give the number of local MC employees deployed/recruited to work major for the website or new media.

請列出 貴公司被派遣／招聘主要擔任網站或新媒體工作的本地媒體及傳訊業僱員人數。

5(b). 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媒體及傳訊業僱員中，有多少名員工從事與社交網站有關的工作／任務？

Needs for Skills/Knowledge to Perform Social Media / Digital Functions

以執行社交／數碼媒體功能的技能／知識需要

6. Does your company's employees require the following skills/knowledge to perform the social media / digital functions?

(Please tick "✓" the appropriate box of degree in demand)

貴公司的僱員是否需要下列的技能／知識以執行社交／數碼媒體的功能？(請按需要程度剔“✓”選合適方格)

Skills/Knowledge 技能／知識	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
(i) Apps development 應用程式開發	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Social media monitoring and surveillance 社交媒體監測及監督	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Search engine optimisation 搜尋引擎優化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Web security 網絡安全	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Web searching 網上搜尋	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Web analytics 網站分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Curation ⁽¹⁾ 策展 ⁽¹⁾	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Sharing/ posting in social media / digital platform 於社交／數碼媒體平台分享/ 發佈	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (Please Specify) 其他 (請註明)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes: (1) Curation means to collect, organise and present a larger source of data and information in a coherent way.

註： (1) 策展工作包括收集、整理及展示大量連貫的數據及資訊。

Employees' Skills/Knowledge Need to be Enhanced

僱員需加強的技能／知識

7. 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, Greater Bay Area development and 5G development)?

(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、粵港澳大灣區發展及5G發展），貴公司現職媒體及傳訊業僱員需加強哪方面的技能／知識？

（每職級可選取多於一項）

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial/ Production/ Execuational Level 編採／製作／執 行人員級	Supporting/ Technical Level 輔助／技術 人員級
<u>Management Skills</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
102 Production management 製作管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
103 Marketing management 市場管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
104 Human resources management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
105 Financial management 財務管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
106 Strategic planning management 策略計劃管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
107 Crisis management 危機管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
108 Self-management 自我管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
109 Professional ethics 專業道德操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
110 People-to-people communication 人與人之間溝通	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>China and International Knowledge</u> 中國及國際知識				
201 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
202 Industry practices in the mainland of China 在中國內地的行業常規	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
203 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
204 International relations and global vision 國際關係及世界視野	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
205 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Type of Skills/Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial/ Production/ Execuational Level 編採／製作／執 行人員級	Supporting/ Technical Level 輔助／技術 人員級
Language Skills 語文技能				
301 Spoken English 英語會話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
302 Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
303 Written English 英文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
304 Written Chinese 中文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
305 Translation 翻譯	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
306 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）				
801 Website design and supporting skills 網站設計及支援技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
802 Market research applications 市場調查的應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
803 Consumer database management 客戶資料庫管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
804 Innovative media research and applications 創新媒體的研究及應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
805 Multimedia knowledge and applications 多媒體的知識及應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
806 Social media marketing 社交媒體營銷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
807 Big data analytics 大數據分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
808 Marketing automation (intelligent assistant, chatbots) 自動化行銷 (智能助理、聊天機械人)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
809 China social media apps 中國社交媒體應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
810 Influencer marketing (KOL) 影響者行銷 (網絡紅人)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
811 E-commerce knowledge 電子商貿知識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
812 Programmatic advertising 程序化廣告	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
813 AR / VR Application 擴增實境／虛擬實境應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
814 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 輔助／技術人員級
<u>Industry Specific Skills (Advertising and Public Relations Sector)</u> 業內專業技能（廣告與公共關係業）				
901 Account strategic planning 客戶策略規劃	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
902 Sales/marketing strategic planning 銷售／市場推廣策略規劃	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
903 Media planning and market research 傳媒規劃及市場研究	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
904 Creativity and cultural insights 對創意及文化的瞭解	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
905 PR consultation/presentation skills 公關的諮詢／表達技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
906 Project management 項目管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
907 Brand safety measures 品牌安全措施	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
908 Copyright awareness 版權意識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
909 Attention to privacy policy and ethical use of personal data 注重私隱政策及使用個人資料的道德操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
910 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Manpower Training and Development Plan

人力培訓及發展計劃

8. 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媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？

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

End of Questionnaire. Thank You for Your Co-operation.

問卷完，多謝合作。

CONFIDENTIAL

WHEN ENTERED WITH DATA

填入數據後即成

機密文件



VOCATIONAL TRAINING COUNCIL
職業訓練局

THE 2019 MANPOWER SURVEY OF
THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 2019年人力調查

The 2019 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2019** by answering the questionnaire. Thank you.

媒體及傳訊業2019年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2019年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information

機構資料

(For official use)

Industry Code _____

TOTAL NO. OF PERSONS ENGAGED: _____

僱員總人數

Principal Line of Business: _____

主要業務性質

DEPARTMENT ESTABLISHED :

設立部門包括

Corporate Communications

企業傳訊

Marketing

市場

Public Relations

公共關係

None of Above

全無上述部門

Advertising

廣告

Details of Contact Person*

聯絡人資料*

NAME OF PERSON TO CONTACT: _____

聯絡人姓名

POSITION: _____

職位

TEL. NO. : _____ - _____

電話

FAX NO. : _____

圖文傳真

E-MAIL : _____

電郵

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

C

Part I – Manpower Information

第一部份 – 人力情況

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

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

(A) Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。							
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer#)	(C) No. of Freelancer# as at Survey Reference Date 在統計日期 的自由工作 者#人數	(D) No. of Vacancies as at Survey Reference Date 在統計 日期的 空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer#)	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
Job Code 職位編號 e.g: 例子	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺，請在方格內填入 '0'。						
Job Title A (3 employees and 2 vacancies) 職位甲 (3名僱員及2個空缺)	3	1	2	6	4	3	2
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						
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理 / 總監/主管						
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						
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊/公共關係/公共事務 經理						
145	Advertising / Marketing Communications Manager 廣告/市場傳訊經理						
146	Marketing / Product / Brand Manager 市場/產品/品牌經理						
147	Community Relations Manager 社區關係經理						
148	Market Research Manager 市場調查經理						
149	Publication Manager 出版經理						
150	Internal Communications Manager 內部傳訊經理						

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者*)	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者*人數	(D) No. of Vacancies as at Survey Reference Date 在統計 日期的 空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者*)	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺,請在方格內填入'0'。							
SUPERVISORY LEVEL 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							
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理/主任							
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							
244	Assistant Manager for Publication 助理出版經理							
245	Chief Editor; Editor 總編輯; 編輯							
246	TV Producer 廣告製片							
247	Brand Design Director; Head of Brand Design 品牌設計總監							
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							
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任/助理							
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							
344	Officer / Assistant for Community Relations 社區關係主任/助理							
345	Officer / Assistant for Market Research 市場調查主任/助理							
346	Writer / Translator 撰稿/翻譯員							
347	Officer / Assistant for Publication 出版主任/助理							
348	Graphic Designer 廣告設計員							
349	Photographer 攝影師							
350	Online Editor 網絡編輯							

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者 [#])	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者 [#] 人數	(D) No. of Vacancies as at Survey Reference Date 在統計日期 的空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者 [#])	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 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 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺,請在方格內填入'0'。							
EXECUTIONAL LEVEL (CONT'D) 執行人員級(續)								
351	Senior Brand Designer; Brand Designer 資深品牌設計師; 品牌設計師							
352	Package Designer 包裝設計師							
353	Digital Media / Marketing Strategist 數碼媒體/市場策略師							
354	Social Strategist 社交策略師							
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級								
441	Researcher 資料蒐集員							
442	Web Page Designer 網頁製作員							
492	Data Analyst 數據分析員							
OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF 其他相關媒體及傳訊人員								

For Official Use

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Part II
第二部份

Leaving
離職

1. Please state the number of MC employees leaving your company during the past 12 months.
請列出 貴公司過去十二個月內離職的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial /Production / Executional Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Employees Leaving the Company 離職的僱員人數				

Sources of Recruitment

新聘僱員的來源

2. Please state the number of MC employees recruited by your company during the past 12 months.
請列出 貴公司過去十二個月內新聘的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial /Production / Executional Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Experienced employees Recruited 具本業經驗的 新聘僱員人數				
No. of Non-experienced employees Recruited 不具本業經驗的 新聘僱員人數				

“Experienced Employees” should be regarded as employees with media and communications experience.
「本業經驗的僱員」指具媒體及傳訊業經驗的僱員。

Internal Promotion

內部晉升

3. Please state the total number of internal promotion in the past 12 months.
請列出 貴公司過去十二個月內內部晉升的僱員人數。

	<u>From Supervisory to Managerial Level</u> 由主任晉升為經理級	<u>From Editorial/ Production/ Executional to Supervisory Level</u> 由編採／製作／執行人員 晉升為主任級	<u>From Supporting/ Technical to Editorial / Production/ Executional Level</u> 由輔助／技術人員晉升為 編採／製作／執行人員級	<u>From Other Posts to Supporting/ Technical Level</u> 由其他職位晉升為 輔助／技術人員級
No. of Internal Promotion 內部晉升人數				

Retention of Existing MC Employees

現有媒體及傳訊業僱員的挽留

4. Please choose the effective methods for retaining your MC employees. (You may tick up to three options.)
請選擇 貴公司在挽留媒體及傳訊業僱員時的有效方法。(可選取最多三項)

- (i) Salary increment and fringe benefit
增加薪金及附帶福利
- (ii) Shortening working hours or flexible working hours
縮短或彈性工作時間
- (iii) More paid leave
更多有薪休假
- (iv) Providing job rotation
提供職務輪換
- (v) Internal promotion/career development
內部晉升／事業發展
- (vi) Enhancing job satisfaction
提升工作滿意度
- (vii) Increasing job autonomy
增加工作自主權
- (viii) Providing/Supporting manpower training and personal development
提供／資助技能培訓和個人發展
- (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
- (x) Positive image on company profile/culture
建立正面的機構形象／文化
- (xi) Others (Please Specify)
其他 (請註明) _____

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

本地媒體及傳訊業僱員被派遣／招聘主要擔任網站或新媒體工作的情況

5(a). Please give the number of local MC employees deployed/recruited to work major for the website or new media.

請列出 貴公司被派遣／招聘主要擔任網站或新媒體工作的本地媒體及傳訊業僱員人數。

5(b). 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媒體及傳訊業僱員中，有多少名員工從事與社交網站有關的工作／任務？

Needs for Skills/Knowledge to Perform Social Media / Digital Functions

以執行社交／數碼媒體功能的技能／知識需要

6. Does your company's employees require the following skills/knowledge to perform the social media / digital functions?

(Please tick "✓" the appropriate box of degree in demand)

貴公司的僱員是否需要下列的技能／知識以執行社交／數碼媒體的功能？(請按需要程度剔“✓”選合適方格)

Skills/Knowledge 技能／知識	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
(i) Apps development 應用程式開發	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Social media monitoring and surveillance 社交媒體監測及監督	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Search engine optimisation 搜尋引擎優化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Web security 網絡安全	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Web searching 網上搜尋	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Web analytics 網站分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Curation ⁽¹⁾ 策展 ⁽¹⁾	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Sharing/ posting in social media / digital platform 於社交／數碼媒體平台分享/ 發佈	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (Please Specify) 其他 (請註明)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes: (1) Curation means to collect, organise and present a larger source of data and information in a coherent way.

註： (1) 策展工作包括收集、整理及展示大量連貫的數據及資訊。

Employees' Skills/Knowledge Need to be Enhanced

僱員需加強的技能／知識

7. 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, Greater Bay Area development and 5G development)?

(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、粵港澳大灣區發展及5G發展），貴公司現職媒體及傳訊業僱員需加強哪方面的技能／知識？

（每職級可選取多於一項）

<u>Type of Skills/Knowledge</u> 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial/ Production/ <u>Execuational Level</u> 編採／製作／執 行人員級	Supporting/ <u>Technical Level</u> 輔助／技術 人員級
<u>Management Skills</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
102 Production management 製作管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
103 Marketing management 市場管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
104 Human resources management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
105 Financial management 財務管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
106 Strategic planning management 策略計劃管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
107 Crisis management 危機管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
108 Self-management 自我管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
109 Professional ethics 專業道德操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
110 People-to-people communication 人與人之間溝通	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>China and International Knowledge</u> 中國及國際知識				
201 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
202 Industry practices in the mainland of China 在中國內地的行業常規	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
203 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
204 International relations and global vision 國際關係及世界視野	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
205 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	Managerial <u>Level</u> 經理級	Supervisory <u>Level</u> 主任級	Editorial/ Production/ <u>Execuational Level</u> 編採／製作／執 行人員級	Supporting/ <u>Technical Level</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
302 Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
303 Written English 英文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
304 Written Chinese 中文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
305 Translation 翻譯	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
306 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Innovative Media Technology (Advertising and Public Relations Sector)</u> 創新媒體科技（廣告與公共關係業）				
801 Website design and supporting skills 網站設計及支援技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
802 Market research applications 市場調查的應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
803 Consumer database management 客戶資料庫管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
804 Innovative media research and applications 創新媒體的研究及應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
805 Multimedia knowledge and applications 多媒體的知識及應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
806 Social media marketing 社交媒體營銷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
807 Big data analytics 大數據分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
808 Marketing automation (intelligent assistant, chatbots) 自動化行銷 (智能助理、聊天機械人)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
809 China social media apps 中國社交媒體應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
810 Influencer marketing (KOL) 影響者行銷 (網絡紅人)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
811 E-commerce knowledge 電子商貿知識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
812 Programmatic advertising 程序化廣告	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
813 AR / VR Application 擴增實境／虛擬實境應用	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
814 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 輔助／技術人員級
<u>Industry Specific Skills (Advertising and Public Relations Sector)</u> 業內專業技能（廣告與公共關係業）				
901 Account strategic planning 客戶策略規劃	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
902 Sales/marketing strategic planning 銷售／市場推廣策略規劃	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
903 Media planning and market research 傳媒規劃及市場研究	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
904 Creativity and cultural insights 對創意及文化的瞭解	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
905 PR consultation/presentation skills 公關的諮詢／表達技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
906 Project management 項目管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
907 Brand safety measures 品牌安全措施	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
908 Copyright awareness 版權意識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
909 Attention to privacy policy and ethical use of personal data 注重私隱政策及使用個人資料的道德操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
910 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Manpower Training and Development Plan

人力培訓及發展計劃

8. 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媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？

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

End of Questionnaire. Thank You for Your Co-operation.

問卷完，多謝合作。

CONFIDENTIAL
WHEN ENTERED WITH DATA

填入數據後即成
機密文件



VOCATIONAL TRAINING COUNCIL
職業訓練局

THE 2019 MANPOWER SURVEY OF
THE MEDIA AND COMMUNICATIONS INDUSTRY
媒體及傳訊業 2019年人力調查

The 2019 Manpower Survey of the Media and Communications Industry (MC) aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1 October 2019** by answering the questionnaire. Thank you.

媒體及傳訊業2019年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2019年10月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information
機構資料

(For official use)
Industry Code _____

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

Principal Line of Business:
主要業務性質

- | | |
|--|---|
| <input type="checkbox"/> Media Production
媒體製作 | <input type="checkbox"/> Advertising / Media Agency Services
廣告商 / 媒介代理商 |
| <input type="checkbox"/> Radio and Television Stations
電台及電視台 | <input type="checkbox"/> Newspapers, Magazines and News Agencies
報紙、雜誌及新聞通訊社 |
| <input type="checkbox"/> Digital / New Media
數碼 / 新媒體 | <input type="checkbox"/> Others :
其他 :
_____ |
| <input type="checkbox"/> Public Relations Services
公共關係服務 | |

Details of Contact Person*
聯絡人資料*

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

POSITION: _____
職位

TEL. NO. : _____ - _____
電話

FAX NO. : _____
圖文傳真

E-MAIL : _____
電郵

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

M

Part I – Manpower Information

第一部份 – 人力情況

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

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

(A) Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。							
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer#)	(C) No. of Freelancer# as at Survey Reference Date	(D) No. of Vacancies as at Survey Reference Date	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer#)	(F) Average Monthly Income 每月平均收入	(G) Preferred Level of Education 僱員應有教育程度	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資
	在統計日期 的僱員人數 (不包括自由 工作者*)	在統計日期 的自由工作 者#人數	在統計 日期的 空缺額	預計在2020 年10月的僱 員人數 (包括自由工 作者*)	Code 編號 1 \$12,000 or Below 或以下 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 或以上	Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺，請在方格內填入'0'。							
Job Code 職位編號 e.g: 例子							
Job Title A (3 employees and 2 vacancies) 職位甲(3名僱員及2個空缺)	3	1	2	6	4	3	2
MANAGERIAL LEVEL 經理級							
121	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事						
122	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監； 助理總監；創作總監；製作總監						
123	Program Director; Promotion Director 項目總監；宣傳總監						
124	Art Director 美術總監						
SUPERVISORY LEVEL 主任級							
221	Head of Production; Head of Creation 製作主任；創作主任						
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採/製作/執行人員級							
321	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導； 編導；助理編導						
322	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集員； 資料撰稿員						
323	Content Writer; Script Writer 撰稿員；編劇						

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

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位 編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Employees as at Survey Reference Date (Excl. Freelancer [#]) 在統計日期 的僱員人數 (不包括自由 工作者 [#])	(C) No. of Freelancer [#] as at Survey Reference Date 在統計日期 的自由工作 者 [#] 人數	(D) No. of Vacancies as at Survey Reference Date 在統計 日期的 空缺額	(E) Forecast No. of Employees as at Oct 2020 (Incl. Freelancer [#]) 預計在2020 年10月的僱 員人數 (包括自由工 作者 [#])	(F) Average Monthly Income 每月平均收入 Code 編號 1 \$12,000 or Below 或以下 2 \$12,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$50,000 5 \$50,001 - \$80,000 或以上	(G) Preferred Level of Education 僱員應有教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位(例如高級文 憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(H) Preferred Years of Relevant Experience 僱員宜有的相關年資 Code 編號 1 15 yrs or over 15年或以上 2 10 to less than 15 yrs 10年至15年以下 3 7 to less than 10 yrs 7年至10年以下 4 5 to less than 7 yrs 5年至7年以下 5 2 to less than 5 yrs 2年至5年以下 6 Less than 2 yrs 2年以下 7 No experience required 無需經驗
	Please enter a zero '0' in the box if no employee/vacancy. 如沒有僱員/空缺,請在方格內填入'0'。							
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級								
421	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理; 影片剪接;字幕操作員							
422	Duty Director 值日導播員							
423	Senior Cameraman; Cameraman 高級電視攝影師; 電視攝影師							
424	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師; 視覺特效 設計師; 3D動畫師; 2D動畫師							
425	Visual Producer 視覺編導							
426	Producer (Dubbing / Mixing); Boom Operator 配音效果/ 配音混錄; 收音員							
427	Set Designer 佈景設計師							
428	Hair Stylist; Make up Artist; Dresser 髮型師; 化妝師; 服裝							
OTHER RELEVANT MEDIA AND COMMUNICATIONS STAFF 其他相關媒體及傳訊人員								

For Official Use

A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on a daily, an hourly or a project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

Part II
第二部份

Leaving
離職

1. Please state the number of MC employees leaving your company during the past 12 months.
請列出 貴公司過去十二個月內離職的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial /Production / Executional Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Employees Leaving the Company 離職的僱員人數				

Sources of Recruitment

新聘僱員的來源

2. Please state the number of MC employees recruited by your company during the past 12 months.
請列出 貴公司過去十二個月內新聘的媒體及傳訊業僱員人數。

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial /Production / Executional Level</u> 編採／製作／執行人員級	<u>Supporting / Technical Level</u> 輔助／技術人員級
No. of Experienced employees Recruited 具本業經驗的新聘僱員人數				
No. of Non-experienced employees Recruited 不具本業經驗的新聘僱員人數				

“Experienced Employees” should be regarded as employees with media and communications experience.
「本業經驗的僱員」指具媒體及傳訊業經驗的僱員。

Internal Promotion

內部晉升

3. Please state the total number of internal promotion in the past 12 months.
請列出 貴公司過去十二個月內內部晉升的僱員人數。

	From Supervisory to <u>Managerial Level</u> 由主任晉升為經理級	From Editorial/ Production/ Executional to <u>Supervisory Level</u> 由編採／製作／執行人員晉升為主任級	From Supporting/ Technical to Editorial / Production/ <u>Executional Level</u> 由輔助／技術人員晉升為編採／製作／執行人員級	From Other Posts to Supporting/ Technical <u>Level</u> 由其他職位晉升為輔助／技術人員級
No. of Internal Promotion 內部晉升人數				

Retention of Existing MC Employees

現有媒體及傳訊業僱員的挽留

4. Please choose the effective methods for retaining your MC employees. (You may tick up to three options.)
請選擇 貴公司在挽留媒體及傳訊業僱員時的有效方法。(可選取最多三項)

- (i) Salary increment and fringe benefit
增加薪金及附帶福利
- (ii) Shortening working hours or flexible working hours
縮短或彈性工作時間
- (iii) More paid leave
更多有薪休假
- (iv) Providing job rotation
提供職務輪換
- (v) Internal promotion/career development
內部晉升／事業發展
- (vi) Enhancing job satisfaction
提升工作滿意度
- (vii) Increasing job autonomy
增加工作自主權
- (viii) Providing/Supporting manpower training and personal development
提供／資助技能培訓和個人發展
- (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
- (x) Positive image on company profile/culture
建立正面的機構形象／文化
- (xi) Others (Please Specify)
其他 (請註明) _____

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

本地媒體及傳訊業僱員被派遣／招聘主要擔任網站或新媒體工作的情況

5(a). Please give the number of local MC employees deployed/recruited to work major for the website or new media.

請列出 貴公司被派遣／招聘主要擔任網站或新媒體工作的本地媒體及傳訊業僱員人數。

5(b). 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媒體及傳訊業僱員中，有多少名員工從事與社交網站有關的工作／任務？

Needs for Skills/Knowledge to Perform Social Media / Digital Functions

以執行社交／數碼媒體功能的技能／知識需要

6. Does your company's employees require the following skills/knowledge to perform the social media / digital functions?

(Please tick "✓" the appropriate box of degree in demand)

貴公司的僱員是否需要下列的技能／知識以執行社交／數碼媒體的功能？(請按需要程度剔“✓”選合適方格)

Skills/Knowledge 技能／知識	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
(i) Apps development 應用程式開發	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Social media monitoring and surveillance 社交媒體監測及監督	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Search engine optimisation 搜尋引擎優化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Web security 網絡安全	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Web searching 網上搜尋	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Web analytics 網站分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Curation ⁽¹⁾ 策展 ⁽¹⁾	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Sharing/ posting in social media / digital platform 於社交／數碼媒體平台分享/ 發佈	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (Please Specify) 其他 (請註明)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes: (1) Curation means to collect, organise and present a larger source of data and information in a coherent way.

註： (1) 策展工作包括收集、整理及展示大量連貫的數據及資訊。

Employees' Skills/Knowledge Need to be Enhanced

僱員需加強的技能／知識

7. 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, Greater Bay Area development and 5G development)?

(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、粵港澳大灣區發展及5G發展），貴公司現職媒體及傳訊業僱員需加強哪方面的技能／知識？

（每職級可選取多於一項）

<u>Type of Skills/Knowledge</u> 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Editorial/ Production/ <u>Execuational Level</u> 編採／製作／執 行人員級	Supporting/ <u>Technical Level</u> 輔助／技術 人員級
<u>Management Skills</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
102 Production management 製作管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
103 Marketing management 市場管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
104 Human resources management 人力資源管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
105 Financial management 財務管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
106 Strategic planning management 策略計劃管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
107 Crisis management 危機管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
108 Self-management 自我管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
109 Professional ethics 專業道德操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
110 People-to-people communication 人與人之間溝通	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
111 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>China and International Knowledge</u> 中國及國際知識				
201 Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
202 Industry practices in the mainland of China 在中國內地的行業常規	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
203 Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
204 International relations and global vision 國際關係及世界視野	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
205 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	Managerial <u>Level</u> 經理級	Supervisory <u>Level</u> 主任級	Editorial/ Production/ <u>Executional Level</u> 編採／製作／執 行人員級	Supporting/ <u>Technical Level</u> 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"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
302 Putonghua 普通話	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
303 Written English 英文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
304 Written Chinese 中文書寫能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
305 Translation 翻譯	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
306 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Innovative Media Technology (Media Production Sector)</u> 創新媒體科技（媒體製作業）				
1001 Innovative media technology products (e.g. Interactive TV, OTT, etc.) 創新媒體科技產品 (如互動電視、OTT服務等)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1002 Application of new technologies in production (e.g. Aerial Videography, 4K / 8K Production Stereoscopy Production, HD/SLR Workflow, Panoramic Videography, etc.) 新科技在製作流程上的應用（如航空拍攝、4K / 8K製作、3D製作、單反錄像工作流程、全景 錄像拍攝等）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1003 Computer literacy skills (e.g. Cloud System, Digital Post-Production etc.) 電腦應用技巧 (如雲端系統、數碼後期處理等)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1004 AR / VR Production 擴增實鏡／虛擬實境製作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1005 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 輔助／技術人員級
<u>Industry Specific Skills (Media Production Sector)</u> 業內專業技能（媒體製作業）				
1101 TV/media production skills 電視／媒體製作技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1102 Media law and ethics 傳媒法規與操守	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1103 Intellectual property and copyright law 知識產權及版權法	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1104 Critical thinking skills and cross-media knowledge 批判性思考技巧及跨媒體知識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1105 Research skills 資料蒐集技巧	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1106 Multi-tasking skills 一身多職的能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1107 Visual design and aesthetics 視覺設計及美學	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1108 Others (Please Specify) 其他（請註明）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Manpower Training and Development Plan

人力培訓及發展計劃

8. 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媒體及傳訊業僱員修讀下列各技能及知識的培訓課程？

<u>Type of Skills/Knowledge</u> 技能／知識的類別	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Editorial/ Production/ Executional Level</u> 編採／製作／執行人員級	<u>Supporting/ Technical Level</u> 輔助／技術人員級
(a) Management Skills 管理技能				
(b) China and International Knowledge 中國及國際知識				
(c) Language Skills 語文技能				
(d) Innovative Media Technology (Media Production Sector) 創新媒體科技（媒體製作業）				
(e) Industry Specific Skills (Media Production Sector) 業內專業技能（媒體製作業）				
(f) Others (Please Specify) 其他（請註明）				

End of Questionnaire. Thank You for Your Co-operation.

問卷完，多謝合作。

Explanatory Notes to the Questionnaire

The 2019 Manpower Survey of the Media and Communications Industries 媒體及傳訊業 2019 年人力調查

Explanatory Note 附註

Part I 第一部份

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

- (a) Please go through column 'A' and mark those principal jobs applicable to your company. For detailed job descriptions for principal jobs, please refer to Appendix B.
請瀏覽 'A' 欄，選取適用於 貴公司的主要職務。有關詳細的工作說明，請參閱附錄 B。
- (b) Please add in column 'A' titles of any principal jobs not mentioned in job descriptions (Appendix B); briefly describe them in respect of the appropriate job categories.
如 貴公司另有技術性主要職務未載於工作說明（附錄 B），請一併填入 'A' 欄內，並簡述其所屬的職務類別及等級。
- (c) The job titles may not be the same as those adopted by your company, but if the description of a certain job in your company is the same or substantially the same as the job description of, for example, Managing Editor, then for the purpose of this survey you should regard the job holder as a Managing Editor regardless of his/her actual title in your company.
調查表所列的職稱可能與 貴機構所採用的有別，但如 貴公司某職務的工作性質與調查表所載職務（例如「編輯主任」）相同或相近，則擔任該職務者不論在 貴公司的實際職稱為何，在是次調查中亦應歸類為「編輯主任」。
- (d) In the event where an employee's duties in your company are split between two or more job titles, please use the job title that best describes his/her principal responsibility.
如 貴公司有員工身兼多項職責，請選用最能反映其主要職責的職稱。

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

For each principal job, please fill in the total number of employees (excluding freelancer) as at survey reference date. 'Employees' refer to those who have worked for the same employer for 4 weeks or more and for not less than 18 hours in each week. The number should include all employees under Hong Kong company's payroll, disregarding whether those are deployed to work in other places (including the mainland of China).

請填寫 貴公司於統計日期僱用的每個主要職務的僱員總數（自由工作者除外）。「僱員」是指在 貴公司全職工作達 4 星期或以上，同時每星期工作不少於 18 小時的員工。此數目應包括貴公司在香港人事編制內的所有僱員，不論是否有派駐往其他地方工作（包括中國內地）。

3. Number of Freelancers as at Survey Reference Date - Column 'C' 在統計日期的自由工作者人數 —— 'C' 欄

For each principal job, please fill in the total number of freelancers as at survey reference date. A freelancer is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector and the advertising and public relations sector. Freelancers may be engaged on a daily, an hourly or a project basis.

請填寫 貴公司於統計日期每個主要職務僱用的自由工作者總數。「自由工作者」指並無與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。

4. Number of Vacancies as at Survey Reference Date – Column ‘D’

在統計日期的空缺額 —— ‘D’ 欄

Please fill in the total number of existing vacancies as at survey reference date for each type of job. “Existing Vacancies” refer to those unfilled, immediately available job openings for which the company is actively trying to recruit personnel as at survey reference date.

請填上 貴公司每一主要職務在統計日期的空缺額。「統計日期的空缺額」是指該職位於統計日期仍懸空，須立刻填補，而現正積極招聘人員填補。

5. Forecast Number of Employees as at October 2020 (Incl. Freelancer) – Column ‘E’

預計在2020年10月的僱員人數（包括自由工作者） —— ‘E’ 欄

Please fill in the forecasted number of employees as of October 2020 (incl. freelancer). The number given could be less than that existing number of employees if a contraction is expected.

請填上在 2020 年 10 月每個主要職務的預計僱員人數（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現有僱員人數。

6. Average Monthly Income Range – Column ‘F’

每月平均收入 —— ‘F’ 欄

Please enter the code of average monthly remuneration package during the past 12 months for each principal job of employee(s). This should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average range.

請在 ‘F’ 欄填入每個主要職務的僱員過去 12 個月每月平均薪酬的編號。這包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。若從事同類工作的僱員多於一名，則請取其平均收入。

7. Preferred Level of Education - Column ‘G’

僱員宜有的教育程度 —— ‘G’ 欄

Definition of Preferred Level of Education:

宜有教育程度的定義：

- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.
「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
- ◆ “First Degree” refers to first degrees offered by local or non-local education institutions, or equivalent.
「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.
「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
- ◆ “Secondary 4 to 7” refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.
「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。
- ◆ “Secondary 3 or below” refers to Secondary 3 or below, or equivalent.
「中三或以下」是指中三或以下，或同等教育程度。

Part II
第二部份

8. Question 3 – Internal Promotion

問題3 —— 內部晉升

An internal promotion is the promotion of an employee to a higher level job by virtue of his performance or abilities. If an employee has more than one promotion during the year in your company, only the last and one promotion should be counted.

內部晉升是指僱員因工作表現良好或具備所需才能而獲提升至較高職位。如 貴公司僱員在一年內有多過一次晉升，只需計算最後一次晉升在調查表內。

Job Descriptions for Principal Jobs**Newspapers, Magazines and News Agencies****報紙、雜誌及新聞通訊社**

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
101	Editor-in-Chief; The Editor 總編輯	Decides editorial policy and attitude of the publication/organisation on various issues. Ensures that articles conform to the policy of the publication/organisation. Undertakes strategic planning for news event coverage and development of the news organisation. Deploys manpower to meet the needs of news organisations in the digital era. 決定編輯方針及刊物／機構對各項問題的立場；確保所發表的文章符合刊物／機構的宗旨；負責新聞編採的策略方向及機構的策略性發展；安排人手調配以符合機構在數碼年代的需要。
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	Assists the Editor on the implementation of overall strategy for news event coverage and ensures materials are conformed with established policy and standard. 協助總編輯執行新聞編採策略，並確保文稿符合一貫方針及標準。
103	Executive Editor 執行編輯	Manages the day-to-day operation and running of the Editorial Department. Assists the Editor with content development, leadership in editing various layouts; handling budget controls and staff matters. 負責編輯部的日常工作與管理；協助總編輯落實內容、領導不同版面的編輯工作，控制預算及人事問題。
181	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。

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

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
189	Art Director 美術總監	Provides artistic direction and guidelines for all related business in the organisation. Leads the art and design team and work with other production team when required. Controls quality of all deliverables. 提供美術指導予業務計劃，領導美術及設計團隊，在需要時與其他製作團隊合作，並控制作品質素。
SUPERVISORY LEVEL 主任級		
201	Managing Editor 編輯主任	Undertakes the leadership of various sections of a newspaper, magazine or website (such as news, finance, sports, entertainment, cable, etc.) and the responsibility for the layouts (including the selection, checking, revising and arranging of the material for publication). 負責領導報紙、雜誌或網站個別版面的編輯工作，例如新聞、財經、體育、娛樂、電訊等，對版面編排「把關」，包括選擇、覆核、修改及整理發表的稿件、圖片等。
202	News / 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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
205	Assignment Editor (Photography) / Photo Editor 攝影主任	Assigns work to news photographers. 負責分派新聞攝影工作。
206	Editorial / Leader Writer 主筆	Writes, in consultation with the editor, comments on topics of 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。
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。
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。

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

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL (CONT'D) 編採／製作／執行人員級（續）		
307	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。
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		
401	Designer 美術設計員	Prepares/designs artworks for publication. 預備／設計美術繪圖以便付印。
402	Typesetter 植字員	Typesets scripts for publication. 依稿件植字，以備印製。
403	Layout Artist 排版員	Plans the placing of stories and displays in consultation with the editor. Prepares layouts and illustrations for publication, and ensures that the requirements of the layouts are carried out smoothly. 與編輯商議，擬定稿件及圖片的編排位置；整理版面編排及插圖以便付印；確保各項工作能依照排版要求順利進行。
404	Proof-Reader 校對員	Proof-reads assembled articles and corrects errors. 校對排版文章，並改正錯誤。
405	Darkroom Person 黑房工作人員	Processes exposed films to make negative and positive films and prints. 處理曝光軟片，製作底片及正片，沖晒照片。
406	Librarian 資料室人員	Organises, develops and maintains systematic collection of clippings, photographs, books, periodicals and other recorded material and makes them available to library users. 編排、添增及管理蒐集所得的報紙或雜誌剪輯、照片、書籍、期刊及其他記錄資料，供使用者隨時借閱。
407	Researcher 資料蒐集員	Conducts research according to editor's or reporter's requirements or project requirements. 依照編輯或記者的要求／項目要求，進行資料蒐集。

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）		
408	Web Page Designer 網頁製作員	<p>Produces and updates the Web Page in consultation with the Webmaster or Online Editor; Creates the look, content, layout and features of a website. Helps with maintenance and additions to the website.</p> <p>與網主或網絡編輯商議，製作和更新網頁；創建一個網站的外觀、內容、佈局和功能；協助網站維護和補充內容。</p>
409	Webmaster 網主	<p>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.</p> <p>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。</p>
410	Digital Designer 數碼媒體設計員	<p>Provides digital design, production and updating for web, mobile and social media.</p> <p>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。</p>
481	Promoter 推廣員	<p>Engages in promoting products in exhibitions, supermarkets or department stores and distributing advertising leaflets. Helps to introduce the exhibitor.</p> <p>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。</p>

News & Information / Advertising Sales / PR Department in Radio and Television Stations

電台及電視台的新聞及資訊／廣告銷售／公關部

Code No. 編號	Job Title 職稱	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。
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。

Code No. 編號	Job Title 職稱	Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
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。
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	Provides artistic direction and guidelines for all related business in the organisation. Leads the art and design team and work with other production team when required. Controls quality of all deliverables. 提供美術指導予業務計劃，領導美術及設計團隊，在需要時與其他製作團隊合作，並控制作品質素。

Code No. 編號	Job Title 職稱	Description 工作說明
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。
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 監製；製作主任	Undertakes the overall production design and development (including its scale, cost and contents). Directs the producers to create the news programmes. 負責整個製作的設計及開發(包括其規模、成本及內容)；指導編輯製作新聞節目。

Code No. 編號	Job Title 職稱	Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	Undertakes advertising sales in one country, or manages a group of client portfolio. 負責單一地區的廣告銷售；管理一批客戶。
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、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。
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。
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	Undertakes advertising booking, material traffic and invoicing. Assists and supports Advertising Sales team for after sales services. 負責廣告排期，稿件交收與開發票；協助與支援廣告銷售部的售後服務。
286	Public Relations Manager 公共關係經理	Undertakes PR programs, press releases and co-ordinates with other media organisations. 負責公關計劃，新聞稿與協調其他媒體。
287	Sales Training / Support Manager 銷售訓練／支援經理	Undertakes sales training and sales material, and develops training and incentives programs for sales team. 負責銷售隊伍的訓練與銷售資料；為推銷員制定訓練與激勵計劃。
EXECUTIONAL LEVEL 執行人員級		
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。

Code No. 編號	Job Title 職稱	Description 工作說明
EXECUTIONAL LEVEL(CONT'D) 執行人員級 (續)		
312	News Anchor; Announcer 新聞主播；報告員	Presents news, conducts interviews and acts as compere of information & current affairs or relevant news programmes. 報告新聞、進行訪問，以及主持資訊及公共事務或新聞相關節目。
313	News Translator 新聞翻譯員	Translates selected news items. 翻譯經選擇的新聞項目。
314	Senior Reporter/ Researcher; Reporter; Researcher 高級記者／資料搜集； 記者；資料搜集	Research and reports information of interests to the public. Analyses news releases. Interviews people. Attends public functions, visits scenes of accidents and obtains information from all relevant sources. Submits information in written or audio form. Conducts live or taped reports, or interviews. 搜集資料及採訪報導大眾關注的消息；分析新聞稿；進行個人訪問；參加公眾聚會，採訪意外現場及從各有關方面獲取資料；進行筆錄或錄音；進行現場或錄音報導或訪問。
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 information, current affairs and news related Web Page. 負責撰寫標題及選擇字體；並為網上發表的稿件及圖片，進行選取、覆核、修改及整理的工作；及／或需負責資訊及公共事務或新聞相關網頁的排版及設計。

Code No. 編號	Job Title 職稱	Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
318	Content Writer; Script Writer 撰稿員	Develops concepts and writes contents or scripts for information, current affairs and news related programmes; revises scripts under the direction of producers and directors. 構思項目或節目意念，撰寫資訊及公共事務或新聞相關節目內容或稿件，按編導及總監的指示修訂稿件。
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 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，以及蒐集數據及文書支援工作。
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. 協助市場調查經理／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/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。
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		
412	Web Page Designer 網頁製作員	Produces and updates information, current affairs and news related Web Page in consultation with the Webmaster or Online Editor; Creates the look, content, layout and features of the website. Helps with maintenance and additions to the website. 與網主或網絡編輯商議，製作和更新資訊及公共事務或新聞相關網頁；創建網站的外觀、內容、佈局和功能；協助網站維護和補充內容。

Code No. 編號	Job Title 職稱	Description 工作說明
SUPPORTING / TECHNICAL LEVEL (CONT'D) 輔助／技術人員級（續）		
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 information, current affairs or news related Web Page, and maintains the overall structure and design of the website. 擔任機構各部門與外界之間的協調，確保互聯網或內聯網網站運作暢順；負責資訊及公共事務或新聞相關網頁的製作及更新，維持網站的整體結構及設計。
414	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演；製作助理；錄影廠製作經理；影片剪接；字幕操作員	Assists the producer in all aspects in the production of information, current affairs or news related programme, including news reporting and post-production. 在各方面協助編導製作資訊及公共事務或新聞節目，包括新聞採訪後期製作。
415	Duty Director 值日導播員	Monitor the on-air programme broadcasts and carry out panel operation in the Presentation Booths to ensure the smoothness of on-air presentation 負責監察節目播放日常運作及節目播出質素，更新節目播出列表。
416	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D 動畫師；2D 動畫師	Responsible for motion graphic / visual effects / animation design work for information, current affairs or news related programme production. 負責設計資訊及公共事務或新聞節目及其他活動中的動態圖像／視覺特效／動畫。
417	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員	Responsible for audio recording, dubbing and mixing for information, current affairs or news related programme. 負責資訊及公共事務或新聞節目之錄音、配音及混音。
418	Set Designer 佈景設計師	Design sets for information, current affairs or news related programme. 負責設計資訊及公共事務或新聞節目所需的佈景。
419	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	Prepare news' anchor / announcer / presenter with hair-do, make up and styling. 替新聞主播／報導員／主持人預備合適的髮型、化妝及服裝。

Code No. 編號	Job Title 職稱	Description 工作說明
SUPPORTING / TECHNICAL LEVEL (CONT'D) 輔助／技術人員級（續）		
481	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，並協助介紹參展廠商。

Digital / New Media
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. Undertakes strategic planning for news event coverage and development of the news organisation. Deploys manpower to meet the needs of news organisations in the digital era. 決定編輯方針及刊物／機構對各項問題的立場；確保所發表的文章符合刊物／機構的宗旨；負責新聞編採的策略方向及機構的策略性發展；安排人手調配以符合機構在數碼年代的需要。
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	Assists the Editor on the implementation of overall strategy for news event coverage and ensures materials are conformed with established policy and standard. 協助總編輯執行新聞編採策略，並確保文稿符合一貫方針及標準。
103	Executive Editor 執行編輯	Manages the day-to-day operation and running of the Editorial Department. Assists the Editor with content development, leadership in editing various layouts; Handling budget controls and staff matters. 負責編輯部的日常工作與管理；協助總編輯落實內容、領導不同版面的編輯工作，控制預算及人事問題。
192	Research and Development Director 研發總監	Leads and oversees the prospect and research function, supervise the research staff and work closely with development officers as a partner in helping them to achieve business goals. 主理研發專題以配合公司發展前景及策略，監察研發團隊的工作，並需要與業務發展團隊緊密合作以達到公司業務發展目標。
193	Chief Technology Officer; Chief Technical Director 首席技術主任； 首席技術總監	Oversees the current technology and create relevant policy, possesses the business knowledge to alian technology-related decisions with the organisation's goals. 主理現時技術及科技支援，及制定相對策略/政策，並必須具有相對的業務知識以配合與技術及科技有關的公司發展。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
194	Chief (Digital) Content Officer; Director of Digital Media 首席(數碼)內容總監; 數碼媒體總監	Oversees the full range of digital strategies and drive change across the organisation; provides content leads based on the development of current digital technologies, and manage the initiatives. 管理及監察多元的數碼策略，以改善及輔助公司發展方向，領導配合數媒平台的內容，緊貼數碼媒體發展以制定配合的內容發展策略。
195	Executive Producer 製作總監	Oversees the work of production team, manages production timeline and schedule with the support of the team. Also as a keyman in holding the resources between creative team, technical team and business team. 全面監控製作過程及管理製作團隊，監察項目製作進度、內容以及預算，並平衡不同團隊之間的合作，尤其是創意、技術及業務三方面。
196	Creative Director 創意總監	Provides visions and guidelines to the creative team (includes copywriters, graphic and digital designers, photographers and videographers etc.) for creative content and campaign production. Also to oversee the team in developing creative projects and work on quality control of all the outputs and deliverables. 領導創意團隊，提供多元創作視野及引導，以製作出具創意及挑戰的設計及內容。管理創作團隊，以及控制及檢察作品品質。
181	Managing Director; President 董事總經理；總裁	Undertakes the overall management of all business including human resource management, cost control and strategic directions. 負責所有業務的管理，包括人事管理、成本控制及方針策略等。
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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
183	Advertising / Advertising Sales / Marketing and Sales Director 廣告／廣告銷售／銷售及發行總監	Assumes overall responsibility for the management of the advertising sales and marketing functions, or manages a significant client portfolio. 負責管理廣告銷售及市場推廣；或管理一批大客戶。
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。
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	Provides artistic direction and guidelines for all related business in the organisation. Leads the art and design team and work with other production team when required. Controls quality of all deliverables. 提供美術指導予業務計劃，領導美術及設計團隊，在需要時與其他製作團隊合作，並控制作品質素。

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) / Photo Editor 攝影主任	Assigns work to news photographers. 負責分派新聞攝影工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
206	Editorial / Leader Writer 主筆	Writes, in consultation with the editor, comments on topics of current interests to keep the public informed and to stimulate or mould public opinion in accordance with policies of the website/organisation. 與編輯商議，依照網站／機構的方針，撰寫時事評論，以引起或影響輿論。
290	Technical Manager 技術經理	Provides professional insights in balancing the management and technical process with the aim of process success. In support of project planning and execution or product development in technical aspects. 在管理項目及產品製作過程下提供專業技術協助。
291	Research and Development Manager 研發經理	Oversees ways for development of implementation of assigned projects and current products. Monitors new product development from beginning to the end, and prepare financial records, test findings and provide management with progress report. 管理項目及產品的發展及執行方法及進度，監控新產品的發，以至預備發展及數據報告至管理層。
292	Producer 監製	Manages and oversees specific projects assigned from director, from conception to completion. To articulate various resources from different teams to ensure the production is right on the working timeline and budget with agreed standard. 專責項目管理，由概念至完成，需與多個不同團隊合作，連結不同資源以在制定的時間表及預算製作相對水準的作品。
293	Digital Content Officer 數碼內容主任	Coordinates and plans for the digital media creation and multi-channel publication of the requested content, which based on the leads provided from the senior management. 統籌及策劃數碼內容創作，管理製作流程及細節。
294	Production Manager 製作經理	Oversees production process of products, ensure the working time and production quality are matched based on the guidelines from senior management, sales team and also art & design team. 主責監控制作過程，配合高級管理層、銷售及創作團隊所提供的指引，在預定的期表與預算下完成達標品質的產品。
281	Account Manager 客戶經理	Undertakes advertising sales in one commodity, or manages a group of client portfolio. 負責單一類型的廣告銷售；管理一批客戶。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
282	Sales Manager 銷售經理	Undertakes circulation sales/ distribution liaison in one country and/ or subscription sales. 負責單一地區銷量銷售／發行聯絡，及／或訂閱推廣。
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。
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。
288	Business Development Manager 業務發展經理	Based on the provided guidelines and vision, gives supervision to the team and manage each headcounts rides on the business goals. Identifies sales leads and pitch goods and services to potential clients with the support of the team, and to maintain good relationship and updates to the existing client sectors. 根據公司指引及目標，監察及協助團隊執行拓展業務工作，關注市場及把產品及服務拓展至新客戶群，以及與固有客戶保持良好關係。

Code No. 編號	Job Title 職稱	Job Description 工作說明
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; Photographer 資深（高級）攝影記者； 攝影記者；攝影師	Takes pictures/video of people, places or events. Writes captions. 拍攝有關人、地、事件的照片／短片，並撰寫圖片／影片說明。
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。
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。

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）		
323	Copywriter 撰稿員	Develops concepts and writes project contents (copy). 構思概念及項目內容(稿件)。
390	Web Designer 網頁程式設計員	Produces and updates the Web Page in consultation with the Producer; Creates the look, content, layout and features of a website. Helps with maintenance and additions to the website. 與監製商議，製作和更新網頁；創建一個網站的外觀、內容、佈局和功能；協助網站維護和補充內容。
391	Motion Graphic Designer 動畫影像設計員	Prepares design plan, concept and layout for motion graphic project. 預備設計流程及概念執行，以至製作範本及執行動畫影像項目。
392	Game Designer 遊戲設計員	Creates games for different formats or media. Develops, designs and initial concept designs for games including game play. 由初型、構思以至設計程式細節，製作在不同介面及媒體平台上的遊戲。
393	User Experience Designer; User Interface Designer 客戶體驗設計員；介面設計員	Participates in software development life cycle. Analyses, studies and understands the application, the user objectives, and the desirable user experience. Presents early-stage designs for testing, and offer implementation suggestions from a user-centred perspective; Writes computer codes that result in a data entry interface that is easy to use and minimizes errors on the end-user side. 參與軟件發展，透過理解程式的細節以及用者的背景及行為進行設計。由早期設計範本與執行測試，以至結合其他技術支援；進行編程及介面設計，透過進行不同的測試以發展最低風險的用者介面。
394	Social Media Executive 社交媒體專員	Generates, edits, publishes and shares content on social media (original text, images, video or HTML) that build meaningful connections with community. 製作、編輯、刊登及分享社交媒體上的內容。
395	Video Editor 影片剪接師	Performs video editing & post-production for video. 為影片進行剪接及後期製作。

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）		
396	Multimedia Designer; Digital Designer 多媒體設計員；數碼媒體設計員	Provides digital design, production and updating for web, mobile, social media and digital video. 提供數碼設計、製作以及網頁、手機、社交媒體及數位錄像的更新。
397	Social Media Influencer; Key Opinion Leader (KOL); Blogger 社交媒體影響者；網絡紅人；博客	Provides new product recommendations in niches through publishing videos, live broadcasting, photos and articles on social media platforms targeting online audience to build brand reputation. 在社交媒體平台，就著專門的範疇，發佈視頻、直播、照片或文章，針對目標觀眾群推薦新產品，及提昇品牌形象。
398	Project Executive 項目執行主任	Execute the project with assigned workflow. 根據指示執行項目流程。
399	Webmaster; Web specialist 網主；網頁專員	Acts as the co-ordinator between various function units and external parties to ensure smooth operation on Internet/Intranet website. Creates and updates Web Page, and maintains the overall structure and design of the website. 擔任機構各部門與外界之間的協調，確保互聯網／內聯網網站運作暢順；負責網頁的製作及更新，維持網址的整體結構及設計。
381	Sales Assistant; Account Executive 銷售助理；客戶主任	Assists Advertising Sales Manager/Director for advertising sales mostly from smaller revenue clients, or provides after sales services, advertising material traffic and clerical support functions. 協助廣告銷售總監推銷，主要負責小客戶，提供售後服務，廣告稿交收與文書支援工作。
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。

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）		
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。
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		
401	Designer 美術設計員	Prepares/designs artworks. 預備／設計美術繪圖。
407	Researcher 資料蒐集員	Conducts research according to editor's or reporter's requirements or project requirements. 依照編輯或記者的要求／項目要求，進行資料蒐 集。
492	Data Analyst 數據分析員	Interprets data, analyzes results using statistical techniques and provides ongoing reports. Develops and implements data collection systems and other strategies that optimize statistical efficiency and data quality. 進行數據收集流程，使用不同軟件及策略去分析數 據，並提供數據報告。
481	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。

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	Digital Media/Marketing Strategist 數碼媒體／市務策略師	Undertakes the responsibility of collecting consumer data on digital platforms and developing integrated digital strategies to ensure effective execution, flow and end-result for creative campaigns. 負責收集數碼平台用戶數據及制定整合數碼營銷策略，確保創作企劃得到有效益的執行、流程及成果。
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。
339	Social Strategist 社交策略師	Works closely with digital team to develop social media strategies for clients. Involves in measuring and analysing social data, developing content strategies and keeping abreast of social media trends. 與數碼營銷團隊緊密合作，為客戶制定社交媒體策略，包括計算及分析社交數據，制定社交內容策略及了解社交媒體趨勢。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
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。
492	Data Analyst 數據分析員	Interprets data, analyzes results using statistical techniques and provides ongoing reports. Develops and implements data collection systems and other strategies that optimize statistical efficiency and data quality. 進行數據收集流程，使用不同軟件及策略去分析數據，並提供數據報告。

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 董事總經理；總經理	Undertakes the overall management and development of the advertising agency. Shapes the vision and direction for the agency. 負責廣告公司整體的管理及業務發展，並為公司設定長遠目標及發展方向。
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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
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。
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。
272	Brand Design Director/ Head of Brand Design 品牌設計總監	Oversees the design of branding and advertising for a client, ensuring that the new branding and advertising fits in with the client's requirements 協助品牌經理，監控整體品牌設計規劃及項目質量。
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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
366	Media Buyer 媒介採購員	Negotiates with suppliers for press space or airtime according to the approved schedule and media plan. 根據核定的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。
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
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
373	Strategic Planner 品牌策劃員	Assists the Director of Strategic Planning in developing brand/communication strategies and inspiring creative direction by conducting market research and uncovering consumer insights. 透過進行市場調查及洞察消費行為，協助品牌策劃總監制定品牌傳播策略及啟發創作意念。
374	Community Manager 社群經理	Acts as the brand advocate for clients' social media platforms to review online conversations, monitor user-generated content and maintains content calendars. Works closely with Social Strategist to develop social media strategies through integrating social data and insights. 為客戶擔任社交平台的推廣角色，評估網上對話、監察用戶生成內容及建立社交內容編制日程。與社交策略師緊密合作，透過整合及洞察社交用戶行為及數據，為客戶制定社交媒體策略。
375	Senior Brand Designer/ Brand Designer 資深品牌設計師/ 品牌設計師	Assists head of brand design for marketing activities. Responsible for both developing and producing creative brand designs / Provides designs in the process of package design 協助品牌設計總監開發和構思品牌推廣設計。負責品牌形象設計、企業形象識別、平面設計工作。
376	Package Designer 包裝設計師	Provides ideas and designs in the process of package design for clients. 負責為客戶品牌包裝構思、設計、製作及修改工作。
377	Digital Media / Marketing Strategist 數碼媒體／市務策略師	Undertakes the responsibility of collecting consumer data on digital platforms and developing integrated digital strategies for clients to ensure effective execution, flow and end-result for creative campaigns. 負責收集數碼平台用戶數據及制定整合客戶的數碼營銷策略，確保創作企劃得到有效益的執行、流程及成果。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
378	Social Strategist 社交策略師	Works closely with digital team to develop social media strategies for clients. Involves in measuring and analysing social data, developing content strategies and keeping abreast of social media trends. 與數碼營銷團隊緊密合作，為客戶制定社交媒體策略，包括計算及分析社交數據，制定社交內容策略及了解社交媒體趨勢。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
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。
492	Data Analyst 數據分析員	Interprets data, analyzes results using statistical techniques and provides ongoing reports. Develops and implements data collection systems and other strategies that optimize statistical efficiency and data quality. 進行數據收集流程，使用不同軟件及策略去分析數據，並提供數據報告。

**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 includes advertising; Identifies business opportunities for client by uncovering consumer insights. Formulates brand/communication strategies and inspires creative development. 全盤負責包括廣告在內的市場、產品開發與／或品牌推廣活動；負責客戶品牌業務的整體管理和發展策略，以及啟發團隊的創作意念。

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> ; Monitors market trends and oversees branding and communication activities to ensure the right message is delivered for product or service. 負責推行市場與 / 或產品推廣活動，其中 <u>包括廣告宣傳</u> ；監控市場的發展趨勢和分析，並監督品牌營銷活動，以確保正確的產品或服務信息傳遞。
147	Community Relations Manager 社區關係經理	Develops and maintains good relations with the community. 發展與維持社區關係。
148	Market Research Manager 市場調查經理	Leads a team of researchers to plan, conduct and analyse market researches. 領導市場調查員策劃與進行市場調查工作，分析調查結果。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (CONT'D) 經理級 (續)		
149	Publication Manager 出版經理	Plans and prepares publications. Assists in the preparation and distribution of reports and other publications. 編製刊物；協助製備及分發報告和其他刊物。
150	Internal Communications Manager 內部傳訊經理	Establishes and manages internal channels to ensure effective communications within a company/organisation. Arranges communication activities for news announcements to internal staff. 設立及管理公司／機構內部的溝通渠道；安排活動以發布消息予內部員工。
SUPERVISORY LEVEL 主任級		
241	Assistant Manager / Executive for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務助理經理／主任	Implements PR plans. Assists manager to liaise with the mass media. Handles enquiries, monitors news and prepares press releases. 執行公關計劃；協助經理聯絡傳媒；處理查詢，檢查新聞與準備新聞稿。
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	Implements advertising or marketing communications programmes and campaigns as directed by the Manager. 按照經理指示，推行廣告或市場推廣計劃與活動。
243	Assistant Manager / Executive for Marketing, Product Development and Brand Management 市場、產品開發及品牌推廣助理經理／主任	Implements marketing and/or product development activities as directed by the Manager. 按照經理指示，推行市場與／或產品推廣活動。
244	Assistant Manager for Publication 助理出版經理	Assists the manager in preparing and distributing reports and other publications. 協助經理編製與分發報告和其他刊物。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (CONT'D) 主任級 (續)		
245	Chief Editor; Editor 總編輯；編輯	Prepares, screens and approves all press releases, speeches and documents to ensure the delivery of consistent corporate messages. 撰寫及審閱所有新聞稿、講稿及文件以確保信息一致。
246	TV Producer 廣告製片	Negotiates and liaises with production houses to produce TV commercials. 製作廣告；與製作公司聯絡，並洽商製作事宜。
247	Brand Design Director; Head of Brand Design 品牌設計總監	Oversees the design of branding and advertising for a company/organisation, ensuring that the new branding and advertising fits in with the company/organisation's overall brand strategy. 協助品牌經理，監控整體品牌設計規劃及項目質量。
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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
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。
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。
351	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	Assists head of brand design for marketing activities. Responsible for both developing and producing creative brand designs./ Provides designs in the process of brand identity design. 協助品牌設計總監開發和構思品牌推廣設計。／負責品牌形象設計、企業形象識別、平面設計工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL (CONT'D) 執行人員級 (續)		
352	Package Designer 包裝設計師	Provides ideas and designs in the process of package design for company/organisation. 負責為公司／機構的品牌包裝構思、設計、製作及修改工作。
353	Digital Media / Marketing Strategist 數碼媒體／市務策略師	Undertakes the responsibility of collecting consumer data on digital platforms and developing integrated digital strategies for the company/organisation to ensure effective execution, flow and end-result for creative campaigns. 負責收集數碼平台用戶數據及制定整合公司／機構的數碼營銷策略，確保創作企劃得到有效益的執行、流程及成果。
354	Social Strategist 社交策略師	Works closely with digital team to develop social media strategies for a company/organisation. Involves in measuring and analysing social data, developing content strategies and keeping abreast of social media trends. 與數碼營銷團隊緊密合作，為公司／機構制定社交媒體策略，包括計算及分析社交數據，制定社交內容策略及了解社交媒體趨勢。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
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; Creates the look, content, layout and features of a website. Helps with maintenance and additions to the website. 製作和更新網頁；創建一個網站的外觀、內容、佈局和功能；協助網站維護和補充內容。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
492	Data Analyst 數據分析員	Interprets data, analyzes results using statistical techniques and provides ongoing reports. Develops and implements data collection systems and other strategies that optimize statistical efficiency and data quality. 進行數據收集流程，使用不同軟件及策略去分析數據，並提供數據報告。

Media Production
媒體製作

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
121	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁； 執行董事	Helps management in formulating station's editorial policies and oversees the implementation of the policies. Decides on programmes and programme formats. Negotiates the purchase and sale of programmes. Undertakes the overall administration and output. Liaises with other sections. Drafts and controls budgets. Deals with personnel matters including employing and dismissing staff. 協助管方制定編輯方針，及負責執行該等方針；決定節目內容及節目形式；負責整體行政及製作；聯絡其他部門；草擬及控制預算；處理人事問題包括聘請及解僱員工。
122	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監； 助理總監；創作總監； 製作總監	Manages the day-to-day output and running of the programmes. Helps the Vice President/Executive Director with budget controls and staff matters. Examines materials for conformity with established policy and standards, and revises it as necessary. 負責日常節目製作與管理；協助副總裁／執行董事控制預算及處理人事問題；審核播出資料，確保符合一貫方針及標準，必要時加以修改。
123	Program Director; Promotion Director 項目總監；宣傳總監	Assumes overall responsibility for the management of the marketing programs, advertising/promotional plans, researches and PR functions as to support advertising or circulation sales. 負責管理市場工作、廣告／推廣計劃、調查與公關活動，以支援廣告與銷量。
124	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		
221	Head of Production; Head of Creation 製作主任；創作主任	Undertakes the overall production design and development (including its scale, cost and contents). Directs the producers to create programmes. 負責整個製作的設計及開發(包括其規模、成本及內容)；指導監製製作節目；協助製作總監／創作總監。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
321	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導； 編導；助理編導	Plans and develops live or recorded productions, and determines how the show will look and sound. Selects the script, set, props, lighting, and other production elements. Also co-ordinates the activities of on-air personalities, production staff, and other personnel. 策劃及開發直播或錄影製作，以確保如何有一個可觀性及完美的節目；選擇稿件、位置、道具、燈光及其他製作元素；並且協調廣播、製作及其他人員的活動。
322	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集 員；資料撰稿員	Responsible for review and approval of the script, decide the general direction of research; research, organising information and script writing for the programme. 負責審閱及批核稿件，決定資料搜集的方向；為節目作資料搜集及稿件撰寫。
323	Content Writer; Script Writer 撰稿員；編劇	Develops concepts and writes project contents or scripts for the programme; revises scripts under the direction of producers and directors. 構思項目或節目意念，撰寫項目內容或節目稿件，按編導及總監的指示修訂稿件。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
421	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理； 影片剪接；字幕操作員	Assists the producer in all aspects in the production of programme, including shooting and post-production. 在各方面協助編導製作節目，包括後期製作。
422	Duty Director 值日導播員	Monitor the on-air programme broadcasts and carry out panel operation in the Presentation Booths to ensure the smoothness of on-air presentation 負責監察節目播放日常運作及節目播出質素，更新節目播出列表。
423	Senior Cameraman; Cameraman 高級電視攝影師； 電視攝影師	Uses motion picture, television, video camera, lighting instruments, or other equipment to film a wide range of subjects, including commercial motion pictures, documentaries, music videos and news events. 使用電影、電視、攝像機、燈光或其他器材攝製廣泛的主題，包括商業電影、音樂錄像、綜藝及體育節目。

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）		
424	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師； 視覺特效設計師； 3D 動畫師；2D 動畫師	Responsible for motion graphic / visual effects / animation design work for programme production and other functions. 負責設計節目及其他活動中的動態圖像／ 視覺特效 ／ 動畫。
425	Visual Producer 視覺編導	Responsible for editing / shooting on-air promos and station image 負責拍攝及編輯直播廣告和圖像。
426	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄； 收音員	Responsible for audio recording, dubbing and mixing for programme. 負責節目之錄音、配音及混音。
427	Set Designer 佈景設計師	Design sets for different programme. 負責設計不同節目所需的佈景。
428	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	Prepare talents / artist with hair-do, make up and styling. 替演員預備合適的髮型、化妝及服裝。

Quality Control Measures

Prior to fieldwork preparation

- Collect contact information of the sampled establishments
- Group sampled establishments to the same business organisation

Thorough training of fieldwork staff

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

Monitoring of the fieldwork execution

- Well-trained enumerators who are experienced in conducting establishment surveys
- Closely monitor fieldwork progress and work of enumerators
- Debriefing sessions twice a week
- Joint field visits by VTC

Measures to increase the response rate

- Strategic directions given by VTC
- Assistance from the Training Boards and trade associations, etc.

Checking of the completed questionnaires

- Sample check of completed questionnaires by an independent team of QC checkers
- 100% vetting of the completed questionnaires by VTC

Double data entry and data validation

- Double data entry system
- Validation of collected data via computer programming and systems

Data analysis by VTC

- Comparison of survey findings with last round
- Benchmarking with relevant manpower information (if deemed appropriate)

質素控制措施

實地調查前的準備工作

- 收集抽樣機構的聯絡資料
- 將同一業務組織的抽樣機構集合在一起

實地調查員的充分訓練

- 由 VTC 主持行業簡介工作坊
- 諮詢 VTC 後，由 MOV 提供簡介與培訓

監察實地調查的執行

- 訓練有素，並具機構調查經驗的調查員
- 密切監察實地調查進程與調查員的工作
- 每星期舉行兩次匯報會
- VTC 聯合實地探訪

增加填覆率的措施

- VTC 提供策略指引
- 由訓練委員會與行業組織協助

檢查填覆的問卷

- 由獨立質素審查隊伍抽樣檢查填覆的問卷
- 填覆的問卷 100%由 VTC 審查

複式數據輸入及檢核收集所得數據

- 複式數據輸入制度
- 運用電腦程式與系統檢核收集所得數據

由 VTC 分析數據

- 比較上一輪的調查結果
- 如視為適當，以相關人力資料為基準

Response Profile

Business Sector		(a) No. of Valid Cases*	(b) No. of Establishments Successfully Enumerated	(b)/(a) Effective Response Rate
Journalism Sector	Newspapers	28	23	82.1%
	Magazine	53	49	92.5%
	News & Information / Advertising Sales / PR Department in Radio and Television Stations	33	31	93.9%
	News Agencies	22	21	95.5%
Digital / New Media Sector		26	25	96.2%
Advertising and Public Relations Sector	Public Relations Service Suppliers	132	123	93.2%
	Advertising Companies, Agencies and Other Advertising Services	145	131	90.3%
	Corporate Communications/ Public Relations / Advertising/ Marketing Department in Companies/ Institutions	104	88	84.6%
Media Production Sector		69	63	91.3%
Overall		612	554	90.5%

*Note: * Invalid cases were referred as those establishments which had been ceased operation, closed, and so on.*

填覆機構概要

行業		(a) 有效抽樣機 構數目*	(b) 成功受訪 機構數目	(b)/(a) 有效回覆率
新聞業	報紙業	28	23	82.1%
	雜誌業	53	49	92.5%
	電台／電視台新聞及資訊部	33	31	93.9%
	新聞通訊社	22	21	95.5%
數碼／新媒體		26	25	96.2%
廣告與公共關 係業	公共關係服務供應商	132	123	93.2%
	廣告業機構	145	131	90.3%
	公司或機構內企業傳訊／公共 關係／廣告／市場部	104	88	84.6%
媒體製作業		69	63	91.3%
整體		612	554	90.5%

註：* 已停止營運或結業的機構視作無效。

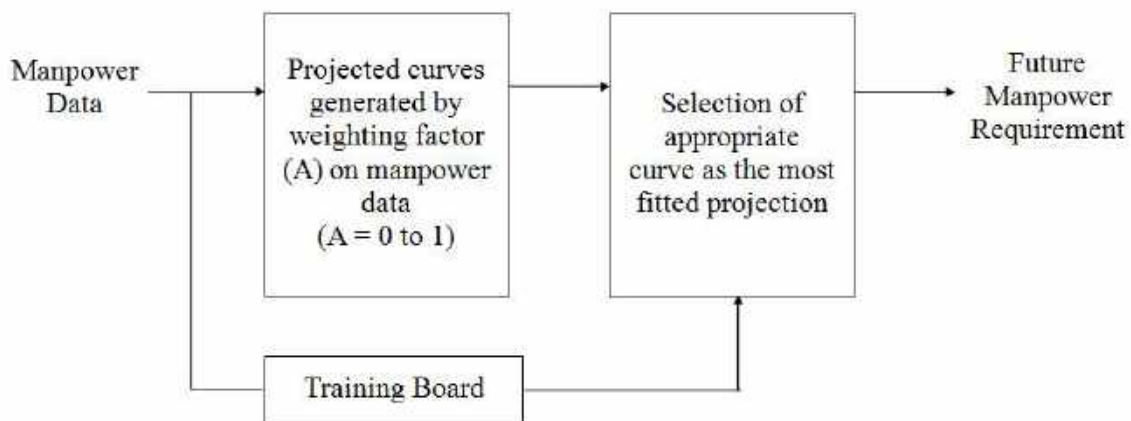
Manpower Projection Methodology

Adaptive Filtering Method

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

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

Figure 1 Adaptive Filtering Method

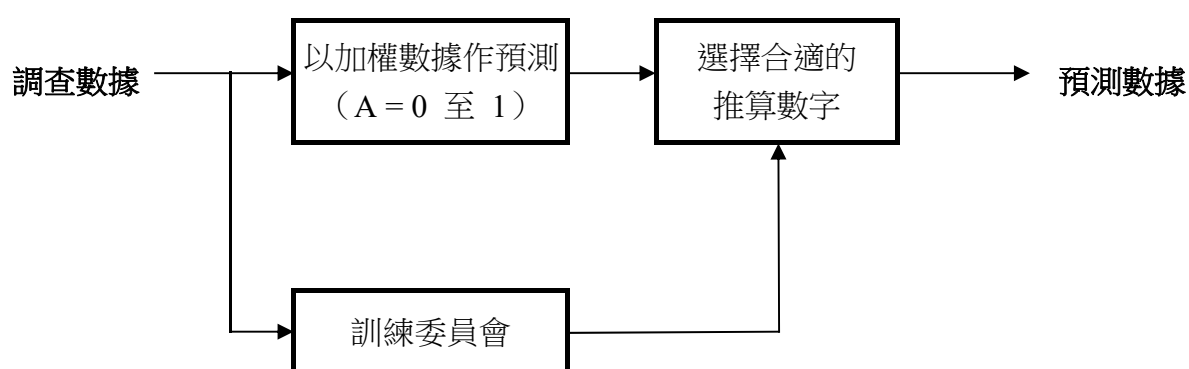


人力預測方法

調節過濾預測法

1. 調節過濾預測法 [Adaptive Filtering Method, AFM] 是一種基於“加權平均數值”的預測方法。在這種方法中，將過往的人力數據進行加權，並對較新的數據進行較重的加權。預測更多地取決於最近的人力數據。就採用最新調查數據的程度可以通過調整加權因子（A）來改變。因此，“A”的值越高，最新數據的權重就越大。
2. 訓練委員會並根據市場趨勢、技術發展、社經因素及未來期望等數據優化未來人力需求的預測。圖一顯示調節過濾預測法的推算過程。

圖一 調節過濾預測法



Manpower Projection Methodology

Labour Market Analysis

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

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

人力預測方法

人力市場分析

1. 人力市場分析方法檢查了一組關鍵的統計數據，這些數據反映了當地經濟、人口和人力市場的重要變化。然後選擇一些數據作為獨立變量來構建統計模型，該模型可用於預測企業的人力需求研究中的經濟部門。
2. 建立統計模型包括兩個主要步驟：(i) 診斷和 (ii) 預後。在診斷步驟中，將測試兩組統計數據以選擇決定因素。第一組包括香港國民核算中的 9 個核心統計數據（例如國內生產總值（GDP）及其組成部分），提供有關關鍵經濟活動的信息。第二組包含 42 個經濟指標，其中包含有關經濟的更多分類信息，例如消費，投資，貿易，旅遊，房地產和相關活動以及勞動力市場等。對這些決定因素進行統計檢驗後，將其歸為主要組成部分。在預後步驟中，主要組成部分用於建立和維護用於人力預測的統計模型。

Statistical Tables**Table 1.1 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(Newspapers)****表 1.1 媒體及傳訊業人力情況、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 Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目 (不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月的 空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	54	-	-	-	54
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	88	-	-	-	88
103	Executive Editor 執行編輯	10	-	-	-	10
Sub-Total 小計		152	-	-	-	152
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	122	-	-	-	122
202	News / Assignment Editor 總採訪／採訪主任	387	2	5	-	394
203	International News Editor 國際新聞主任	12	-	-	-	12
204	China / National News Editor 中國新聞主任	29	-	-	-	29
205	Assignment Editor (Photography) / Photo Editor 攝影主任	55	-	-	-	55
206	Editorial / Leader Writer 主筆	36	-	2	-	38
Sub-Total 小計		641	2	7	-	650
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	249	-	3	-	252
302	Sub-editor; Copy Editor 文稿編輯	225	22	3	-	250
303	Senior Reporter; Reporter 資深（高級）記者；記者	1 161	36	18	-	1 215

Job Code 職務編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目(不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由工作者數目	No. of Vacancies in Oct 2019 2019年10月的空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測2020年10月的人力增長	Forecast No. of MC Posts by Oct 2020 預測2020年10月的媒體及傳訊業職位數目
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者; 攝影記者	228	2	-	-	230
305	Senior Translator; Translator 資深(高級)翻譯員; 翻譯員	67	4	-	-	71
306	Online Editor 網絡編輯	70	-	2	-	72
307	Senior Designer 資深(高級)美術設計員	155	-	3	-	158
308	Graphic Artist 正稿製作員	78	-	2	-	80
309	Senior Producer; Producer 高級監製; 監製	12	-	-	-	12
Sub-Total 小計		2 245	64	31	-	2 340
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級						
401	Designer 美術設計員	136	16	2	-	154
402	Typesetter 植字員	10	-	-	-	10
403	Layout Artist 排版員	149	-	-	-	149
404	Proof-Reader 校對員	84	7	-	-1	90
405	Darkroom Person 黑房工作人員	15	-	-	-	15
406	Librarian 資料室人員	86	-	-	-	86
407	Researcher 資料蒐集員	34	-	-	-	34
408	Web Page Designer 網頁製作員	35	3	-	-	38
409	Webmaster 網主	1	-	-	-	1
410	Digital Designer 數碼媒體設計員	25	-	-	-	25
Sub-Total 小計		575	26	2	-1	602
GRAND TOTAL 總計		3 613	92	40	-1	3 744

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

**Table 1.2 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(Magazine)**

**表 1.2 媒體及傳訊業人力情況、自由工作者、空缺數目、人力增長及職位預測
(雜誌)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目 (不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月的 空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	96	-	-	-	96
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	30	-	1	-	31
103	Executive Editor 執行編輯	35	-	-	-	35
Sub-Total 小計		161	-	1	-	162
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	225	-	-	-	225
202	News / Assignment Editor 總採訪／採訪主任	17	-	-	-	17
203	International News Editor 國際新聞主任	5	-	-	-	5
204	China / National News Editor 中國新聞主任	5	-	-	-	5
205	Assignment Editor (Photography) / Photo Editor 攝影主任	9	-	-	-	9
206	Editorial / Leader Writer 主筆	42	-	-	-	42
Sub-Total 小計		303	-	-	-	303
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	66	48	-	-	114
302	Sub-editor; Copy Editor 文稿編輯	226	96	-	-	322
303	Senior Reporter; Reporter 資深（高級）記者；記者	442	122	5	-	569
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	143	108	-	-	251
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	6	-	-	-	6

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月 的僱員數目 (不包括自由 工作者)	No. of Freelancers in Oct 2019 2019年10月 的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月 的空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
306	Online Editor 網絡編輯	101	-	-	-	101
307	Senior Designer 資深(高級)美術設計員	99	-	-	-	99
308	Graphic Artist 正稿製作員	9	-	-	-	9
Sub-Total 小計		1 092	374	5	-	1 471
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級						
401	Designer 美術設計員	167	-	-	-	167
402	Typesetter 植字員	1	-	-	-	1
403	Layout Artist 排版員	92	2	-	-	94
404	Proof-Reader 校對員	59	-	-	-	59
406	Librarian 資料室人員	1	-	-	-	1
407	Researcher 資料蒐集員	5	-	-	-	5
408	Web Page Designer 網頁製作員	52	-	-	-	52
409	Webmaster 網主	3	-	1	-	4
410	Digital Designer 數碼媒體設計員	58	-	-	-	58
Sub-Total 小計		438	2	1	-	441
GRAND TOTAL 總計		1 994	376	7	-	2 377

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

**Table 1.3 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(Radio/TV Station)**

**表 1.3 媒體及傳訊業人力情況、自由工作者、空缺數目、人力增長及職位預測
(電台及電視台)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目 (不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月的 空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
MANAGERIAL LEVEL 經理級						
111	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	53	-	-	-	53
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經 理	25	-	-	-	25
Sub-Total 小計		78	-	-	-	78
SUPERVISORY LEVEL 主任級						
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	39	-	-	-	39
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	50	-	-	-	50
213	Managing Editor 編輯主任	35	-	-	-	35
214	Deputy / Assistant Managing Editor 副編輯主任	56	-	-	-	56
215	Executive Producer 監製；製作主任	72	-	-	-	72
Sub-Total 小計		252	-	-	-	252
EXECUTIONAL LEVEL 執行人員級						
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	253	-	-	-	253
312	News Anchor; Announcer 新聞主播；報告員	98	-	-	-	98
313	News Translator 新聞翻譯員	43	-	-	-	43
314	Senior Reporter/Researcher; Reporter; Researcher 高級記者／資料搜集；記者；資料 搜集	534	-	2	-	536
315	Cameraman 電視攝影師	291	-	-	-	291

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目 (不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月的 空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	230	10	-	-9	231
317	Online Editor 網絡編輯	17	-	-	-	17
318	Content Writer; Script Writer 撰稿員	140	-	-	-	140
Sub-Total 小計		1 606	10	2	- 9	1 609
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
412	Web Page Designer 網頁製作員	48	-	-	-	48
413	Webmaster 網主	10	-	-	-	10
414	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演；製作助理；錄影廠製作經 理；影片剪接；字幕操作員	593	-	3	-3	593
415	Duty Director 值日導播員	1	-	-	-	1
416	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計 師；3D動畫師；2D動畫師	25	-	-	-	25
417	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員	42	4	-	-	46
418	Set Designer 佈景設計師	58	8	-	-	66
419	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	47	8	-	-	55
Sub-Total 小計		824	20	3	- 3	844
GRAND TOTAL 總計		2 760	30	5	- 12	2 783

* Including jobs with different titles but with similar functions.

包括職稱不同但工作類似的職位。

Table 1.4 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(News Agency)

Table 1.4 媒體及傳訊業人力情況、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 Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目 (不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月的 空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	10	-	-	-	10
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	10	-	-	-	10
103	Executive Editor 執行編輯	3	-	-	-	3
Sub-Total 小計		23	-	-	-	23
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	8	-	-	-	8
202	News / Assignment Editor 總採訪／採訪主任	10	-	-	-	10
203	International News Editor 國際新聞主任	1	-	-	-	1
204	China / National News Editor 中國新聞主任	2	-	-	-	2
205	Assignment Editor (Photography) / Photo Editor 攝影主任	1	-	-	-	1
206	Editorial / Leader Writer 主筆	3	-	-	-	3
Sub-Total 小計		25	-	-	-	25
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	27	-	-	-	27
302	Sub-editor; Copy Editor 文稿編輯	10	-	-	-	10
303	Senior Reporter; Reporter 資深（高級）記者；記者	64	-	2	-	66
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	13	-	-	-	13
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	4	-	-	-	4

Job Code 職務編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目(不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由工作者數目	No. of Vacancies in Oct 2019 2019年10月的空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測2020年10月的人力增長	Forecast No. of MC Posts by Oct 2020 預測2020年10月的媒體及傳訊業職位數目
306	Online Editor 網絡編輯	9	-	-	-	9
307	Senior Designer 資深(高級)美術設計員	1	-	-	-	1
308	Graphic Artist 正稿製作員	5	-	-	-	5
309	Senior Producer; Producer 高級監製; 監製	9	-	-	-	9
Sub-Total 小計		142	-	2	-	144
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級						
401	Designer 美術設計員	1	-	-	-	1
408	Web Page Designer 網頁製作員	1	-	1	-	2
409	Webmaster 網主	1	-	-	-	1
Sub-Total 小計		3	-	1	-	4
GRAND TOTAL 總計		193	-	3	-	196

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

**Table 1.5 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(Digital/New Media)**

**表 1.5 媒體及傳訊業人力情況、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 Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目 (不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月的 空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
MANAGERIAL LEVEL 經理級						
101	Editor-in-Chief; The Editor 總編輯	15	-	-	-	15
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	17	-	-	-	17
103	Executive Editor 執行編輯	4	-	-	-	4
193	Chief Technology Officer; Chief Technical Director 首席技術主任；首席技術總監	4	-	-	-	4
194	Chief (Digital) Content Officer; Director of Digital Media 首席（數碼）內容總監；數碼媒體 總監	9	-	-	-	9
196	Creative Director 創意總監	4	-	-	-	4
Sub-Total 小計		53	-	-	-	53
SUPERVISORY LEVEL 主任級						
201	Managing Editor 編輯主任	52	-	-	-	52
202	News / Assignment Editor 總採訪／採訪主任	16	-	-	-	16
204	China / National News Editor 中國新聞主任	1	-	-	-	1
205	Assignment Editor (Photography) / Photo Editor 攝影主任	10	-	-	-	10
290	Technical Manager 技術經理	13	-	-	-	13
291	Research and Development Manager 研發經理	12	-	-	-	12
292	Producer 監製	83	10	-	-	93
293	Digital Content Officer 數碼內容主任	14	-	-	-	14
Sub-Total 小計		201	10	-	-	211

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月 的僱員數目 (不包括自由 工作者)	No. of Freelancers in Oct 2019 2019年10月 的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月 的空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
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	25	-	-	-	25
302	Sub-editor; Copy Editor 文稿編輯	7	-	-	-	7
303	Senior Reporter; Reporter 資深（高級）記者；記者	110	-	-	-	110
304	Senior Press Photographer; Press Photographer; Photographer 資深（高級）攝影記者；攝影記 者；攝影師	15	13	-	-	28
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	2	-	-	-	2
306	Online Editor 網絡編輯	76	10	-	-	86
307	Senior Designer 資深（高級）美術設計員	8	-	-	-	8
323	Copywriter 撰稿員	49	15	-	-	64
390	Web Designer 網頁程式設計員	37	-	3	-	40
391	Motion Graphic Designer 動畫影像設計員	17	-	-	-	17
393	User Experience Designer; User Interface Designer 客戶體驗設計員；介面設計員	57	-	-	-	57
395	Video Editor 影片剪接師	11	-	-	-	11
396	Multimedia Designer; Digital Designer 多媒體設計員；數碼媒體設計員	47	-	1	-	48
398	Project Executive 項目執行主任	3	-	-	-	3
399	Webmaster; Web specialist 網主；網頁專員	45	-	-	-	45
Sub-Total 小計		509	38	4	-	551

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目 (不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由工作者數目	No. of Vacancies in Oct 2019 2019年10月的空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測2020年10月的人力增長	Forecast No. of MC Posts by Oct 2020 預測2020年10月的媒體及傳訊業職位數目
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
401	Designer 美術設計員	30	-	-	-	30
407	Researcher 資料蒐集員	14	-	-	-	14
Sub-Total 小計		44	-	-	-	44
GRAND TOTAL 總計		807	48	4	-	859

* Including jobs with different titles but with similar functions.

包括職稱不同但工作類似的職位。

**Table 1.6 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(Public Relations Services)**

**表 1.6 媒體及傳訊業人力情況、自由工作者、空缺數目、人力增長及職位預測
(公共關係服務)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目 (不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月的 空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
MANAGERIAL LEVEL 經理級						
131	Managing Director; General Manager 董事總經理；總經理	319	-	-	-6	313
132	Director of Client Services; Account Director 客戶服務總監	221	-	-	-2	219
Sub-Total 小計		540	-	-	-8	532
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	731	6	4	-2	739
232	Chief Editor; Editor 總編輯；編輯	33	-	-	1	34
233	Art Director 美術總監	23	-	-	-	23
Sub-Total 小計		787	6	4	-1	796
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	1 273	2	37	-2	1 310
332	Digital Media/Marketing Strategist 數碼媒體／市務策略師	35	-	-	-2	33
333	Account Co-ordinator 客戶聯絡助理	127	-	-	-	127
334	Translator 翻譯員	8	-	-	-	8
335	Visualiser 美術製稿員	13	-	-	-	13
336	Graphic Artist 正稿製作員	46	9	-	-	55
337	Copywriter 撰稿員	2	-	-	-	2
338	Research Assistant 市場調查助理	65	-	4	-	69

Job Code 職務編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目(不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由工作者數目	No. of Vacancies in Oct 2019 2019年10月的空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測2020年10月的人力增長	Forecast No. of MC Posts by Oct 2020 預測2020年10月的媒體及傳訊業職位數目
339	Social Strategist 社交策略師	18	-	-	-	18
Sub-Total 小計		1 587	11	41	- 4	1 635
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
431	Promoter 推廣員	25	-	-	-	25
492	Data Analyst 數據分析員	4	-	-	-	4
Sub-Total 小計		29	-	-	-	29
GRAND TOTAL 總計		2 943	17	45	- 13	2 992

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

Table 1.7 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(Advertising Sales / PR / Marketing Department in Media Organizations)

表 1.7 媒體及傳訊業人力情況、自由工作者、空缺數目、人力增長及職位預測
(傳媒機構內廣告／公共關係／市場部)

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目 (不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月的 空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
MANAGERIAL LEVEL 經理級						
181	Publisher; Managing Director; President 社長；董事經理；總裁	131	-	-	-	131
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	92	-	-	-	92
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	141	-	-	-	141
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	36	-	-	-	36
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	98	-	1	-	99
186	Business Development Director 業務發展總監	68	-	-	-	68
187	Research Director 市場調查總監	13	-	-	-	13
188	Public Relations Director 公共關係總監	50	-	-	-	50
189	Art Director 美術總監	113	-	1	-	114
Sub-Total 小計		742	-	2	-	744
SUPERVISORY LEVEL 主任級						
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	450	2	3	16	471
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	108	-	-	-	108
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	323	4	2	-	329
284	Research Manager 市場調查經理	48	-	-	-	48

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月 的僱員數目 (不包括自由 工作者)	No. of Freelancers in Oct 2019 2019年10月 的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月 的空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	47	-	-	-	47
286	Public Relations Manager 公共關係經理	58	-	-	-	58
287	Sales Training / Support Manager 銷售訓練／支援經理	14	-	-	-	14
288	Business Development Manager 業務發展經理	16	-	-	-	16
Sub-Total 小計		1 064	6	5	16	1 091
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	589	-	17	-	606
382	Marketing Assistant /Executive 市場助理／主任	367	8	6	-	381
383	Research Assistant / Executive 市場調查助理／主任	78	-	-	- 1	77
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	237	20	-	-	257
385	Public Relations Assistant / Executive 公共關係助理／主任	141	-	-	-	141
Sub-Total 小計		1 412	28	23	- 1	1 462
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
481	Promoter 推廣員	39	-	-	-	39
Sub-Total 小計		39	-	-	-	39
GRAND TOTAL 總計		3 257	34	30	15	3 336

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

Table 1.8 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(Advertising Companies, Agencies and other Advertising Services)

表 1.8 媒體及傳訊業人力情況、自由工作者、空缺數目、人力增長及職位預測
(廣告商 / 媒介代理商)

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目 (不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月的 空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
MANAGERIAL LEVEL 經理級						
161	Managing Director; General Manager 董事總經理；總經理	871	-	-	- 4	867
162	Director of Client Services / Account Servicing 客戶服務總監	68	-	-	1	69
163	Group Account Director; Account Director 客戶總監	255	-	-	- 1	254
164	Director of Strategic Planning 品牌策劃總監	18	-	-	-	18
165	Executive Creative Director 執行創作總監	104	-	-	4	108
166	Creative Group Head; Creative Director 創作總監	214	14	-	- 1	227
168	Head of TV Production 電視廣告製作主任	7	-	-	-	7
169	Media Planning Director 媒介策劃總監	27	-	-	-	27
170	Media Buying Director 媒介採購總監	9	-	-	-	9
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	24	-	-	-	24
Sub-Total 小計		1 597	14	-	- 1	1 610
SUPERVISORY LEVEL 主任級						
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	1 121	-	162	-	1 283
262	Art Director 美術總監	908	-	-	- 1	907
263	Studio Manager 正稿製作經理	13	-	-	-	13
264	Production Manager 製作經理	489	-	-	-	489
265	Traffic Manager 流程統籌經理	53	-	-	-	53
266	TV Producer 廣告製片	109	-	-	-	109

Job Code 職務編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目(不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由工作者數目	No. of Vacancies in Oct 2019 2019年10月的空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測2020年10月的人力增長	Forecast No. of MC Posts by Oct 2020 預測2020年10月的媒體及傳訊業職位數目
267	Media Planning Manager 媒介策劃經理	71	-	-	-	71
268	Media Buying Manager 媒介採購經理	17	-	-	-	17
269	Research Manager; Research Planner 市場調查經理；策略策劃員	140	-	-	-1	139
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	20	-	-	-	20
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	176	-	-	-	176
272	Brand Design Director/ Head of Brand Design 品牌設計總監	93	-	-	-1	92
Sub-Total 小計		3 210	-	162	- 3	3 369
EXECUTIONAL LEVEL 執行人員級						
361	Account Executive 客戶主任	2 010	-	16	-2	2 024
362	Visualiser 草稿繪製員	49	-	-	-	49
363	Graphic Artist 正稿製作員	1 847	8	1	-	1 856
364	Copywriter 撰稿員	453	138	1	-2	590
365	Media Planner; Media Executive 媒介策劃員；媒介主任	360	-	-	-	360
366	Media Buyer 媒介採購員	43	-	-	-	43
367	Traffic Co-ordinator 流程統籌	61	-	5	-	66
368	Production Assistant 製作助理	131	201	36	-3	365
369	Research Assistant 市場調查助理	127	-	-	-	127
370	Photographer 廣告攝影師	239	-	-	-	239
371	Online Editor 網絡編輯	205	-	4	-	209
372	Marketing Assistant / Executive 市場助理／主任	584	-	172	-	756
373	Strategic Planner 品牌策劃員	8	67	-	-	75
374	Community Manager 社群經理	6	-	-	-	6

Job Code 職務編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目(不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由工作者數目	No. of Vacancies in Oct 2019 2019年10月的空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測2020年10月的人力增長	Forecast No. of MC Posts by Oct 2020 預測2020年10月的媒體及傳訊業職位數目
375	Senior Brand Designer/ Brand Designer 資深品牌設計師/品牌設計師	176	-	-	-	176
376	Package Designer 包裝設計師	28	-	-	-	28
377	Digital Media / Marketing Strategist 數碼媒體/市務策略師	50	162	-	- 1	211
378	Social Strategist 社交策略師	78	-	-	- 1	77
Sub-Total 小計		6 455	576	235	- 9	7 257
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級						
461	Designer 美術設計員	2 556	-	4	-	2 560
462	Digital Designer 數碼媒體設計員	155	-	4	-	159
463	Webmaster 網主	143	-	10	- 1	152
464	Technician 技術員	486	-	-	-	486
465	Promoter 推廣員	105	-	-	-	105
492	Data Analyst 數據分析員	99	-	-	- 1	98
Sub-Total 小計		3 544	-	18	- 2	3 560
GRAND TOTAL 總計		14 806	590	415	- 15	15 796

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

**Table 1.9 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(Corporate Communication/PR/Advertising/Marketing Department in Company/Institution)**

**表 1.9 媒體及傳訊業人力情況、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 Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目 (不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月的 空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
MANAGERIAL LEVEL 經理級						
141	General Manager / Director / Head of Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務總經理／總監／主管	227	-	1	- 2	226
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／總監／主管	98	-	-	-	98
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	303	-	-	-	303
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	385	1	-	-	386
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	232	-	-	-	232
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	308	-	6	-	314
147	Community Relations Manager 社區關係經理	56	-	1	-	57
148	Market Research Manager 市場調查經理	144	-	-	-	144
149	Publication Manager 出版經理	54	-	-	-	54
150	Internal Communications Manager 內部傳訊經理	8	-	-	-	8
Sub-Total 小計		1 815	1	8	- 2	1 822

Job Code 職務編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目(不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由工作者數目	No. of Vacancies in Oct 2019 2019年10月的空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測2020年10月的人力增長	Forecast No. of MC Posts by Oct 2020 預測2020年10月的媒體及傳訊業職位數目
SUPERVISORY LEVEL 主任級						
241	Assistant Manager / Executive for Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務助理經理／主任	742	4	2	-	748
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	319	-	16	-	335
243	Assistant Manager / Executive for Marketing, Product Development and Brand Management 市場、產品開發及品牌推广助理經理／主任	612	-	3	-	615
244	Assistant Manager for Publication 助理出版經理	3	-	-	-	3
245	Chief Editor; Editor 總編輯；編輯	26	-	-	-	26
246	TV Producer 廣告製片	6	-	-	-	6
247	Brand Design Director; Head of Brand Design 品牌設計總監	21	-	1	-	22
Sub-Total 小計		1 729	4	22	-	1 755
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	803	-	4	-	807
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	823	-	17	-	840
343	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推广主任／助理	899	-	-	- 4	895
344	Officer / Assistant for Community Relations 社區關係主任／助理	63	-	-	-	63
345	Officer / Assistant for Market Research 市場調查主任／助理	126	-	-	-	126
346	Writer / Translator 撰稿／翻譯員	18	-	-	-	18

Job Code 職務編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目(不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由工作者數目	No. of Vacancies in Oct 2019 2019年10月的空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測2020年10月的人力增長	Forecast No. of MC Posts by Oct 2020 預測2020年10月的媒體及傳訊業職位數目
347	Officer / Assistant for Publication 出版主任／助理	21	-	-	-	21
348	Graphic Designer 廣告設計員	132	-	-	-	132
349	Photographer 攝影師	26	-	-	-	26
350	Online Editor 網絡編輯	2	-	-	-	2
351	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	29	-	-	-	29
353	Digital Media / Marketing Strategist 數碼媒體／市務策略師	30	-	-	-	30
354	Social Strategist 社交策略師	48	-	-	-	48
Sub-Total 小計		3 020	-	21	- 4	3 037
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
441	Researcher 資料蒐集員	92	-	-	-	92
442	Web Page Designer 網頁製作員	58	-	-	-	58
492	Data Analyst 數據分析員	70	-	-	-	70
Sub-Total 小計		220	-	-	-	220
GRAND TOTAL 總計		6 784	5	51	- 6	6 834

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

**Table 1.10 MC Manpower, Freelancers, Vacancies, Forecast Growth and Posts by Job Code / Title
(Media Production)**

**表 1.10 媒體及傳訊業人力情況、自由工作者、空缺數目、人力增長及職位預測
(媒體制作)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目 (不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由 工作者數目	No. of Vacancies in Oct 2019 2019年10月的 空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測 2020年10月 的人力增長	Forecast No. of MC Posts by Oct 2020 預測 2020年10月 的媒體及傳訊業 職位數目
MANAGERIAL LEVEL 經理級						
121	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	240	-	-	-	240
122	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監；助理總監；創作總監； 製作總監	500	-	-	-	500
123	Program Director; Promotion Director 項目總監；宣傳總監	61	-	-	-	61
124	Art Director 美術總監	88	-	-	-	88
Sub-Total 小計		889	-	-	-	889
SUPERVISORY LEVEL 主任級						
221	Head of Production; Head of Creation 製作主任；創作主任	516	0	0	-1	515
Sub-Total 小計		516	0	0	-1	515
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級						
321	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導；編導；助理 編導	964	-	1	-	965
322	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集員；資料撰稿 員	12	-	-	-	12
323	Content Writer; Script Writer 撰稿員；編劇	18	-	1	-	19
Sub-Total 小計		994	-	2	-	996
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級						
421	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理；影片剪接；字幕 操作員	294	-	-	-	294

Job Code 職務編號	Job Title* 職稱	No. of Employees in Oct 2019 (Excl. Freelancers) 2019年10月的僱員數目(不包括自由工作者)	No. of Freelancers in Oct 2019 2019年10月的自由工作者數目	No. of Vacancies in Oct 2019 2019年10月的空缺數目	Employers' Forecast Manpower Growth by Oct 2020 僱主預測2020年10月的人力增長	Forecast No. of MC Posts by Oct 2020 預測2020年10月的媒體及傳訊業職位數目
422	Duty Director 值日導播員	13	-	-	-	13
423	Senior Cameraman; Cameraman 高級電視攝影師；電視攝影師	942	-	-	-	942
424	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D動畫師；2D動畫師	486	200	-	- 2	684
425	Visual Producer 視覺編導	207	200	-	- 2	405
426	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員	438	-	-	-	438
427	Set Designer 佈景設計師	10	-	-	-	10
428	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	-	1	-	-	1
Sub-Total 小計		2 390	401	-	- 4	2 787
GRAND TOTAL 總計		4 789	401	2	- 5	5 187

* Including jobs with different titles but with similar functions.

包括職稱不同但工作類似的職位。

**Table 2.1 Number of MC Employees Leaving in the Past 12 Months
by Branch by Job Level**

**表 2.1 過去 12 個月媒體及傳訊業僱員離職人數
(按門類及技能等級劃分)**

Branch 門類	Job Level 職級	Managerial 經理級 (%)*	Supervisory 主任級 (%)*	Editorial / Production / 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		14 (3.4)	86 (8.7)	394 (14.0)	17 (2.8)	511 (10.6)
Magazines 雜誌業		2 (0.5)	11 (2.2)	48 (2.9)	24 (5.4)	85 (2.8)
News and Information Department in Radio/ TV Stations 電台／電視台新聞及資訊部		4 (1.9)	12 (2.4)	252 (13.2)	58 (6.8)	326 (9.4)
News Agencies 新聞通訊社		0 (0.0)	1 (1.7)	24 (12.8)	1 (25.0)	26 (8.9)
Sub-total 小計		20 (1.9)	110 (5.4)	718 (10.9)	100 (5.3)	948 (8.2)
Digital / New Media Sector 數碼／新媒體業						
Digital / New Media 數碼／新媒體		14 (9.3)	83 (17.1)	233 (23.1)	1 (1.4)	331 (19.3)
Sub-total 小計		14 (9.3)	83 (17.1)	233 (23.1)	1 (1.4)	331 (19.3)
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		25 (4.6)	44 (5.5)	149 (9.1)	3 (10.3)	221 (7.4)
Advertising Companies, Agencies and Other Advertising Services 廣告業機構		285 (17.7)	673 (20.0)	2 571 (35.4)	306 (8.6)	3 835 (24.3)
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		81 (4.4)	132 (7.5)	140 (4.6)	10 (4.5)	363 (5.3)
Sub-total 小計		391 (9.8)	849 (14.3)	2 860 (23.9)	319 (8.4)	4 419 (17.2)
Media Production Sector 媒體製作業						
Production companies 媒體製作		0 (0.0)	2 (0.4)	12 (1.2)	133 (4.8)	147 (2.8)
Sub-total 小計		0 (0.0)	2 (0.4)	12 (1.2)	133 (4.8)	147 (2.8)
Total 總計		425 (7.0)	1 044 (11.7)	3 823 (18.6)	553 (6.4)	5 845 (13.2)

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

表 3.1 需要媒體及傳訊業僱員具備相關技能／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 or Somewhat in Demand 按非常需要或有些需要降序排列
	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 新聞業					
Web searching 網上搜尋	3.4	36.0	50.4	10.2	1
Web security 網絡安全	4.2	44.9	39.9	11.0	2
Curation (^) 策展(^)	4.2	47.3	42.6	6.0	3
Social media monitoring and surveillance 社交媒體監測及監督	6.5	46.5	35.5	11.5	4
Sharing/posting in social media platform 於社交媒體平台分享／發佈	3.7	50.1	29.8	16.4	5
Web analytics 網站分析	3.9	53.5	26.6	15.9	6
Search engine optimisation 搜尋引擎優化	18.0	56.4	23.5	2.1	7
Apps development 應用程式開發	15.9	62.7	19.1	2.3	8
Digital / New Media Sector 數碼／新媒體業					
Web searching 網上搜尋	2.4	4.9	65.9	26.8	1
Web security 網絡安全	2.4	7.3	61.0	29.3	2
Web analytics 網站分析	2.4	12.2	53.7	31.7	3
Social media monitoring and surveillance 社交媒體監測及監督	2.4	14.6	56.1	26.8	4
Sharing/posting in social media platform 於社交媒體平台分享／發佈	2.4	14.6	56.1	26.8	4
Search engine optimisation 搜尋引擎優化	4.9	17.1	56.1	22.0	6

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 or Somewhat in Demand 按非常需要或有些需要降序排列
	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 (%)*	
Curation (^) 策展(^)	7.3	22.0	43.9	26.8	7
Apps development 應用程式開發	4.9	34.1	34.1	26.8	8
Advertising and Public Relations Sector 廣告與公共關係業					
Web analytics 網站分析	31.4	21.7	45.4	1.5	1
Web security 網絡安全	31.5	31.7	31.1	5.8	2
Web searching 網上搜尋	31.1	32.1	34.8	2.1	3
Sharing/posting in social media platform 於社交媒體平台分享／發佈	30.2	34.0	23.0	12.8	4
Curation (^) 策展(^)	41.6	22.9	31.4	4.0	5
Social media monitoring and surveillance 社交媒體監測及監督	38.1	26.6	27.8	7.6	6
Search engine optimisation 搜尋引擎優化	39.0	30.4	28.4	2.3	7
Apps development 應用程式開發	52.3	23.0	23.9	0.8	8
Media Production Sector 媒體製作業					
Social media monitoring and surveillance 社交媒體監測及監督	2.6	9.7	87.6	0.2	1
Sharing/posting in social media platform 於社交媒體平台分享／發佈	2.6	12.0	65.4	20.1	2
Web security 網絡安全	39.2	9.2	30.1	21.5	3
Web searching 網上搜尋	7.3	41.2	32.3	19.2	4
Search engine optimisation 搜尋引擎優化	39.8	9.7	50.3	0.2	5
Web analytics 網站分析	7.3	43.9	29.7	19.2	6

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 or Somewhat in Demand 按非常需要或有些需要降序排列
	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 (%)*	
Curation (^) 策展(^)	7.3	44.8	47.8	0.1	7
Apps development 應用程式開發	43.9	13.8	42.3	0.1	8

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

* 佔填覆公司百分率（按行業劃分）。

^ Curation means to collect, organise and present a larger source of data and information in a coherent way.

^ 策展工作包括收集、整理及展示大量連貫的數據及資訊。

Table 4.1 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 4.1 公司挽留媒體及傳訊業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 (%)*
	Journalism Sector 新聞業									
Salary increment and fringe benefit 增加薪金及附帶福利		40.4	18.4	5.2	10.2	2.9	4.5	-	-	81.6
Shortening working hours or flexible working hours 縮短或彈性工作時間		34.1	13.6	1.6	0.8	1.3	0.8	-	-	52.2
More paid leave 更多有薪休假		28.1	1.6	2.9	1.6	0.3	1.3	-	-	35.7
Providing job rotation 提供職務輪換		-	0.3	1.3	0.8	0.5	1.0	-	-	3.9
Internal promotion/career development 內部晉升／事業發展		3.9	1.0	0.3	2.9	0.8	2.6	-	-	11.5
Enhancing job satisfaction 提升工作滿意度		8.9	13.4	8.1	1.3	0.8	1.8	-	-	34.4
Increasing job autonomy 增加工作自主權		4.5	4.2	8.1	5.8	1.8	1.3	-	-	25.7
Providing/Supporting manpower training and personal development 提供／資助技能培訓和個人發展		1.3	0.5	7.3	0.3	0.5	0.5	-	-	10.5
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		3.4	0.3	1.6	0.8	-	1.0	-	-	7.1
Positive image on company profile/culture 建立正面的機構形象／文化		0.3	0.5	0.3	-	-	0.8	-	-	1.8
Digital / New Media Sector 數碼／新媒體業										
Salary increment and fringe benefit 增加薪金及附帶福利		4.8	9.5	2.4	16.7	23.8	26.2	-	-	85.7
Shortening working hours or flexible working hours 縮短或彈性工作時間		2.4	2.4	-	2.4	4.8	2.4	-	-	14.3
More paid leave 更多有薪休假		-	7.1	-	7.1	4.8	7.1	-	-	28.6
Providing job rotation 提供職務輪換		-	-	-	2.4	14.3	-	-	-	16.7
Internal promotion/career development 內部晉升／事業發展		-	2.4	-	14.3	14.3	11.9	-	-	42.9
Enhancing job satisfaction 提升工作滿意度		4.8	2.4	-	2.4	11.9	11.9	-	-	33.3
Increasing job autonomy 增加工作自主權		2.4	-	2.4	-	7.1	2.4	-	-	14.3
Providing/Supporting manpower training and personal development 提供／資助技能培訓和個人發展		-	-	2.4	4.8	4.8	7.1	-	-	19.0
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		-	-	2.4	4.8	-	-	-	-	7.1
Positive image on company profile/culture 建立正面的機構形象／文化		-	-	-	-	-	2.4	-	-	2.4

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 (%)*
	Advertising and Public Relations Sector 廣告與公共關係業									
Salary increment and fringe benefit 增加薪金及附帶福利		57.0	7.6	3.6	1.9	0.4	0.6	2.2	4.9	78.3
Shortening working hours or flexible working hours 縮短或彈性工作時間		11.5	4.7	2.9	0.3	0.1	0.2	0.6	3.3	23.7
More paid leave 更多有薪休假		1.7	5.7	0.2	0.2	0.0	0.2	0.1	1.3	9.5
Providing job rotation 提供職務輪換		1.2	0.1	0.1	0.0	0.0	-	1.8	0.5	3.7
Internal promotion/career development 內部晉升/事業發展		2.8	0.6	0.3	0.3	0.3	0.2	3.3	2.4	10.2
Enhancing job satisfaction 提升工作滿意度		12.6	2.1	3.3	1.4	0.2	0.2	2.6	3.6	25.9
Increasing job autonomy 增加工作自主權		12.0	2.0	0.8	0.2	0.0	0.2	0.5	2.7	18.5
Providing/Supporting manpower training and personal development 提供/資助技能培訓和個人發展		6.2	0.7	0.2	1.2	0.1	0.1	0.3	0.3	9.1
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		1.8	0.4	0.1	0.1	0.1	0.0	0.2	0.4	3.3
Positive image on company profile/culture 建立正面的機構形象/文化		8.6	-	0.0	0.1	-	-	0.1	0.1	8.9
Others 其他		0.0	-	-	-	-	-	-	-	0.0
Media Production Sector 媒體製作業										
Salary increment and fringe benefit 增加薪金及附帶福利		48.2	0.2	3.0	1.0	0.1	0.2	-	-	52.6
Shortening working hours or flexible working hours 縮短或彈性工作時間		2.5	0.0	0.6	0.1	-	0.0	-	-	3.3
More paid leave 更多有薪休假		21.9	0.0	0.7	0.0	-	-	-	-	22.6
Providing job rotation 提供職務輪換		0.1	-	0.6	-	-	0.0	-	-	0.7
Internal promotion/career development 內部晉升/事業發展		2.9	0.0	-	0.1	-	0.1	-	-	3.2
Enhancing job satisfaction 提升工作滿意度		3.5	0.1	0.6	0.0	-	0.1	-	-	4.4
Increasing job autonomy 增加工作自主權		44.0	4.8	0.6	0.1	-	-	-	-	49.4
Providing/Supporting manpower training and personal development 提供/資助技能培訓和個人發展		0.0	0.1	0.5	-	-	-	-	-	0.6
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		2.4	0.1	0.3	-	-	-	-	-	2.8
Positive image on company profile/culture 建立正面的機構形象/文化		0.1	0.0	-	-	-	-	-	-	0.1

@ For corporate communications / PR / advertising / marketing department in companies / institutions, the employment size of company is 100-299 instead.
@ 公司或機構內企業傳訊/公共關係/廣告/市場部，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）。

Table 5.1 Percentage of Companies Having Chosen the Effective Methods for Retaining their Existing MC Employees by Branch
表 5.1 公司挽留媒體及傳訊業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 and Information Department in Radio/ TV Stations 電台／電視台新聞及 資訊部	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	Media Production 媒體製作	All Branches 所有門類
	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
Salary increment and fringe benefit 增加薪金及附帶福利	82.9	82.8	77.5	74.1	85.7	82.6	80.5	61.1	52.6	72.1
Shortening working hours or flexible working hours 縮短或彈性工作時間	19.5	62.3	30.0	33.3	14.3	22.1	22.3	33.2	3.3	19.8
More paid leave 更多有薪休假	19.5	40.3	30.0	22.2	28.6	16.0	7.9	13.2	22.6	14.0
Providing job rotation 提供職務輪換	14.6	1.5	2.5	14.8	16.7	4.5	1.2	18.0	0.7	3.0
Internal promotion/career development 內部晉升／事業發展	17.1	6.2	35.0	22.2	42.9	27.6	1.4	46.3	3.2	8.7
Enhancing job satisfaction 提升工作滿意度	34.1	36.3	32.5	18.5	33.3	25.3	22.0	50.2	4.4	21.0
Increasing job autonomy 增加工作自主權	36.6	22.7	25.0	40.7	14.3	14.8	17.6	27.4	49.4	26.5
Providing/Supporting manpower training and personal development 提供／資助技能培訓和個人發展	12.2	11.4	7.5	3.7	19.0	7.7	10.1	4.7	0.6	7.1
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	19.5	5.5	5.0	7.4	7.1	4.1	2.8	5.4	2.8	3.3
Positive image on company profile/culture 建立正面的機構形象／文化	4.9	0.7	7.5	-	2.4	3.4	11.0	1.8	0.1	6.4
Others 其他	-	-	-	-	-	0.1	-	-	-	0.0

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

* 佔填覆公司百分率（按門類劃分）。

**Table 6.1 Preferred Educational Level of MC Employees in Newspapers
by Job Level by Job Code / Title**

**表 6.1 報紙業機構媒體及傳訊業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	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如 高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級								
101	Editor-in-Chief; The Editor 總編輯	-	42	3	-	-	-	9
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	1	76	-	-	-	-	11
103	Executive Editor 執行編輯	-	8	-	-	-	-	2
Sub-Total 小計		1	126	3	-	-	-	22
SUPERVISORY LEVEL 主任級								
201	Managing Editor 編輯主任	-	69	13	6	-	-	34
202	News / Assignment Editor 總採訪/採訪主任	-	363	-	-	-	-	26
203	International News Editor 國際新聞主任	-	11	-	-	-	-	1
204	China / National News Editor 中國新聞主任	-	27	-	-	-	-	2
205	Assignment Editor (Photography) / Photo Editor 攝影主任	-	34	-	-	-	-	21
206	Editorial / Leader Writer 主筆	-	13	3	-	-	-	20
Sub-Total 小計		-	517	16	6	-	-	104
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	-	118	10	67	1	-	53
302	Sub-editor; Copy Editor 文稿編輯	-	156	23	25	2	-	41
303	Senior Reporter; Reporter 資深(高級)記者;記者	-	980	6	64	48	-	99
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者;攝影記者	-	44	46	87	-	-	53
305	Senior Translator; Translator 資深(高級)翻譯員;翻譯員	-	51	-	20	-	-	-
306	Online Editor 網絡編輯	-	17	-	-	20	-	33
307	Senior Designer 資深(高級)美術設計員	-	-	42	20	55	-	38
308	Graphic Artist 正稿製作員	-	-	18	10	18	-	32
309	Senior Producer; Producer 高級監製;監製	-	-	-	10	-	-	2
Sub-Total 小計		-	1 366	145	303	144	-	351

Job Code 職務編號	Job Title* 職稱	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級								
401	Designer 美術設計員	-	4	4	58	64	-	22
402	Typesetter 植字員	-	-	-	-	6	-	4
403	Layout Artist 排版員	-	2	68	-	66	-	13
404	Proof-Reader 校對員	-	4	17	-	61	-	9
405	Darkroom Person 黑房工作人員	-	-	8	-	-	-	7
406	Librarian 資料室人員	-	-	-	-	62	-	24
407	Researcher 資料蒐集員	-	-	-	-	34	-	-
408	Web Page Designer 網頁製作員	-	4	25	-	-	-	9
409	Webmaster 網主	-	1	-	-	-	-	-
410	Digital Designer 數碼媒體設計員	-	-	19	-	-	-	6
Sub-Total 小計		-	15	141	58	293	-	94
GRAND TOTAL 總計		1	2 024	305	367	437	0	571

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

Table 6.2 Preferred Educational Level of MC Employees in Magazine
by Job Level by Job Code / Title

表 6.2 雜誌業機構媒體及傳訊業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	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如 高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級								
101	Editor-in-Chief; The Editor 總編輯	-	74	1	-	1	-	20
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	29	1	-	-	-	-
103	Executive Editor 執行編輯	-	16	1	-	-	-	18
Sub-Total 小計		-	119	3	-	1	-	38
SUPERVISORY LEVEL 主任級								
201	Managing Editor 編輯主任	-	90	30	2	-	-	103
202	News / Assignment Editor 總採訪/採訪主任	-	12	5	-	-	-	-
203	International News Editor 國際新聞主任	-	2	-	-	-	-	3
204	China / National News Editor 中國新聞主任	-	2	-	-	-	-	3
205	Assignment Editor (Photography) / Photo Editor 攝影主任	-	6	1	2	-	-	-
206	Editorial / Leader Writer 主筆	-	41	1	-	-	-	-
Sub-Total 小計		-	153	37	4	-	-	109
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	-	93	15	6	-	-	-
302	Sub-editor; Copy Editor 文稿編輯	-	138	10	17	3	-	154
303	Senior Reporter; Reporter 資深(高級)記者;記者	-	416	33	8	2	-	105
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者;攝影記者	-	112	8	41	-	-	90
305	Senior Translator; Translator 資深(高級)翻譯員;翻譯員	-	4	-	-	-	-	2
306	Online Editor 網絡編輯	-	16	17	14	-	-	54
307	Senior Designer 資深(高級)美術設計員	-	21	3	20	1	-	54
308	Graphic Artist 正稿製作員	-	-	9	-	-	-	-
Sub-Total 小計		-	800	95	106	6	-	459

Job Code 職務 編號	Job Title* 職稱	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級								
401	Designer 美術設計員	-	17	30	7	58	-	55
402	Typesetter 植字員	-	-	1	-	-	-	-
403	Layout Artist 排版員	-	-	6	-	88	-	-
404	Proof-Reader 校對員	-	-	1	-	4	-	54
406	Librarian 資料室人員	-	-	1	-	-	-	-
407	Researcher 資料蒐集員	-	-	1	-	4	-	-
408	Web Page Designer 網頁製作員	-	-	52	-	-	-	-
409	Webmaster 網主	-	-	3	-	-	-	-
410	Digital Designer 數碼媒體設計員	-	-	1	-	2	-	55
Sub-Total 小計		-	17	96	7	156	-	164
GRAND TOTAL 總計		-	1 089	231	117	163	-	770

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

Table 6.3 Preferred Educational Level of MC Employees in Radio/TV Station
by Job Level by Job Code / Title

表 6.3 電台及電視台機構媒體及傳訊業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	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如 高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	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	1	16	-	-	-	-	36
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	-	19	-	-	-	-	6
Sub-Total 小計		1	35	-	-	-	-	42
SUPERVISORY LEVEL 主任級								
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	-	12	2	-	-	-	25
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	-	27	12	-	-	-	11
213	Managing Editor 編輯主任	-	4	16	-	-	-	15
214	Deputy / Assistant Managing Editor 副編輯主任	-	29	-	-	-	-	27
215	Executive Producer 監製；製作主任	-	3	35	-	-	-	34
Sub-Total 小計		-	75	65	-	-	-	112
EXECUTIONAL LEVEL 執行人員級								
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	-	204	2	1	-	-	46
312	News Anchor; Announcer 新聞主播；報告員	-	38	21	-	-	-	39
313	News Translator 新聞翻譯員	-	24	7	1	-	-	11
314	Senior Reporter/Researcher; Reporter; Researcher 高級記者／資料搜集；記者；資料搜集	-	263	78	7	-	-	186
315	Cameraman 電視攝影師	-	4	28	1	179	-	79
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	-	47	9	-	42	-	142
317	Online Editor 網絡編輯	-	4	11	-	-	-	2
318	Content Writer; Script Writer 撰稿員	-	11	4	-	-	-	125
Sub-Total 小計		-	595	160	10	221	-	630

Job Code 職務 編號	Job Title* 職稱	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級								
412	Web Page Designer 網頁製作員	-	-	31	-	-	-	17
413	Webmaster 網主	-	-	-	-	-	-	10
414	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演; 製作助理; 錄影廠製作經理; 影片剪接; 字幕操作員	-	-	38	180	42	-	333
415	Duty Director 值日導播員	-	-	1	-	-	-	-
416	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師; 視覺特效設計師; 3D動畫師; 2D動畫師	-	-	3	-	-	4	18
417	Producer (Dubbing / Mixing); Boom Operator 配音效果/ 配音混錄; 收音員	-	-	6	5	-	-	35
418	Set Designer 佈景設計師	-	-	-	-	-	-	66
419	Hair Stylist; Make up Artist; Dresser 髮型師; 化妝師; 服裝	-	-	11	-	-	-	44
Sub-Total 小計		-	-	90	185	42	4	523
GRAND TOTAL 總計		1	705	315	195	263	4	1 307

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

Table 6.4 Preferred Educational Level of MC Employees in News Agency
by Job Level by Job Code / Title

表 6.4 新聞通訊社機構媒體及傳訊業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	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如 高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級								
101	Editor-in-Chief; The Editor 總編輯	1	9	-	-	-	-	-
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	10	-	-	-	-	-
103	Executive Editor 執行編輯	-	3	-	-	-	-	-
Sub-Total 小計		1	22	-	-	-	-	-
SUPERVISORY LEVEL 主任級								
201	Managing Editor 編輯主任	-	4	4	-	-	-	-
202	News / Assignment Editor 總採訪/採訪主任	-	8	2	-	-	-	-
203	International News Editor 國際新聞主任	-	1	-	-	-	-	-
204	China / National News Editor 中國新聞主任	-	-	2	-	-	-	-
205	Assignment Editor (Photography) / Photo Editor 攝影主任	-	1	-	-	-	-	-
206	Editorial / Leader Writer 主筆	-	-	2	1	-	-	-
Sub-Total 小計		-	14	10	1	-	-	-
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	-	7	20	-	-	-	-
302	Sub-editor; Copy Editor 文稿編輯	-	10	-	-	-	-	-
303	Senior Reporter; Reporter 資深(高級)記者;記者	-	36	12	16	-	-	-
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者;攝影記者	-	4	7	2	-	-	-
305	Senior Translator; Translator 資深(高級)翻譯員;翻譯員	-	4	-	-	-	-	-
306	Online Editor 網絡編輯	-	-	-	9	-	-	-
307	Senior Designer 資深(高級)美術設計員	-	-	-	1	-	-	-
308	Graphic Artist 正稿製作員	-	-	-	5	-	-	-
309	Senior Producer; Producer 高級監製;監製	-	-	1	8	-	-	-
Sub-Total 小計		-	61	40	41	-	-	-

Job Code 職務 編號	Job Title* 職稱	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如 高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級								
401	Designer 美術設計員	-	1	-	-	-	-	-
408	Web Page Designer 網頁製作員	-	-	-	-	1	-	-
409	Webmaster 網主	-	-	-	-	1	-	-
Sub-Total 小計		-	1	-	-	2	-	-
GRAND TOTAL 總計		1	98	50	42	2	-	-

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

Table 6.5 Preferred Educational Level of MC Employees in Digital/New Media
by Job Level by Job Code / Title

表 6.5 數碼／新媒體機構媒體及傳訊業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	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如 高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級								
101	Editor-in-Chief; The Editor 總編輯	-	13	-	-	-	-	2
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	15	-	-	-	-	2
103	Executive Editor 執行編輯	-	3	-	-	-	-	1
193	Chief Technology Officer; Chief Technical Director 首席技術主任；首席技術總監	-	4	-	-	-	-	-
194	Chief (Digital) Content Officer; Director of Digital Media 首席(數碼)內容總監；數碼媒體總監	1	7	-	-	-	-	1
196	Creative Director 創意總監	-	3	-	-	-	-	1
Sub-Total 小計		1	45	-	-	-	-	7
SUPERVISORY LEVEL 主任級								
201	Managing Editor 編輯主任	-	11	11	20	-	-	10
202	News / Assignment Editor 總採訪／採訪主任	-	12	-	2	-	-	2
204	China / National News Editor 中國新聞主任	-	-	-	-	-	-	1
205	Assignment Editor (Photography) / Photo Editor 攝影主任	-	-	-	7	-	-	3
290	Technical Manager 技術經理	-	12	-	1	-	-	-
291	Research and Development Manager 研發經理	-	11	1	-	-	-	-
292	Producer 監製	-	6	83	-	-	-	4
293	Digital Content Officer 數碼內容主任	-	10	2	-	-	-	2
Sub-Total 小計		-	62	97	30	-	-	22
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	-	15	1	5	-	-	4
302	Sub-editor; Copy Editor 文稿編輯	-	2	3	-	-	-	2
303	Senior Reporter; Reporter 資深(高級)記者；記者	-	41	61	-	-	-	8
304	Senior Press Photographer; Press Photographer; Photographer 資深(高級)攝影記者；攝影記者； 攝影師	-	-	2	2	15	-	9
305	Senior Translator; Translator 資深(高級)翻譯員；翻譯員	-	2	-	-	-	-	-
306	Online Editor 網絡編輯	-	25	41	12	6	-	2

Job Code 職務編號	Job Title* 職稱	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
307	Senior Designer 資深 (高級) 美術設計員	-	4	-	-	-	-	4
323	Copywriter 撰稿員	-	1	56	-	3	-	4
390	Web Designer 網頁程式設計員	-	6	21	8	-	-	2
391	Motion Graphic Designer 動畫影像設計員	-	10	-	7	-	-	-
393	User Experience Designer; User Interface Designer 客戶體驗設計員; 介面設計員	-	57	-	-	-	-	-
395	Video Editor 影片剪接師	-	-	-	11	-	-	-
396	Multimedia Designer; Digital Designer 多媒體設計員; 數碼媒體設計員	-	-	20	9	-	4	14
398	Project Executive 項目執行主任	-	-	1	-	-	-	2
399	Webmaster; Web specialist 網主; 網頁專員	-	-	26	5	14	-	-
Sub-Total 小計		-	163	232	59	38	4	51
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級								
401	Designer 美術設計員	-	-	6	-	3	-	21
407	Researcher 資料蒐集員	-	-	-	-	14	-	-
Sub-Total 小計		-	-	6	-	17	-	21
GRAND TOTAL 總計		1	270	335	89	55	4	101

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

Table 6.6 Preferred Educational Level of MC Employees in Public Relations Services
by Job Level by Job Code / Title

表 6.6 公共關係服務機構媒體及傳訊業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	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如 高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級								
131	Managing Director; General Manager 董事總經理; 總經理	16	286	14	-	-	-	3
132	Director of Client Services; Account Director 客戶服務總監	9	199	10	-	-	-	3
Sub-Total 小計		25	485	24	-	-	-	6
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	-	552	131	46	2	-	6
232	Chief Editor; Editor 總編輯; 編輯	-	17	10	-	-	-	6
233	Art Director 美術總監	-	6	17	-	-	-	-
Sub-Total 小計		-	575	158	46	2	-	12
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	-	471	535	217	31	-	21
332	Digital Media/Marketing Strategist 數碼媒體/市務策略師	-	21	11	2	-	-	1
333	Account Co-ordinator 客戶聯絡助理	-	48	43	33	3	-	-
334	Translator 翻譯員	-	6	-	2	-	-	-
335	Visualiser 美術製稿員	-	4	8	1	-	-	-
336	Graphic Artist 正稿製作員	-	2	31	8	-	-	14
337	Copywriter 撰稿員	-	-	2	-	-	-	-
338	Research Assistant 市場調查助理	-	7	3	50	5	-	-
339	Social Strategist 社交策略師	-	1	17	-	-	-	-
Sub-Total 小計		-	560	650	313	39	-	36
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級								
431	Promoter 推廣員	-	-	16	-	-	-	9
492	Data Analyst 數據分析員	-	4	-	-	-	-	-
Sub-Total 小計		-	4	16	-	-	-	9
GRAND TOTAL 總計		25	1 624	848	359	41	-	63

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

Table 6.7 Preferred Educational Level of MC Employees in Advertising Sales / PR / Marketing Department in Media organisations
by Job Level by Job Code / Title

表 6.7 傳媒機構內廣告／公共關係／市場部機構媒體及傳訊業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	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如 高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級								
181	Publisher; Managing Director; President 社長；董事經理；總裁	4	109	1	-	-	-	17
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	1	69	-	-	2	-	20
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	4	93	-	20	-	-	24
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	-	20	1	2	-	-	13
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	2	57	1	-	-	-	38
186	Business Development Director 業務發展總監	1	51	3	-	-	-	13
187	Research Director 市場調查總監	-	9	2	-	-	-	2
188	Public Relations Director 公共關係總監	-	33	5	-	-	-	12
189	Art Director 美術總監	-	50	13	20	-	-	30
Sub-Total 小計		12	491	26	42	2	-	169
SUPERVISORY LEVEL 主任級								
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	155	76	92	7	-	122
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	33	13	22	-	-	40
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	163	51	51	-	-	62
284	Research Manager 市場調查經理	-	24	21	-	-	-	3
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	-	23	3	3	9	-	9
286	Public Relations Manager 公共關係經理	-	18	7	4	-	-	29
287	Sales Training / Support Manager 銷售訓練／支援經理	-	11	1	-	-	-	2
288	Business Development Manager 業務發展經理	-	7	8	-	-	-	1
Sub-Total 小計		-	434	180	172	16	-	268

Job Code 職務 編號	Job Title* 職稱	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
EXECUTIONAL LEVEL 執行人員級								
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理/主任; 客戶主任	-	137	35	119	193	-	105
382	Marketing Assistant /Executive 市場助理/主任	-	85	79	83	54	-	74
383	Research Assistant / Executive 市場調查助理/主任	-	12	31	5	7	12	11
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員; 廣告行政助理	-	41	69	24	70	-	53
385	Public Relations Assistant / Executive 公共關係助理/主任	-	12	66	6	8	-	49
Sub-Total 小計		-	287	280	237	332	12	292
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級								
481	Promoter 推廣員	-	2	-	-	1	-	36
Sub-Total 小計		-	2	-	-	1	-	36
GRAND TOTAL 總計		12	1 214	486	451	351	12	765

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

Table 6.8 Preferred Educational Level of MC Employees in Advertising Companies, Agencies and other Advertising Services
by Job Level by Job Code / Title

表 6.8 廣告商／媒介代理商機構媒體及傳訊業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	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如 高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級								
161	Managing Director; General Manager 董事總經理；總經理	53	741	71	-	-	-	6
162	Director of Client Services / Account Servicing 客戶服務總監	-	64	3	-	-	-	1
163	Group Account Director; Account Director 客戶總監	-	254	1	-	-	-	-
164	Director of Strategic Planning 品牌策劃總監	-	17	-	-	-	-	1
165	Executive Creative Director 執行創作總監	-	103	-	-	-	-	1
166	Creative Group Head; Creative Director 創作總監	-	124	52	-	-	-	52
168	Head of TV Production 電視廣告製作主任	-	5	1	-	-	-	1
169	Media Planning Director 媒介策劃總監	-	26	-	-	-	-	1
170	Media Buying Director 媒介採購總監	-	9	-	-	-	-	-
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	-	24	-	-	-	-	-
Sub-Total 小計		53	1 367	128	-	-	-	63
SUPERVISORY LEVEL 主任級								
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	-	856	10	254	-	-	1
262	Art Director 美術總監	-	549	349	6	-	-	4
263	Studio Manager 正稿製作經理	-	9	4	-	-	-	-
264	Production Manager 製作經理	-	438	45	-	-	-	6
265	Traffic Manager 流程統籌經理	-	46	1	6	-	-	-
266	TV Producer 廣告製片	-	9	21	64	4	-	11
267	Media Planning Manager 媒介策劃經理	-	63	4	3	-	-	1
268	Media Buying Manager 媒介採購經理	-	4	4	2	-	-	7
269	Research Manager; Research Planner 市場調查經理；策略策劃員	-	30	105	1	4	-	-
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	-	7	6	5	-	-	2
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	87	11	13	5	-	60
272	Brand Design Director/ Head of Brand Design 品牌設計總監	-	1	92	-	-	-	-
Sub-Total 小計		-	2 099	652	354	13	-	92

Job Code 職務編號	Job Title* 職稱	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
EXECUTIONAL LEVEL 執行人員級								
361	Account Executive 客戶主任	-	116	1 570	30	277	-	17
362	Visualiser 草稿繪製員	-	5	6	28	10	-	-
363	Graphic Artist 正稿製作員	-	12	68	1 721	44	-	10
364	Copywriter 撰稿員	-	359	178	19	31	-	4
365	Media Planner; Media Executive 媒介策劃員; 媒介主任	-	202	108	32	6	-	12
366	Media Buyer 媒介採購員	-	36	3	4	-	-	-
367	Traffic Co-ordinator 流程統籌	-	10	11	-	40	-	-
368	Production Assistant 製作助理	-	33	263	15	14	-	7
369	Research Assistant 市場調查助理	-	73	4	32	18	-	-
370	Photographer 廣告攝影師	-	-	5	228	-	-	6
371	Online Editor 網絡編輯	-	6	47	40	112	-	-
372	Marketing Assistant / Executive 市場助理/主任	-	337	59	21	80	-	87
373	Strategic Planner 品牌策劃員	-	-	70	3	-	-	2
374	Community Manager 社群經理	-	5	1	-	-	-	-
375	Senior Brand Designer/ Brand Designer 資深品牌設計師/ 品牌設計師	-	-	4	167	-	-	5
376	Package Designer 包裝設計師	-	25	-	-	-	-	3
377	Digital Media / Marketing Strategist 數碼媒體/ 市場策略師	-	171	22	6	10	-	3
378	Social Strategist 社交策略師	-	-	67	-	11	-	-
Sub-Total 小計		-	1 390	2 486	2 346	653	-	156
SUPPORTING / TECHNICAL LEVEL 輔助/ 技術人員級								
461	Designer 美術設計師	-	9	625	655	1 098	-	169
462	Digital Designer 數碼媒體設計師	-	33	3	52	62	-	5
463	Webmaster 網主	-	-	67	3	73	-	-
464	Technician 技術員	-	328	82	56	20	-	-
465	Promoter 推廣員	-	-	2	83	20	-	-
492	Data Analyst 數據分析員	-	-	77	9	13	-	-
Sub-Total 小計		-	370	856	858	1 286	-	174
GRAND TOTAL 總計		53	5 226	4 122	3 558	1 952	-	485

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

Table 6.9 Preferred Educational Level of MC Employees in Corporate Communication/PR/Advertising/Marketing Department in Company/Institution by Job Level by Job Code / Title

表 6.9 公司或機構內企業傳訊／公共關係／廣告／市場部機構媒體及傳訊業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	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級								
141	General Manager / Director / Head of Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務總經理／總監／主管	35	177	-	-	-	-	15
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／總監／主管	6	84	-	-	-	-	8
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	17	282	-	-	-	-	4
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	-	359	4	-	-	-	23
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	-	200	-	-	-	-	32
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	10	291	-	-	-	-	7
147	Community Relations Manager 社區關係經理	-	45	7	-	-	-	4
148	Market Research Manager 市場調查經理	8	136	-	-	-	-	-
149	Publication Manager 出版經理	-	49	-	-	-	-	5
150	Internal Communications Manager 內部傳訊經理	-	5	-	-	-	-	3
Sub-Total 小計		76	1 628	11	-	-	-	101
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	3	375	274	4	-	-	90
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	-	244	25	7	-	-	43
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	-	492	103	4	-	-	13
244	Assistant Manager for Publication 助理出版經理	-	3	-	-	-	-	-
245	Chief Editor; Editor 總編輯；編輯	-	18	8	-	-	-	-
246	TV Producer 廣告製片	-	6	-	-	-	-	-
247	Brand Design Director; Head of Brand Design 品牌設計總監	-	13	-	8	-	-	-
Sub-Total 小計		3	1 151	410	23	-	-	146

Job Code 職務編號	Job Title* 職稱	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位(例如高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
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	-	251	120	235	7	-	190
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	-	286	69	27	145	-	296
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	-	221	292	55	40	-	291
344	Officer / Assistant for Community Relations 社區關係主任／助理	-	-	63	-	-	-	-
345	Officer / Assistant for Market Research 市場調查主任／助理	-	55	50	21	-	-	-
346	Writer / Translator 撰稿／翻譯員	-	16	1	-	-	-	1
347	Officer / Assistant for Publication 出版主任／助理	-	12	1	4	-	-	4
348	Graphic Designer 廣告設計員	-	31	60	1	29	-	11
349	Photographer 攝影師	-	-	20	1	2	-	3
350	Online Editor 網絡編輯	-	-	-	2	-	-	-
351	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	-	4	-	24	-	-	1
353	Digital Media / Marketing Strategist 數碼媒體／市場策略師	-	16	12	2	-	-	-
354	Social Strategist 社交策略師	-	-	-	-	-	-	48
Sub-Total 小計		-	892	688	372	223	-	845
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級								
441	Researcher 資料蒐集員	-	8	70	14	-	-	-
442	Web Page Designer 網頁製作員	-	-	6	30	11	-	11
492	Data Analyst 數據分析員	-	-	70	-	-	-	-
Sub-Total 小計		-	8	146	44	11	-	11
GRAND TOTAL 總計		79	3 679	1 255	439	234	0	1 103

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

**Table 6.10 Preferred Educational Level of MC Employees in Media Production
by Job Level by Job Code / Title**

**表 6.10 媒體制作機構媒體及傳訊業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	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如 高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級								
121	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	6	211	14	-	-	-	9
122	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監；助理總監；創作總監；製作總監	6	454	1	-	-	-	39
123	Program Director; Promotion Director 項目總監；宣傳總監	6	42	12	-	-	-	1
124	Art Director 美術總監	-	19	62	-	-	-	7
Sub-Total 小計		18	726	89	-	-	-	56
SUPERVISORY LEVEL 主任級								
221	Head of Production; Head of Creation 製作主任；創作主任	-	5	462	1	-	-	48
Sub-Total 小計		-	5	462	1	-	-	48
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級								
321	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導；編導；助理編導	-	33	841	11	3	-	76
322	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集員；資料撰稿員	-	-	-	12	-	-	-
323	Content Writer; Script Writer 撰稿員；編劇	-	10	1	6	-	-	1
Sub-Total 小計		-	43	842	29	3	-	77
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級								
421	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理；影片剪接；字幕操作員	-	-	83	77	20	-	114
422	Duty Director 值日導播員	-	-	-	5	8	-	-
423	Senior Cameraman; Cameraman 高級電視攝影師；電視攝影師	-	-	-	230	2	-	710
424	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師； 3D動畫師；2D動畫師	-	23	29	212	12	-	410
425	Visual Producer 視覺編導	-	4	5	2	-	-	396
426	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員	-	-	396	8	20	-	14

Job Code 職務 編號	Job Title* 職稱	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如 高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
427	Set Designer 佈景設計師	-	-	-	10	-	-	-
428	Hair Stylist; Make up Artist; Dresser 髮型師; 化妝師; 服裝	-	-	-	1	-	-	-
Sub-Total 小計		-	27	513	545	62	-	1 644
GRAND TOTAL 總計		18	801	1 906	575	65	-	1 825

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

Table 7.1 Preferred Years of Relevant Experience of MC Employees in Newspapers
by Job Level by Job Code / Title

表 7.1 報紙機構媒體及傳訊業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	16	22	3	3	-	-	8
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	34	27	16	-	-	-	11
103	Executive Editor 執行編輯	-	4	3	1	-	-	-	2
Sub-Total 小計		2	54	52	20	3	-	-	21
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	2	49	25	12	-	-	34
202	News / Assignment Editor 總採訪/採訪主任	-	-	311	13	39	-	-	26
203	International News Editor 國際新聞主任	-	-	2	-	9	-	-	1
204	China / National News Editor 中國新聞主任	-	-	18	2	7	-	-	2
205	Assignment Editor (Photography) / Photo Editor 攝影主任	-	-	21	3	10	-	-	21
206	Editorial / Leader Writer 主筆	-	1	9	1	5	-	-	20
Sub-Total 小計		-	3	410	44	82	-	-	104
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	-	-	1	72	81	42	-	53
302	Sub-editor; Copy Editor 文稿編輯	-	-	-	55	144	7	-	41
303	Senior Reporter; Reporter 資深(高級)記者;記者	-	-	2	157	655	265	19	99
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者;攝影記者	-	-	-	-	130	44	3	53
305	Senior Translator; Translator 資深(高級)翻譯員;翻譯員	-	-	-	30	41	-	-	-
306	Online Editor 網絡編輯	-	-	-	-	31	6	-	33
307	Senior Designer 資深(高級)美術設計員	-	-	-	-	117	-	-	38
308	Graphic Artist 正稿製作員	-	-	-	-	36	10	-	32
309	Senior Producer; Producer 高級監製;監製	-	-	-	-	10	-	-	2
Sub-Total 小計		-	-	3	314	1 245	374	22	351

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	-	-	-	-	50	80	-	22
402	Typesetter 植字員	-	-	-	-	6	-	-	4
403	Layout Artist 排版員	-	-	-	-	79	57	-	13
404	Proof-Reader 校對員	-	-	1	-	50	28	3	9
405	Darkroom Person 黑房工作人員	-	-	-	-	-	8	-	7
406	Librarian 資料室人員	-	-	-	-	15	47	-	24
407	Researcher 資料蒐集員	-	-	-	-	28	6	-	-
408	Web Page Designer 網頁製作員	-	-	-	-	18	11	-	9
409	Webmaster 網主	-	-	-	1	-	-	-	-
410	Digital Designer 數碼媒體設計員	-	-	-	8	-	11	-	6
Sub-Total 小計		-	-	1	9	246	248	3	94
GRAND TOTAL 總計		2	57	466	387	1 576	622	25	570

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

Table 7.2 Preferred Years of Relevant Experience of MC Employees in Magazine
by Job Level by Job Code / Title

表 7.2 雜誌機構傳媒及傳訊業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	13	15	34	14	-	-	-	20
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	1	2	16	11	-	-	-	-
103	Executive Editor 執行編輯	-	2	14	1	-	-	-	18
Sub-Total 小計		14	19	64	26	-	-	-	38
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	6	7	15	94	-	-	103
202	News / Assignment Editor 總採訪/採訪主任	-	6	-	-	11	-	-	-
203	International News Editor 國際新聞主任	-	-	-	2	-	-	-	3
204	China / National News Editor 中國新聞主任	-	-	-	2	-	-	-	3
205	Assignment Editor (Photography) / Photo Editor 攝影主任	-	-	-	3	6	-	-	-
206	Editorial / Leader Writer 主筆	-	-	-	2	40	-	-	-
Sub-Total 小計		-	12	7	24	151	-	-	109
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	-	19	-	3	92	-	-	-
302	Sub-editor; Copy Editor 文稿編輯	-	-	-	2	166	-	-	154
303	Senior Reporter; Reporter 資深(高級)記者;記者	-	24	2	5	428	-	-	105
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者;攝影記者	-	-	-	6	155	-	-	90
305	Senior Translator; Translator 資深(高級)翻譯員;翻譯員	-	-	-	-	4	-	-	2
306	Online Editor 網絡編輯	-	-	-	14	33	-	-	54
307	Senior Designer 資深(高級)美術設計員	-	1	2	-	38	4	-	54
308	Graphic Artist 正稿製作員	-	-	-	-	9	-	-	-
Sub-Total 小計		-	44	4	30	925	4	-	459
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級									
401	Designer 美術設計員	-	-	12	3	23	74	-	55
402	Typesetter 植字員	-	-	-	1	-	-	-	-
403	Layout Artist 排版員	-	-	-	-	86	8	-	-
404	Proof-Reader 校對員	-	-	-	1	-	4	-	54
406	Librarian 資料室人員	-	-	-	-	1	-	-	-

Job Code 職務 編號	Job Title* 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
407	Researcher 資料蒐集員	-	-	-	1	-	-	4	-
408	Web Page Designer 網頁製作員	-	-	-	-	48	4	-	-
409	Webmaster 網主	-	-	-	-	1	2	-	-
410	Digital Designer 數碼媒體設計員	-	-	-	1	-	2	-	55
Sub-Total 小計		-	-	12	7	159	94	4	164
GRAND TOTAL 總計		14	75	87	87	1 235	98	4	770

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

Table 7.3 Preferred Years of Relevant Experience of MC Employees in Radio/TV Station
by Job Level by Job Code / Title

表 7.3 電台及電視台機構媒體及傳訊業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	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	3	4	10	-	-	-	-	36
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經理	15	2	2	-	-	-	-	6
Sub-Total 小計		18	6	12	-	-	-	-	42
SUPERVISORY LEVEL 主任級									
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	11	-	-	1	2	-	-	25
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	12	3	23	1	-	-	-	11
213	Managing Editor 編輯主任	15	-	-	3	2	-	-	15
214	Deputy / Assistant Managing Editor 副編輯主任	24	2	-	3	-	-	-	27
215	Executive Producer 監製；製作主任	-	1	19	18	-	-	-	34
Sub-Total 小計		62	6	42	26	4	-	-	112
EXECUTIONAL LEVEL 執行人員級									
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	-	4	168	30	5	-	-	46
312	News Anchor; Announcer 新聞主播；報告員	-	-	-	6	25	28	-	39
313	News Translator 新聞翻譯員	-	-	-	20	12	-	-	11
314	Senior Reporter/Researcher; Reporter; Researcher 高級記者／資料搜集；記者；資料搜集	-	-	228	17	101	-	2	186
315	Cameraman 電視攝影師	-	-	-	132	80	-	-	79
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	-	-	-	24	74	-	-	142
317	Online Editor 網絡編輯	-	-	-	4	11	-	-	2
318	Content Writer; Script Writer 撰稿員	-	-	4	11	-	-	-	125
Sub-Total 小計		-	4	400	244	308	28	2	630
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
412	Web Page Designer 網頁製作員	-	-	-	1	30	-	-	17
413	Webmaster 網主	-	-	-	-	-	-	-	10
414	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演；製作助理；錄影廠製作經理； 影片剪接；字幕操作員	-	-	-	-	252	8	-	333

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
415	Duty Director 值日導播員	-	-	-	-	1	-	-	-
416	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師； 3D 動畫師；2D 動畫師	-	-	-	4	-	3	-	18
417	Producer (Dubbing / Mixing); Boom Operator 配音效果 / 配音混錄；收音員	-	-	-	-	6	5	-	35
418	Set Designer 佈景設計師	-	-	-	-	-	-	-	66
419	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	-	-	-	-	11	-	-	44
Sub-Total 小計		-	-	-	5	300	16	-	523
GRAND TOTAL 總計		80	16	454	275	612	44	2	1 307

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

Table 7.4 Preferred Years of Relevant Experience of MC Employees in News Agency
by Job Level by Job Code / Title

表 7.4 新聞通訊社機構媒體及傳訊業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	5	2	-	2	1	-	-	-
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	3	7	-	-	-	-	-	-
103	Executive Editor 執行編輯	1	1	-	1	-	-	-	-
Sub-Total 小計		9	10	-	3	1	-	-	-
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	1	6	1	-	-	-	-
202	News / Assignment Editor 總採訪/採訪主任	-	-	6	3	1	-	-	-
203	International News Editor 國際新聞主任	-	-	-	1	-	-	-	-
204	China / National News Editor 中國新聞主任	-	-	2	-	-	-	-	-
205	Assignment Editor (Photography) / Photo Editor 攝影主任	-	-	1	-	-	-	-	-
206	Editorial / Leader Writer 主筆	-	-	-	2	1	-	-	-
Sub-Total 小計		-	1	15	7	2	-	-	-
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	-	-	2	5	20	-	-	-
302	Sub-editor; Copy Editor 文稿編輯	-	-	-	4	6	-	-	-
303	Senior Reporter; Reporter 資深(高級)記者;記者	-	-	4	20	40	-	-	-
304	Senior Press Photographer; Press Photographer 資深(高級)攝影記者;攝影記者	-	-	-	3	10	-	-	-
305	Senior Translator; Translator 資深(高級)翻譯員;翻譯員	-	-	-	-	4	-	-	-
306	Online Editor 網絡編輯	-	-	-	-	9	-	-	-
307	Senior Designer 資深(高級)美術設計員	-	-	-	1	-	-	-	-
308	Graphic Artist 正稿製作員	-	-	-	-	5	-	-	-
309	Senior Producer; Producer 高級監製;監製	-	-	-	1	5	3	-	-
Sub-Total 小計		-	-	6	34	99	3	-	-

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	-	-	-	-	1	-	-	-
408	Web Page Designer 網頁製作員	-	-	-	-	-	1	-	-
409	Webmaster 網主	-	-	-	-	-	1	-	-
Sub-Total 小計		-	-	-	-	1	2	-	-
GRAND TOTAL 總計		9	11	21	44	103	5	-	-

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

Table 7.5 Preferred Years of Relevant Experience of MC Employees in Digital/New Media
by Job Level by Job Code / Title

表 7.5 數碼／新媒體機構媒體及傳訊業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	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	5	6	-	-	-	-	2
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	2	13	-	-	-	-	2
103	Executive Editor 執行編輯	-	1	2	-	-	-	-	1
193	Chief Technology Officer; Chief Technical Director 首席技術主任；首席技術總監	4	-	-	-	-	-	-	-
194	Chief (Digital) Content Officer; Director of Digital Media 首席（數碼）內容總監；數碼媒體總監	5	2	1	-	-	-	-	1
196	Creative Director 創意總監	-	1	2	-	-	-	-	1
Sub-Total 小計		11	11	24	-	-	-	-	7
SUPERVISORY LEVEL 主任級									
201	Managing Editor 編輯主任	-	-	12	8	22	-	-	10
202	News / Assignment Editor 總採訪／採訪主任	-	-	3	11	-	-	-	2
204	China / National News Editor 中國新聞主任	-	-	-	-	-	-	-	1
205	Assignment Editor (Photography) / Photo Editor 攝影主任	-	-	-	-	7	-	-	3
290	Technical Manager 技術經理	12	1	-	-	-	-	-	-
291	Research and Development Manager 研發經理	-	-	8	4	-	-	-	-
292	Producer 監製	-	-	74	4	11	-	-	4
293	Digital Content Officer 數碼內容主任	-	4	2	6	-	-	-	2
Sub-Total 小計		12	5	99	33	40	-	-	22
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	-	-	9	9	3	-	-	4
302	Sub-editor; Copy Editor 文稿編輯	-	-	-	1	4	-	-	2
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	23	-	10	64	5	-	8
304	Senior Press Photographer; Press Photographer; Photographer 資深（高級）攝影記者；攝影記者； 攝影師	-	-	-	-	19	-	-	9
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	-	1	1	-	-	-
306	Online Editor 網絡編輯	-	-	-	1	47	36	-	2
307	Senior Designer 資深（高級）美術設計員	-	-	-	4	-	-	-	4
323	Copywriter 撰稿員	-	-	1	3	56	-	-	4
390	Web Designer 網頁程式設計員	-	-	-	16	13	6	-	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
391	Motion Graphic Designer 動畫影像設計員	-	-	10	7	-	-	-	-
393	User Experience Designer; User Interface Designer 客戶體驗設計員；介面設計員	-	-	-	-	57	-	-	-
395	Video Editor 影片剪接師	-	-	-	-	11	-	-	-
396	Multimedia Designer; Digital Designer 多媒體設計員；數碼媒體設計員	-	-	-	-	33	-	-	14
398	Project Executive 項目執行主任	-	-	-	-	1	-	-	2
399	Webmaster; Web specialist 網主；網頁專員	-	-	-	10	23	2	10	-
Sub-Total 小計		-	23	20	62	332	49	10	51
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
401	Designer 美術設計員	-	-	-	-	9	-	-	21
407	Researcher 資料蒐集員	-	-	-	-	7	7	-	-
Sub-Total 小計		-	-	-	-	16	7	-	21
GRAND TOTAL 總計		23	39	143	95	388	56	10	101

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

Table 7.6 Preferred Years of Relevant Experience of MC Employees in Public Relations Services
by Job Level by Job Code / Title

表 7.6 公共關係服務機構媒體及傳訊業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	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	27	126	110	53	-	-	-	3
132	Director of Client Services; Account Director 客戶服務總監	15	119	32	49	3	-	-	3
Sub-Total 小計		42	245	142	102	3	-	-	6
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	-	61	193	236	241	-	-	6
232	Chief Editor; Editor 總編輯; 編輯	-	6	6	13	2	-	-	6
233	Art Director 美術總監	-	-	4	4	15	-	-	-
Sub-Total 小計		-	67	203	253	258	-	-	12
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	-	10	73	364	651	126	30	21
332	Digital Media/Marketing Strategist 數碼媒體/市務策略師	-	-	11	6	12	5	-	1
333	Account Co-ordinator 客戶聯絡助理	-	-	40	1	67	19	-	-
334	Translator 翻譯員	-	-	2	3	1	2	-	-
335	Visualiser 美術製稿員	-	-	-	1	12	-	-	-
336	Graphic Artist 正稿製作員	-	-	2	1	38	-	-	14
337	Copywriter 撰稿員	-	-	-	-	2	-	-	-
338	Research Assistant 市場調查助理	-	-	-	8	52	-	5	-
339	Social Strategist 社交策略師	-	-	-	-	11	7	-	-
Sub-Total 小計		-	10	128	384	846	159	35	36
SUPPORTING / TECHNICAL LEVEL 輔助/技術人員級									
431	Promoter 推廣員	-	-	-	-	16	-	-	9
492	Data Analyst 數據分析員	-	-	-	-	-	4	-	-
Sub-Total 小計		-	-	-	-	16	4	-	9
GRAND TOTAL 總計		42	322	473	739	1 123	163	35	63

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

Table 7.7 Preferred Years of Relevant Experience of MC Employees in Advertising Sales / PR / Marketing Department in Media organisations
by Job Level by Job Code / Title

表 7.7 傳媒機構內廣告／公共關係／市場部機構媒體及傳訊業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	24	29	16	41	3	-	-	18
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	9	33	9	21	-	-	-	20
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	5	30	52	30	-	-	-	24
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	1	4	12	5	1	-	-	13
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	13	22	11	14	-	-	-	38
186	Business Development Director 業務發展總監	2	30	16	6	1	-	-	13
187	Research Director 市場調查總監	3	5	3	-	-	-	-	2
188	Public Relations Director 公共關係總監	7	4	7	19	1	-	-	12
189	Art Director 美術總監	1	35	5	41	1	-	-	30
Sub-Total 小計		65	192	131	177	7	-	-	170
SUPERVISORY LEVEL 主任級									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	2	105	135	88	-	-	122
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	-	13	33	22	-	-	40
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	30	78	89	68	-	-	62
284	Research Manager 市場調查經理	30	-	10	3	2	-	-	3
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	1	-	11	13	13	-	-	9
286	Public Relations Manager 公共關係經理	6	-	1	11	10	-	-	30
287	Sales Training / Support Manager 銷售訓練／支援經理	-	-	1	9	2	-	-	2
288	Business Development Manager 業務發展經理	-	-	9	6	-	-	-	1
Sub-Total 小計		37	32	228	299	205	-	-	269

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	-	-	9	5	340	120	10	105
382	Marketing Assistant / Executive 市場助理／主任	-	-	69	1	129	97	4	75
383	Research Assistant / Executive 市場調查助理／主任	-	-	4	47	9	7	-	11
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	-	-	2	28	102	70	2	53
385	Public Relations Assistant / Executive 公共關係助理／主任	-	-	2	38	30	16	6	49
Sub-Total 小計		-	-	86	119	610	310	22	293
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
481	Promoter 推廣員	-	-	-	-	1	2	-	36
Sub-Total 小計		-	-	-	-	1	2	-	36
GRAND TOTAL 總計		102	224	445	595	823	312	22	768

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

Table 7.8 Preferred Years of Relevant Experience of MC Employees in Advertising Companies, Agencies and other Advertising Services
by Job Level by Job Code / Title

表 7.8 廣告商／ 媒介代理商機構媒體及傳訊業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									
161	Managing Director; General Manager 董事總經理；總經理	26	109	682	44	4	-	-	6
162	Director of Client Services / Account Servicing 客戶服務總監	7	29	19	11	1	-	-	1
163	Group Account Director; Account Director 客戶總監	9	35	156	53	2	-	-	-
164	Director of Strategic Planning 品牌策劃總監	2	6	2	7	-	-	-	1
165	Executive Creative Director 執行創作總監	1	24	76	2	-	-	-	1
166	Creative Group Head; Creative Director 創作總監	1	31	75	17	52	-	-	52
168	Head of TV Production 電視廣告製作主任	1	1	3	1	-	-	-	1
169	Media Planning Director 媒介策劃總監	1	1	4	2	18	-	-	1
170	Media Buying Director 媒介採購總監	-	1	4	-	1	3	-	-
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	-	1	22	1	-	-	-	-
Sub-Total 小計		48	238	1 043	138	78	3	-	63
SUPERVISORY LEVEL 主任級									
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	-	15	297	244	564	-	-	1
262	Art Director 美術總監	-	11	40	363	490	-	-	4
263	Studio Manager 正稿製作經理	-	-	7	3	3	-	-	-
264	Production Manager 製作經理	-	7	37	111	328	-	-	6
265	Traffic Manager 流程統籌經理	-	-	-	47	6	-	-	-
266	TV Producer 廣告製片	-	-	5	14	19	60	-	11
267	Media Planning Manager 媒介策劃經理	-	-	-	5	49	16	-	1
268	Media Buying Manager 媒介採購經理	-	-	-	5	2	3	-	7
269	Research Manager; Research Planner 市場調查經理；策略策劃員	-	-	11	45	84	-	-	-
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	-	-	7	7	4	-	-	2
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	74	13	29	-	-	60
272	Brand Design Director/ Head of Brand Design 品牌設計總監	-	-	1	25	67	-	-	-
Sub-Total 小計		-	33	479	882	1 645	79	-	92

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									
361	Account Executive 客戶主任	-	-	7	98	1 505	383	-	17
362	Visualiser 草稿繪製員	-	-	-	1	48	-	-	-
363	Graphic Artist 正稿製作員	-	-	-	12	1 581	252	-	10
364	Copywriter 撰稿員	-	-	8	18	70	491	-	4
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	-	15	3	79	173	78	12
366	Media Buyer 媒介採購員	-	-	15	-	7	-	21	-
367	Traffic Co-ordinator 流程統籌	-	-	10	-	8	40	3	-
368	Production Assistant 製作助理	-	-	3	20	98	204	-	7
369	Research Assistant 市場調查助理	-	-	-	22	34	71	-	-
370	Photographer 廣告攝影師	-	-	-	-	12	221	-	6
371	Online Editor 網絡編輯	-	-	-	16	66	123	-	-
372	Marketing Assistant / Executive 市場助理／主任	-	-	1	16	59	421	-	87
373	Strategic Planner 品牌策劃員	-	-	-	-	72	1	-	2
374	Community Manager 社群經理	-	-	5	-	1	-	-	-
375	Senior Brand Designer/ Brand Designer 資深品牌設計師／品牌設計師	-	-	-	100	71	-	-	5
376	Package Designer 包裝設計師	-	-	-	25	-	-	-	3
377	Digital Media / Marketing Strategist 數碼媒體／市場策略師	-	-	3	4	198	4	-	3
378	Social Strategist 社交策略師	-	-	-	-	78	-	-	-
Sub-Total 小計		-	-	67	335	3 987	2 384	102	156
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
461	Designer 美術設計師	-	-	-	269	1 291	827	-	169
462	Digital Designer 數碼媒體設計師	-	-	-	-	73	77	-	5
463	Webmaster 網主	-	-	-	-	70	73	-	-
464	Technician 技術員	-	-	1	-	458	27	-	-
465	Promoter 推廣員	-	-	-	-	85	20	-	-
492	Data Analyst 數據分析員	-	-	-	-	78	21	-	-
Sub-Total 小計		-	-	1	269	2 055	1 045	-	174
GRAND TOTAL 總計		48	271	1 590	1 624	7 765	3 511	102	485

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

Table 7.9 Preferred Years of Relevant Experience of MC Employees in Corporate Communication/PR/Advertising/Marketing Department in Company/Institution
by Job Level by Job Code / Title

表 7.9 公司或機構內企業傳訊／公共關係／廣告／市場部機構媒體及傳訊業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									
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	95	23	66	22	-	-	-	21
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／總監／主管	39	13	31	7	-	-	-	8
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	73	129	31	66	-	-	-	4
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	17	183	59	50	-	-	-	77
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	3	164	21	8	4	-	-	32
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	237	39	25	-	-	-	7
147	Community Relations Manager 社區關係經理	-	45	-	7	-	-	-	4
148	Market Research Manager 市場調查經理	-	138	3	3	-	-	-	-
149	Publication Manager 出版經理	-	48	1	-	-	-	-	5
150	Internal Communications Manager 內部傳訊經理	-	4	1	-	-	-	-	3
Sub-Total 小計		227	984	252	188	4	-	-	161
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	-	118	147	276	88	3	-	114
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	-	63	47	107	59	-	-	43
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	-	140	172	218	69	-	-	13
244	Assistant Manager for Publication 助理出版經理	-	-	2	1	-	-	-	-
245	Chief Editor; Editor 總編輯；編輯	-	1	25	-	-	-	-	-
246	TV Producer 廣告製片	-	-	3	3	-	-	-	-
247	Brand Design Director; Head of Brand Design 品牌設計總監	-	8	-	8	5	-	-	-
Sub-Total 小計		-	330	396	613	221	3	-	170

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									
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	-	-	112	52	391	33	1	214
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	-	-	39	100	239	149	-	296
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	-	-	166	32	330	80	-	291
344	Officer / Assistant for Community Relations 社區關係主任／助理	-	-	-	-	63	-	-	-
345	Officer / Assistant for Market Research 市場調查主任／助理	-	-	24	31	62	9	-	-
346	Writer / Translator 撰稿／翻譯員	-	-	16	-	1	-	-	1
347	Officer / Assistant for Publication 出版主任／助理	-	-	12	1	4	-	-	4
348	Graphic Designer 廣告設計師	-	-	16	2	45	58	-	11
349	Photographer 攝影師	-	-	1	-	22	-	-	3
350	Online Editor 網絡編輯	-	-	-	-	-	2	-	-
351	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	-	-	-	-	28	-	-	1
353	Digital Media / Marketing Strategist 數碼媒體／市場策略師	-	-	16	-	14	-	-	-
354	Social Strategist 社交策略師	-	-	-	-	-	-	-	48
Sub-Total 小計		-	-	402	218	1 199	331	1	869
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級									
441	Researcher 資料蒐集員	-	-	-	-	71	21	-	-
442	Web Page Designer 網頁製作員	-	-	-	4	32	11	-	11
492	Data Analyst 數據分析員	-	-	-	-	70	-	-	-
Sub-Total 小計		-	-	-	4	173	32	-	11
GRAND TOTAL 總計		227	1 314	1 050	1 023	1 597	366	1	1 211

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

Table 7.10 Preferred Years of Relevant Experience of MC Employees in Media Production
by Job Level by Job Code / Title

表 7.10 媒體制作機構媒體及傳訊業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									
121	Vice President; Senior Vice President; Executive Director 副總裁; 高級副總裁; 執行董事	4	69	40	118	-	-	-	9
122	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監; 副總監; 助理總監; 創作總監; 製作總監	-	425	26	10	-	-	-	39
123	Program Director; Promotion Director 項目總監; 宣傳總監	-	8	9	41	2	-	-	1
124	Art Director 美術總監	-	7	8	64	2	-	-	7
Sub-Total 小計		4	509	83	233	4	-	-	56
SUPERVISORY LEVEL 主任級									
221	Head of Production; Head of Creation 製作主任; 創作主任	-	2	419	27	20	-	-	48
Sub-Total 小計		-	2	419	27	20	-	-	48
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採 / 製作 / 執行人員級									
321	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導; 高級編導; 編導; 助理編導	-	-	2	860	17	9	-	76
322	Research Supervisor; Researcher; Research Writer 資料審閱; 資料搜集員; 資料撰稿員	-	-	-	-	12	-	-	-
323	Content Writer; Script Writer 撰稿員; 編劇	-	-	-	7	10	-	-	1
Sub-Total 小計		-	-	2	867	39	9	-	77
SUPPORTING / TECHNICAL LEVEL 輔助 / 技術人員級									
421	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理; 影片剪接; 字幕操作員	-	-	-	9	153	18	-	114
422	Duty Director 值日導播員	-	-	-	-	5	8	-	-
423	Senior Cameraman; Cameraman 高級電視攝影師; 電視攝影師	-	-	-	202	22	8	-	710
424	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師; 視覺特效設計師; 3D 動畫師; 2D 動畫師	-	-	-	1	220	51	400	14
425	Visual Producer 視覺編導	-	-	-	2	5	-	400	-
426	Producer (Dubbing / Mixing); Boom Operator 配音效果 / 配音混錄; 收音員	-	-	-	396	22	6	-	14
427	Set Designer 佈景設計師	-	-	-	-	10	-	-	-
428	Hair Stylist; Make up Artist; Dresser 髮型師; 化妝師; 服裝	-	-	-	-	-	1	-	-
Sub-Total 小計		-	-	-	610	437	92	800	852
GRAND TOTAL 總計		4	511	504	1 737	500	101	800	1 033

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

Table 8.1 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Newspapers
by Job Level by Job Code / Title

表 8.1 報紙業機構媒體及傳訊業僱員（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	\$12,000 or below \$12,000 或 以下	\$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	3	16	9	12	11
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	-	-	34	42	-	12
103	Executive Editor 執行編輯	-	-	-	2	6	-	2
Sub-Total 小計		-	3	3	52	57	12	25
SUPERVISORY LEVEL 主任級								
201	Managing Editor 編輯主任	-	-	38	47	2	-	35
202	News / Assignment Editor 總採訪／採訪主任	-	-	52	309	-	-	26
203	International News Editor 國際新聞主任	-	-	10	1	-	-	1
204	China / National News Editor 中國新聞主任	-	-	17	10	-	-	2
205	Assignment Editor (Photography) / Photo Editor 攝影主任	-	-	33	-	1	-	21
206	Editorial / Leader Writer 主筆	-	-	14	-	1	1	20
Sub-Total 小計		-	-	164	367	4	1	105
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	-	25	170	1	-	-	53
302	Sub-editor; Copy Editor 文稿編輯	2	100	52	30	-	-	41
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	560	488	16	-	-	97
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	43	134	-	-	-	51
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	37	30	-	-	-	-
306	Online Editor 網絡編輯	-	3	34	-	-	-	33
307	Senior Designer 資深（高級）美術設計員	-	19	98	-	-	-	38
308	Graphic Artist 正稿製作員	-	28	18	-	-	-	32
309	Senior Producer; Producer 高級監製；監製	-	-	10	-	-	-	2
Sub-Total 小計		2	815	1 034	47	-	-	347

Job Code 職務編號	Job Title* 職稱	\$12,000 or below \$12,000 或 以下	\$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	-	110	4	-	-	-	22
402	Typesetter 植字員	-	4	-	-	-	-	6
403	Layout Artist 排版員	-	125	-	-	-	-	24
404	Proof-Reader 校對員	-	71	1	-	-	-	12
405	Darkroom Person 黑房工作人員	-	8	-	-	-	-	7
406	Librarian 資料室人員	-	47	12	-	-	-	27
407	Researcher 資料蒐集員	-	34	-	-	-	-	-
408	Web Page Designer 網頁製作員	-	14	15	-	-	-	6
409	Webmaster 網主	-	-	-	1	-	-	-
410	Digital Designer 數碼媒體設計員	-	-	19	-	-	-	6
Sub-Total 小計		-	413	51	1	-	-	110
GRAND TOTAL 總計		2	1 231	1 252	467	61	13	587

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

Table 8.2 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Magazine
by Job Level by Job Code / Title

表 8.2 雜誌業機構媒體及傳訊業僱員（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	\$12,000 or below \$12,000 或 以下	\$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	-	48	24	2	21
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	-	-	21	8	-	1
103	Executive Editor 執行編輯	-	-	-	17	-	-	18
Sub-Total 小計		-	1	-	86	32	2	40
SUPERVISORY LEVEL 主任級								
201	Managing Editor 編輯主任	-	3	111	7	-	-	104
202	News / Assignment Editor 總採訪／採訪主任	-	-	5	12	-	-	-
203	International News Editor 國際新聞主任	-	-	2	-	-	-	3
204	China / National News Editor 中國新聞主任	-	-	2	-	-	-	3
205	Assignment Editor (Photography) / Photo Editor 攝影主任	-	2	2	5	-	-	-
206	Editorial / Leader Writer 主筆	-	2	38	1	-	-	1
Sub-Total 小計		-	7	160	25	-	-	111
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	1	20	37	8	-	-	-
302	Sub-editor; Copy Editor 文稿編輯	3	34	30	2	-	-	157
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	47	283	7	-	-	105
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	78	6	5	-	-	54
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	4	-	-	-	2
306	Online Editor 網絡編輯	-	39	3	5	-	-	54
307	Senior Designer 資深（高級）美術設計員	-	22	23	-	-	-	54
308	Graphic Artist 正稿製作員	-	8	1	-	-	-	-
Sub-Total 小計		4	248	387	27	-	-	426

Job Code 職務 編號	Job Title* 職稱	\$12,000 or below \$12,000 或 以下	\$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	5	99	6	-	-	-	57
402	Typesetter 植字員	-	1	-	-	-	-	-
403	Layout Artist 排版員	-	92	-	-	-	-	-
404	Proof-Reader 校對員	-	5	-	-	-	-	54
406	Librarian 資料室人員	-	1	-	-	-	-	-
407	Researcher 資料蒐集員	-	5	-	-	-	-	-
408	Web Page Designer 網頁製作員	-	52	-	-	-	-	-
409	Webmaster 網主	2	-	1	-	-	-	-
410	Digital Designer 數碼媒體設計員	-	3	-	-	-	-	55
Sub-Total 小計		7	258	7	-	-	-	166
GRAND TOTAL 總計		11	514	554	138	32	2	743

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

**Table 8.3 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Radio/TV Station
by Job Level by Job Code / Title**

**表 8.3 電台及電視台機構媒體及傳訊業僱員（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	\$12,000 or below \$12,000 或 以下	\$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	-	-	-	-	15	13	25
112	Controller; Deputy Controller; Assistant Controller; News Manager 總監；副總監；助理總監；新聞經 理	-	-	-	2	4	12	7
Sub-Total 小計		-	-	-	2	19	25	32
SUPERVISORY LEVEL 主任級								
211	Executive News / Assignment / Planning Editor 總採訪／策劃主任	-	-	-	3	23	-	13
212	Deputy / Assistant News, Assignment or Planning Editor 副採訪／策劃主任	-	-	-	27	12	-	11
213	Managing Editor 編輯主任	-	-	2	3	16	-	14
214	Deputy / Assistant Managing Editor 副編輯主任	-	-	-	27	4	-	25
215	Executive Producer 監製；製作主任	-	-	-	26	12	-	34
Sub-Total 小計		-	-	2	86	67	-	97
EXECUTIONAL LEVEL 執行人員級								
311	Senior Sub-editor; Sub-editor 高級編輯；編輯	-	30	168	19	-	-	36
312	News Anchor; Announcer 新聞主播；報告員	-	-	38	9	-	-	51
313	News Translator 新聞翻譯員	-	20	5	-	-	-	18
314	Senior Reporter/Researcher; Reporter; Researcher 高級記者／資料搜集；記者；資料 搜集	-	15	255	37	-	-	227
315	Cameraman 電視攝影師	-	-	7	132	-	-	152
316	Executive Producer; Senior Producer; Producer 監製；高級編導；編導	-	21	34	114	-	-	61
317	Online Editor 網絡編輯	-	10	5	2	-	-	-
318	Content Writer; Script Writer 撰稿員	-	-	15	-	-	-	125
Sub-Total 小計		-	96	527	313	-	-	670

Job Code 職務 編號	Job Title* 職稱	\$12,000 or below \$12,000 或 以下	\$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								
412	Web Page Designer 網頁製作員	-	31	-	1	-	-	16
413	Webmaster 網主	-	-	-	5	-	-	5
414	Director; Production Assistant; Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 導演；製作助理；錄影廠製作經 理；影片剪接；字幕操作員	-	40	232	180	-	-	141
415	Duty Director 值日導播員	-	1	-	-	-	-	-
416	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計 師；3D動畫師；2D動畫師	-	7	14	-	-	-	4
417	Producer (Dubbing / Mixing); Boom Operator 配音效果 / 配音混錄；收音員	-	11	11	-	-	-	20
418	Set Designer 佈景設計師	-	-	-	38	-	-	20
419	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	-	11	-	16	-	-	20
Sub-Total 小計		-	101	257	240	-	-	226
GRAND TOTAL 總計		-	197	786	641	86	25	1 025

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

Table 8.4 Average Monthly Income Range of MC Employees (Excl. Freelancers) in News Agency
by Job Level by Job Code / Title

表 8.4 新聞通訊社機構媒體及傳訊業僱員（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	\$12,000 or below \$12,000 或 以下	\$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	3	4	-	2
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	-	-	6	3	-	1
103	Executive Editor 執行編輯	-	-	-	2	-	-	1
Sub-Total 小計		-	-	1	11	7	-	4
SUPERVISORY LEVEL 主任級								
201	Managing Editor 編輯主任	-	-	1	4	-	-	3
202	News / Assignment Editor 總採訪／採訪主任	-	1	5	2	-	-	2
203	International News Editor 國際新聞主任	-	-	1	-	-	-	-
204	China / National News Editor 中國新聞主任	-	-	-	-	-	-	2
205	Assignment Editor (Photography) / Photo Editor 攝影主任	-	-	-	1	-	-	-
206	Editorial / Leader Writer 主筆	-	-	3	-	-	-	-
Sub-Total 小計		-	1	10	7	-	-	7
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	-	-	7	-	-	-	20
302	Sub-editor; Copy Editor 文稿編輯	-	-	10	-	-	-	-
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	1	47	-	1	-	15
304	Senior Press Photographer; Press Photographer 資深（高級）攝影記者；攝影記者	-	1	5	-	-	-	7
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	-	4	-	-	-	-
306	Online Editor 網絡編輯	-	-	1	-	-	-	8
307	Senior Designer 資深（高級）美術設計員	-	-	-	1	-	-	-
308	Graphic Artist 正稿製作員	-	-	-	-	-	-	5
309	Senior Producer; Producer 高級監製；監製	-	-	9	-	-	-	-
Sub-Total 小計		-	2	83	1	1	-	55

Job Code 職務 編號	Job Title* 職稱	\$12,000 or below \$12,000 或 以下	\$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	-	-	1	-	-	-	-
408	Web Page Designer 網頁製作員	-	-	1	-	-	-	-
409	Webmaster 網主	-	1	-	-	-	-	-
Sub-Total 小計		-	1	2	-	-	-	-
GRAND TOTAL 總計		-	4	96	19	8	-	66

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

Table 8.5 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Digital/New Media
by Job Level by Job Code / Title

表 8.5 數碼／新媒體機構媒體及傳訊業僱員（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	\$12,000 or below \$12,000 或 以下	\$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	2	9
102	Deputy Editor; Deputy Editor-in-Chief 副總編輯	-	-	-	-	3	-	14
103	Executive Editor 執行編輯	-	-	-	1	2	-	1
193	Chief Technology Officer; Chief Technical Director 首席技術主任；首席技術總監	-	-	-	-	4	-	-
194	Chief (Digital) Content Officer; Director of Digital Media 首席（數碼）內容總監；數碼媒體 總監	-	-	-	-	4	1	4
196	Creative Director 創意總監	-	-	-	-	1	-	3
Sub-Total 小計		-	-	-	1	18	3	31
SUPERVISORY LEVEL 主任級								
201	Managing Editor 編輯主任	-	-	3	4	1	-	44
202	News / Assignment Editor 總採訪／採訪主任	-	-	11	1	-	-	4
204	China / National News Editor 中國新聞主任	-	-	-	-	-	-	1
205	Assignment Editor (Photography) / Photo Editor 攝影主任	-	-	-	-	-	-	10
290	Technical Manager 技術經理	-	-	-	-	13	-	-
291	Research and Development Manager 研發經理	-	-	-	4	2	-	6
292	Producer 監製	-	-	74	3	-	-	6
293	Digital Content Officer 數碼內容主任	-	-	3	6	1	-	4
Sub-Total 小計		-	-	91	18	17	-	75
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	-	1	4	1	9	-	10
302	Sub-editor; Copy Editor 文稿編輯	-	2	-	-	-	-	5
303	Senior Reporter; Reporter 資深（高級）記者；記者	-	12	54	-	23	-	21
304	Senior Press Photographer; Press Photographer; Photographer 資深（高級）攝影記者；攝影記 者；攝影師	-	-	6	-	-	-	9
305	Senior Translator; Translator 資深（高級）翻譯員；翻譯員	-	1	1	-	-	-	-

Job Code 職務 編號	Job Title* 職稱	\$12,000 or below \$12,000 或 以下	\$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
306	Online Editor 網絡編輯	-	18	25	15	-	-	18
307	Senior Designer 資深（高級）美術設計員	-	-	-	4	-	-	4
323	Copywriter 撰稿員	-	41	4	-	-	-	4
390	Web Designer 網頁程式設計員	-	1	16	-	-	-	20
391	Motion Graphic Designer 動畫影像設計員	-	-	10	7	-	-	-
393	User Experience Designer; User Interface Designer 客戶體驗設計員；介面設計員	-	-	-	57	-	-	-
395	Video Editor 影片剪接師	-	11	-	-	-	-	-
396	Multimedia Designer; Digital Designer 多媒體設計員；數碼媒體設計員	-	10	18	-	-	-	19
398	Project Executive 項目執行主任	-	-	1	-	-	-	2
399	Webmaster; Web specialist 網主；網頁專員	1	13	16	-	-	-	15
Sub-Total 小計		1	110	155	84	32	-	127
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級								
401	Designer 美術設計員	-	-	3	-	-	-	27
407	Researcher 資料蒐集員	7	7	-	-	-	-	-
Sub-Total 小計		7	7	3	-	-	-	27
GRAND TOTAL 總計		8	117	249	103	67	3	260

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

**Table 8.6 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Public Relations Services
by Job Level by Job Code / Title**

**表 8.6 公共關係服務機構媒體及傳訊業僱員（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	\$12,000 or below \$12,000 或 以下	\$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	33	126	77	13	60
132	Director of Client Services; Account Director 客戶服務總監	-	-	6	141	32	16	26
Sub-Total 小計		-	10	39	267	109	29	86
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	-	12	375	250	-	-	94
232	Chief Editor; Editor 總編輯；編輯	-	-	22	4	-	-	7
233	Art Director 美術總監	-	-	6	14	2	-	1
Sub-Total 小計		-	12	403	268	2	-	102
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	16	416	544	193	-	-	104
332	Digital Media/Marketing Strategist 數碼媒體／市務策略師	-	9	22	1	-	-	3
333	Account Co-ordinator 客戶聯絡助理	-	75	46	-	-	-	6
334	Translator 翻譯員	-	6	2	-	-	-	-
335	Visualiser 美術製稿員	-	6	3	-	-	-	4
336	Graphic Artist 正稿製作員	-	12	19	-	-	-	15
337	Copywriter 撰稿員	-	2	-	-	-	-	-
338	Research Assistant 市場調查助理	-	6	59	-	-	-	-
339	Social Strategist 社交策略師	-	7	11	-	-	-	-
Sub-Total 小計		16	539	706	194	-	-	132
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級								
431	Promoter 推廣員	-	16	-	-	-	-	9
492	Data Analyst 數據分析員	-	4	-	-	-	-	-
Sub-Total 小計		-	20	-	-	-	-	9
GRAND TOTAL 總計		16	581	1 148	729	111	29	329

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

Table 8.7 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Advertising Sales / PR / Marketing Department in Media organisations by Job Level by Job Code / Title

表 8.7 傳媒機構內廣告／公共關係／市場部機構媒體及傳訊業僱員（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	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位（例如高級文憑）	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
MANAGERIAL LEVEL 經理級								
181	Publisher; Managing Director; President 社長；董事經理；總裁	-	1	4	26	45	30	25
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	18	11	29	28
183	Advertising /Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	-	-	8	49	47	4	33
184	Circulation Sales / Circulation Marketing Director 發行／銷售總監	-	-	1	16	4	1	14
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	-	-	20	24	10	44
186	Business Development Director 業務發展總監	-	-	-	11	13	27	17
187	Research Director 市場調查總監	-	-	-	5	5	-	3
188	Public Relations Director 公共關係總監	-	-	1	23	3	9	14
189	Art Director 美術總監	-	-	1	56	25	-	31
Sub-Total 小計		-	1	21	224	177	110	209
SUPERVISORY LEVEL 主任級								
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	21	100	117	27	-	185
282	Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	-	60	3	-	-	45
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	3	44	146	12	-	118
284	Research Manager 市場調查經理	-	-	12	31	1	-	4
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	-	6	21	3	-	-	17
286	Public Relations Manager 公共關係經理	-	3	10	12	4	-	29
287	Sales Training / Support Manager 銷售訓練／支援經理	-	-	12	-	-	-	2
288	Business Development Manager 業務發展經理	-	-	-	4	3	-	9
Sub-Total 小計		-	33	259	316	47	-	409

Job Code 職務編號	Job Title* 職稱	Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	Diploma/ Certificate 文憑/證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Unspecified 未有說明
EXECUTIONAL LEVEL 執行人員級								
381	Advertising Sales Assistant / Executive; Account Executive 廣告銷售助理／主任；客戶主任	-	253	75	59	-	-	202
382	Marketing Assistant /Executive 市場助理／主任	-	144	47	6	-	40	130
383	Research Assistant / Executive 市場調查助理／主任	-	13	45	-	-	-	20
384	Traffic Co-ordinator; Advertising Administration Assistant 聯絡員；廣告行政助理	-	134	37	2	-	-	64
385	Public Relations Assistant / Executive 公共關係助理／主任	-	61	19	7	-	-	54
Sub-Total 小計		-	605	223	74	-	40	470
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級								
481	Promoter 推廣員	-	3	-	-	-	-	36
Sub-Total 小計		-	3	-	-	-	-	36
GRAND TOTAL 總計		-	642	503	614	224	150	1 124

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

Table 8.8 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 8.8 廣告商／媒介代理商機構媒體及傳訊業僱員（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	\$12,000 or below \$12,000 或 以下	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
MANAGERIAL LEVEL 經理級								
161	Managing Director; General Manager 董事總經理；總經理	-	-	30	421	368	23	29
162	Director of Client Services / Account Servicing 客戶服務總監	-	-	2	31	25	1	9
163	Group Account Director; Account Director 客戶總監	-	-	2	219	30	2	2
164	Director of Strategic Planning 品牌策劃總監	-	-	-	5	5	-	8
165	Executive Creative Director 執行創作總監	-	-	-	90	11	1	2
166	Creative Group Head; Creative Director 創作總監	-	-	101	43	10	-	60
168	Head of TV Production 電視廣告製作主任	-	-	-	3	2	-	2
169	Media Planning Director 媒介策劃總監	-	-	-	3	22	-	2
170	Media Buying Director 媒介採購總監	-	-	-	2	6	-	1
171	Media Group Head; Group Director; Associate Director 媒介組主任；客戶總監；副總監	-	-	-	6	-	-	18
Sub-Total 小計		-	-	135	823	479	27	133
SUPERVISORY LEVEL 主任級								
261	Associate Account Director; Account Manager 副客戶總監；客戶經理	-	9	790	314	-	-	8
262	Art Director 美術總監	-	30	502	368	-	-	8
263	Studio Manager 正稿製作經理	-	1	6	6	-	-	-
264	Production Manager 製作經理	-	2	426	48	-	-	13
265	Traffic Manager 流程統籌經理	-	-	52	1	-	-	-
266	TV Producer 廣告製片	-	60	21	6	-	-	22
267	Media Planning Manager 媒介策劃經理	-	1	19	4	-	-	47
268	Media Buying Manager 媒介採購經理	-	-	6	4	-	-	7
269	Research Manager; Research Planner 市場調查經理；策略策劃員	-	-	107	26	-	-	7
270	Senior PR Consultant; PR Consultant 高級公關顧問；公關顧問	-	-	10	2	-	-	8
271	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	1	39	68	-	-	68

Job Code 職務編號	Job Title* 職稱	\$12,000 or below \$12,000 或 以下	\$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
272	Brand Design Director/ Head of Brand Design 品牌設計總監	-	-	92	-	-	-	1
Sub-Total 小計		-	104	2 070	847	-	-	189
EXECUTIONAL LEVEL 執行人員級								
361	Account Executive 客戶主任	-	524	1 462	-	-	-	24
362	Visualiser 草稿繪製員	-	23	-	-	-	-	26
363	Graphic Artist 正稿製作員	-	1 757	78	-	-	-	12
364	Copywriter 撰稿員	-	373	69	-	-	-	11
365	Media Planner; Media Executive 媒介策劃員；媒介主任	-	150	92	-	-	-	118
366	Media Buyer 媒介採購員	-	25	18	-	-	-	-
367	Traffic Co-ordinator 流程統籌	-	11	50	-	-	-	-
368	Production Assistant 製作助理	-	51	67	-	-	-	13
369	Research Assistant 市場調查助理	-	20	49	-	-	-	58
370	Photographer 廣告攝影師	-	228	5	-	-	-	6
371	Online Editor 網絡編輯	-	24	174	-	-	-	7
372	Marketing Assistant / Executive 市場助理／主任	-	447	43	-	-	-	94
373	Strategic Planner 品牌策劃員	-	4	-	-	-	-	4
374	Community Manager 社群經理	-	1	5	-	-	-	-
375	Senior Brand Designer/ Brand Designer 資深品牌設計師／品牌設計師	-	156	10	-	-	-	10
376	Package Designer 包裝設計師	-	-	25	-	-	-	3
377	Digital Media / Marketing Strategist 數碼媒體／市務策略師	-	8	31	2	-	-	9
378	Social Strategist 社交策略師	-	1	77	-	-	-	-
Sub-Total 小計		-	3 803	2 255	2	-	-	395

Job Code 職務 編號	Job Title* 職稱	\$12,000 or below \$12,000 或 以下	\$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								
461	Designer 美術設計員	-	2 036	83	268	-	-	169
462	Digital Designer 數碼媒體設計員	-	53	72	-	-	-	30
463	Webmaster 網主	-	41	102	-	-	-	-
464	Technician 技術員	-	107	379	-	-	-	-
465	Promoter 推廣員	-	85	20	-	-	-	-
492	Data Analyst 數據分析員	-	30	67	-	-	-	2
Sub-Total 小計		-	2 352	723	268	-	-	201
GRAND TOTAL 總計		-	6 259	5 183	1 940	479	27	918

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

Table 8.9 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Corporate Communication/PR/Advertising/Marketing Department in Company/Institution

by Job Level by Job Code / Title

表 8.9 公司或機構內企業傳訊／公共關係／廣告／市場部機構媒體及傳訊業僱員（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	\$12,000 or below \$12,000 或 以下	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
MANAGERIAL LEVEL 經理級								
141	General Manager / Director / Head of Corporate Communications, Public Relations and Public Affairs 企業傳訊、公共關係及公共事務總經理／總監／主管	-	-	-	33	126	34	34
142	General Manager / Director / Head of Advertising and Marketing Communications 廣告及市場傳訊總經理／總監／主管	-	-	-	46	34	1	17
143	General Manager / Director / Head of Marketing, Product Development and Brand Management 市場、產品開發及品牌推广總經理／總監／主管	-	-	-	211	60	7	25
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	-	-	-	194	105	1	85
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	-	-	-	168	9	1	54
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	-	7	199	63	-	39
147	Community Relations Manager 社區關係經理	-	-	-	50	2	-	4
148	Market Research Manager 市場調查經理	-	-	-	144	-	-	-
149	Publication Manager 出版經理	-	-	-	48	1	-	5
150	Internal Communications Manager 內部傳訊經理	-	-	-	3	2	-	3
Sub-Total 小計		-	-	7	1 096	402	44	266
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	-	13	222	350	6	-	151
242	Assistant Manager / Executive for Advertising and Marketing Communications 廣告及市場傳訊助理經理／主任	-	21	116	97	-	-	85
243	Assistant Manager / Executive for Marketing, Product Development and Brand Management 市場、產品開發及品牌推广助理經理／主任	-	-	179	353	-	-	80
244	Assistant Manager for Publication 助理出版經理	-	-	1	2	-	-	-
245	Chief Editor; Editor 總編輯；編輯	-	-	-	18	-	-	8

Job Code 職務編號	Job Title* 職稱	\$12,000 or below \$12,000 或 以下	\$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
246	TV Producer 廣告製片	-	-	3	3	-	-	-
247	Brand Design Director; Head of Brand Design 品牌設計總監	-	-	13	8	-	-	-
Sub-Total 小計		-	34	534	831	6	-	324
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	1	127	374	34	-	-	267
342	Officer / Assistant for Advertising and Marketing Communications 廣告及市場傳訊主任／助理	-	72	314	11	-	-	426
343	Officer / Assistant for Marketing, Product Development and Brand Management 市場、產品開發及品牌推广主任／助理	-	176	366	1	-	-	356
344	Officer / Assistant for Community Relations 社區關係主任／助理	-	-	63	-	-	-	-
345	Officer / Assistant for Market Research 市場調查主任／助理	-	51	66	-	-	-	9
346	Writer / Translator 撰稿／翻譯員	-	-	16	-	-	-	2
347	Officer / Assistant for Publication 出版主任／助理	-	1	12	4	-	-	4
348	Graphic Designer 廣告設計員	-	81	21	1	-	-	29
349	Photographer 攝影師	-	9	4	-	-	-	13
350	Online Editor 網絡編輯	-	2	-	-	-	-	-
351	Senior Brand Designer; Brand Designer 資深品牌設計師；品牌設計師	-	24	-	1	-	-	4
353	Digital Media / Marketing Strategist 數碼媒體／市場策略師	-	14	16	-	-	-	-
354	Social Strategist 社交策略師	-	-	-	-	-	-	48
Sub-Total 小計		1	557	1 252	52	-	-	1 158
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級								
441	Researcher 資料蒐集員	-	91	1	-	-	-	-
442	Web Page Designer 網頁製作員	-	30	1	-	-	-	27
492	Data Analyst 數據分析員	-	70	-	-	-	-	-
Sub-Total 小計		-	191	2	-	-	-	27
GRAND TOTAL 總計		1	782	1 795	1 979	408	44	1 775

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

Table 8.10 Average Monthly Income Range of MC Employees (Excl. Freelancers) in Media Production
by Job Level by Job Code / Title

表 8.10 媒體制作機構媒體及傳訊業僱員（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	\$12,000 or below \$12,000 或 以下	\$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								
121	Vice President; Senior Vice President; Executive Director 副總裁；高級副總裁；執行董事	-	-	112	91	19	-	18
122	Controller; Deputy Controller; Assistant Controller; Creative Director; Production Director 總監；副總監；助理總監；創作總監；製作總監	-	-	9	422	24	-	45
123	Program Director; Promotion Director 項目總監；宣傳總監	-	-	2	37	19	-	3
124	Art Director 美術總監	-	-	63	17	1	-	7
Sub-Total 小計		-	-	186	567	63	-	73
SUPERVISORY LEVEL 主任級								
221	Head of Production; Head of Creation 製作主任；創作主任	-	2	458	2	-	-	54
Sub-Total 小計		-	2	458	2	-	-	54
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級								
321	Chief Producer; Senior Producer; Producer; Production Assistant 首席編導；高級編導；編導；助理編導	-	6	874	1	-	-	83
322	Research Supervisor; Researcher; Research Writer 資料審閱；資料搜集員；資料撰稿員	-	3	1	-	-	-	8
323	Content Writer; Script Writer 撰稿員；編劇	-	7	10	-	-	-	1
Sub-Total 小計		-	16	885	1	-	-	92
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級								
421	Floor Manager; Video Editor; Engineer & Technician; Subtitling Operator 錄影廠製作經理；影片剪接；字幕操作員	9	116	52	-	-	-	117
422	Duty Director 值日導播員	-	13	-	-	-	-	-
423	Senior Cameraman; Cameraman 高級電視攝影師；電視攝影師	-	25	202	2	-	-	713
424	Motion Graphic Designer; Visual Effects Designer; 3D Animator; 2D Animator 動態圖像設計師；視覺特效設計師；3D動畫師；2D動畫師	-	379	71	-	-	-	36
425	Visual Producer 視覺編導	-	202	5	-	-	-	-
426	Producer (Dubbing / Mixing); Boom Operator 配音效果／配音混錄；收音員	-	8	416	-	-	-	14

Job Code 職務 編號	Job Title* 職稱	\$12,000 or below \$12,000 或 以下	\$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
427	Set Designer 佈景設計師	-	10	-	-	-	-	-
428	Hair Stylist; Make up Artist; Dresser 髮型師；化妝師；服裝	-	-	-	-	-	-	-
Sub-Total 小計		9	753	746	2	-	-	880
GRAND TOTAL 總計		9	771	2 275	572	63	-	1 099

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

Table 9.1 Percentage of Companies which Indicated the Need to Enhance Skills / Knowledge of MC Employees by Job Level

**表 9.1 填報需加強媒體及傳訊業僱員技能／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 / 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	27.7	12.3	8.0	11.3
102	Production management 製作管理	22.4	60.2	34.7	17.2
103	Marketing management 市場管理	30.6	14.3	16.2	41.1
104	Human resources management 人力資源管理	29.0	21.7	4.5	38.9
105	Financial management 財務管理	30.1	3.9	0.5	14.9
106	Strategic planning management 策略計劃管理	38.4	8.6	2.7	43.0
107	Crisis management 危機管理	36.7	13.4	13.4	15.0
108	Self-management 自我管理	30.8	42.3	29.2	28.9
109	Professional ethics 專業道德操守	29.7	32.5	28.8	51.1
110	People-to-people communication 人與人之間溝通	33.7	20.0	25.9	57.8
China and International Knowledge 中國及國際知識					
201	Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	35.8	22.4	14.5	50.0
202	Industry practices in the mainland of China 在中國內地的行業常規	32.6	17.9	13.8	17.9
203	Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	29.6	5.4	4.0	16.9
204	International relations and global vision 國際關係及世界視野	26.9	4.3	7.1	14.9
Language Skills 語文技能					
301	Spoken English 英語會話	17.6	19.2	22.1	48.1
302	Putonghua 普通話	14.0	21.8	23.9	34.5
303	Written English 英文書寫能力	16.6	9.8	17.3	28.3
304	Written Chinese 中文書寫能力	13.6	6.9	15.8	26.9
305	Translation 翻譯	9.5	4.4	6.9	13.8

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 / Executorial 編採／製作／ 執行人員級 %*	Supporting / Technical 輔助／技術 人員級 %*
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	2.7	1.6	1.5	1.1
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission and mobile device application) 新媒體科技在編採工作上的應用（如數碼拍攝、數碼製作、網路傳輸及流動通訊應用等）	3.0	1.5	2.9	2.9
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）	2.5	2.3	3.0	3.2
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	2.4	1.3	2.0	2.8
405	Digital news distribution channels 網上平台運用	1.9	0.7	1.4	2.5
406	Online community building 網上社群創建	0.8	0.2	1.5	1.9
407	AR / VR Application 擴增實鏡／虛擬實境應用	0.3	0.1	0.9	1.9
Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）					
501	Reporting and editing skills 編採技巧	2.6	3.0	3.5	5.7
502	Print/TV/media production skills 印刷／電視／媒體製作技巧	1.9	1.2	1.7	2.1
503	Media law and ethics 傳媒法規與操守	2.4	2.7	4.4	1.9
504	Intellectual property and copyright law 知識產權及版權法	2.8	1.8	3.8	2.4
505	Strategic news planning 新聞規劃	2.8	1.7	1.7	1.8
506	Integration of the Internet with journalism 互聯網與新聞的結合	2.1	2.0	2.4	2.2
507	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	0.9	0.5	1.0	1.8
508	Audience research 受眾調查	1.2	0.7	1.0	2.1
509	Multi-tasking skills 一身多職的能力	1.8	2.0	5.7	2.7
510	Global vision/cultural-setting skill 國際視野／文化交流技巧	2.2	2.4	2.8	1.9
511	News curation 新聞策展	2.1	1.5	1.7	2.1
512	Data analysis 數據分析	2.4	1.3	2.6	2.4

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 / Executorial 編採／製作／ 執行人員級 %*	Supporting / Technical 輔助／技術 人員級 %*
513	Trends and changes of the financial market 金融市場之趨勢及變化	2.1	0.9	1.0	1.6
514	Social media applications 社交媒體的應用	1.9	1.0	1.9	2.3
515	Mobile Phone Shooting 手機拍攝	0.3	0.1	1.0	1.9
516	Infographic Design 資訊圖表設計	0.2	0.2	1.0	2.0
Innovative Media Technology (Digital / New Media Sector) 創新媒體科技 (數碼／新媒體業)					
601	Hardware and Software (Interaction design, mobile device) 硬件和軟件 (互動設計, 流動裝置)	0.2	0.5	0.7	-
602	New media technology for public engagement and promotion (E.g. Cross-disciplinary design application on public engagement, APP & Game development, Alternate Reality Game etc.) 新媒體技術的公眾參與和推廣 (如公眾 參與科技的设计應用, APP 和遊戲開發 , 真實體驗交流遊戲等)	0.2	0.4	0.5	-
603	Application of new media technologies on various media projects (e.g. programming, sensors, 360 video shooting, transparent interface, machine learning etc) 新媒體技術應用 (如編寫程式, 傳感器 , 360視頻拍攝, 透明連接界面, 機器 學習等應用)	0.2	0.4	0.5	0.1
604	AR / VR Application 擴增實鏡／虛擬實境應用	0.1	0.2	0.3	-
Industry Specific Skills (Digital / New Media Sector) 業內專業技能 (數碼／新媒體業)					
701	(Content) Research skills 資料內容蒐集技巧	0.2	0.4	0.5	0.1
702	Creativity and cultural insights 對創意和文化的瞭解	0.3	0.4	0.6	-
703	Technology development insights 對科技發展的瞭解	0.3	0.4	0.5	-
704	Specific Technical skills (e.g. editing, photoshop, programming etc) 專門技術 (如編輯, 軟件, 編寫程式 等)	0.3	0.4	0.6	-
705	Visual design and aesthetics 視覺設計及美學	0.1	0.2	0.3	-
706	User experience design 使用者經驗設計	-	0.1	0.3	-
707	Infographic design 資訊圖表設計	-	0.1	0.3	-
708	Multi-tasking skills 一身多職的能力	-	0.1	0.3	0.1

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 / Executorial 編採／製作／ 執行人員級 %*	Supporting / Technical 輔助／技術 人員級 %*
Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）					
801	Website design and supporting skills 網站設計及支援技巧	11.8	17.2	15.4	16.6
802	Market research applications 市場調查的應用	14.3	21.8	38.8	39.4
803	Consumer database management 客戶資料庫管理	17.8	8.9	6.5	12.5
804	Innovative media research and applications 創新媒體的研究及應用	6.6	6.3	5.3	40.2
805	Multimedia knowledge and applications 多媒體的知識及應用	7.3	7.6	6.5	12.8
806	Social media marketing 社交媒體營銷	11.2	5.5	6.0	12.4
807	Big data analytics 大數據分析	12.1	11.3	10.5	40.4
808	Marketing automation (intelligent assistant, chatbots) 自動化行銷(智能助理、聊天機械人)	1.7	7.4	6.3	12.1
809	China social media apps 中國社交媒體應用	2.7	1.5	1.1	11.1
810	Influencer marketing (KOL) 影響者行銷(網絡紅人)	3.3	1.8	1.1	12.2
811	E-commerce knowledge 電子商貿知識	11.2	2.9	3.3	40.3
812	Programmatic advertising 程序化廣告	3.9	3.3	2.5	11.0
813	AR / VR Application 擴增實境／虛擬實境應用	3.0	1.3	1.0	11.0
Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）					
901	Account strategic planning 客戶策略規劃	23.9	17.4	12.8	16.4
902	Sales/marketing strategic planning 銷售／市場推廣策略規劃	20.0	16.2	10.7	18.8
903	Media planning and market research 傳媒規劃及市場研究	13.9	9.7	6.1	16.5
904	Creativity and cultural insights 對創意及文化的瞭解	17.6	15.1	11.2	45.7
905	PR consultation/presentation skills 公關的諮詢／表達技巧	21.0	14.1	13.0	18.3
906	Project management 項目管理	24.1	20.8	16.0	13.8
907	Brand safety measures 品牌安全措施	28.6	13.5	7.2	12.4
908	Copyright awareness 版權意識	29.1	6.8	3.8	16.6
909	Attention to privacy policy and ethical use of personal data 注重私隱政策及使用個人資料的道德操守	12.2	9.3	2.0	12.5

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 / Executorial 編採／製作／ 執行人員級 %*	Supporting / Technical 輔助／技術 人員級 %*
Innovative Media Technology (Media Production Sector) 創新媒體科技（媒體製作業）					
1001	Innovative media technology products (e.g. Interactive TV, OTT, etc.) 創新媒體科技產品（如互動電視、OTT 服務等）	3.7	0.6	14.3	5.7
1002	Application of new technologies in production (e.g. Aerial Videography, 4K / 8K Production, Stereoscopy Production, HDSLR Workflow, Panoramic Videography, etc.) 新科技在製作流程上的應用（如航空拍 攝、4K / 8K 製作、3D 製作、單反錄像 工作流程、全景錄像拍攝等）	2.6	0.8	14.3	14.0
1003	Computer literacy skills (e.g. Cloud System, Digital Post-Production etc.) 電腦應用技巧（如雲端系統、數碼後期 處理等）	3.7	0.5	14.5	1.8
1004	AR / VR Production 擴增實鏡／虛擬實境製作	0.7	0.7	0.5	4.9
Industry Specific Skills (Media Production Sector) 業內專業技能（媒體製作業）					
1101	TV/media production skills 電視／媒體技巧	6.0	0.6	0.3	17.2
1102	Media law and ethics 傳媒法規與操守	2.8	0.5	14.3	13.8
1103	Intellectual property and copyright law 知識產權及版權法	3.5	0.7	0.5	13.3
1104	Critical thinking skills and cross-media knowledge 批判性思考技巧及跨媒體知識	2.6	0.2	0.2	8.3
1105	Research skills 調查技巧	2.8	0.2	0.4	9.3
1106	Multi-tasking skills 一身多職的能力	2.8	0.2	0.4	1.2
1107	Visual design and aesthetics 視覺設計及美學	0.8	0.6	0.4	8.6

* 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 10.1 Percentage of Companies which Indicated the Need to Enhance Skills / Knowledge of MC Employees by Branch

**表 10.1 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 and Information Department in Radio/ TV Stations 電台／電視台 新聞及資訊部	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	Media Production 媒體製作
		%*	%*	%*	%*	%*	%*	%*	%*	%*
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	19.4	9.3	31.0	14.3	41.9	38.0	6.5	52.6	1.3
102	Production management 製作管理	27.8	12.5	44.8	23.8	48.4	41.4	41.0	35.3	77.4
103	Marketing management 市場管理	33.3	10.9	27.6	28.6	48.4	48.5	24.4	54.9	16.2
104	Human resources management 人力資源管理	27.8	13.6	31.0	38.1	48.4	25.4	32.6	26.4	9.6
105	Financial management 財務管理	19.4	7.4	17.2	33.3	35.5	19.1	13.6	9.1	7.5
106	Strategic planning management 策略計劃管理	36.1	35.4	31.0	33.3	45.2	21.8	28.6	27.0	2.9
107	Crisis management 危機管理	44.4	27.6	31.0	57.1	54.8	23.1	15.2	50.0	14.2
108	Self-management 自我管理	38.9	32.7	27.6	42.9	64.5	49.2	47.3	47.4	20.4
109	Professional ethics 專業道德操守	27.8	40.9	27.6	66.7	45.2	25.2	54.2	39.4	14.5
110	People-to-people communication 人與人之間溝通	22.2	24.1	34.5	28.6	45.2	25.7	34.5	40.9	6.8
China and International Knowledge 中國及國際知識										
201	Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發 展	50.0	14.0	27.6	28.6	54.8	29.1	35.5	19.6	11.9
202	Industry practices in the mainland of China 在中國內地的行業常規	44.4	10.5	27.6	23.8	51.6	15.2	23.0	13.4	4.8

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 and Information Department in Radio/ TV Stations 電台／電視台 新聞及資訊部	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	Media Production 媒體製作
		%*	%*	%*	%*	%*	%*	%*	%*	%*
203	Geopolitics of China and her role in the world stage 中國外交、地緣政治及國際地位	19.4	5.8	20.7	19.0	25.8	9.4	14.5	7.4	4.3
204	International relations and global vision 國際關係及世界視野	22.2	23.7	27.6	23.8	25.8	9.4	12.3	29.6	4.8
Language Skills 語文技能										
301	Spoken English 英語會話	25.0	14.0	31.0	23.8	41.9	25.1	33.1	38.5	8.8
302	Putonghua 普通話	13.9	16.3	31.0	9.5	48.4	13.5	23.2	37.4	6.5
303	Written English 英文書寫能力	22.2	29.6	24.1	19.0	35.5	43.4	11.2	35.3	15.4
304	Written Chinese 中文書寫能力	13.9	29.2	20.7	14.3	38.7	35.1	8.8	33.8	12.9
305	Translation 翻譯	13.9	10.9	13.8	4.8	32.3	13.5	5.2	31.7	0.1
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	44.4	11.7	24.1	19.0	-	-	-	-	-
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）	41.7	31.9	31.0	19.0	-	-	-	-	-
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）	55.6	27.6	34.5	9.5	-	-	-	-	-
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	50.0	14.0	51.7	23.8	-	-	-	-	-

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 and Information Department in Radio/ TV Stations 電台／電視台 新聞及資訊部	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	Media Production 媒體製作
		%*	%*	%*	%*	%*	%*	%*	%*	%*
405	Digital news distribution channels 網上平台運用	19.4	17.9	17.2	19.0	-	-	-	-	-
406	Online community building 網上社群創建	22.2	14.4	13.8	4.8	-	-	-	-	-
407	AR / VR Application 擴增實鏡／虛擬實境應用	5.6	8.6	6.9	9.5	-	-	-	-	-
Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）										
501	Reporting and editing skills 編採技巧	75.0	44.7	37.9	28.6	-	-	-	-	-
502	Print/TV/media production skills 印刷／電視／媒體製作技巧	30.6	19.1	24.1	19.0	-	-	-	-	-
503	Media law and ethics 傳媒法規與操守	36.1	44.0	24.1	33.3	-	-	-	-	-
504	Intellectual property and copyright law 知識產權及版權法	41.7	35.8	31.0	28.6	-	-	-	-	-
505	Strategic news planning 新聞規劃	50.0	17.5	34.5	52.4	-	-	-	-	-
506	Integration of the Internet with journalism 互聯網與新聞的結合	58.3	21.4	24.1	28.6	-	-	-	-	-
507	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	16.7	10.1	10.3	19.0	-	-	-	-	-
508	Audience research 受眾調查	22.2	12.1	17.2	4.8	-	-	-	-	-
509	Multi-tasking skills 一身多職的能力	33.3	61.9	27.6	14.3	-	-	-	-	-
510	Global vision/cultural-setting skill 國際視野／文化交流技巧	38.9	24.9	24.1	57.1	-	-	-	-	-
511	News curation 新聞策展	50.0	16.0	44.8	14.3	-	-	-	-	-
512	Data analysis 數據分析	22.2	32.3	41.4	28.6	-	-	-	-	-
513	Trends and changes of the financial market 金融市場之趨勢及變化	27.8	13.6	24.1	14.3	-	-	-	-	-
514	Social media applications 社交媒體的應用	27.8	17.1	24.1	19.0	-	-	-	-	-

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 and Information Department in Radio/ TV Stations 電台／電視台 新聞及資訊部	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	Media Production 媒體製作
		%*	%*	%*	%*	%*	%*	%*	%*	%*
515	Mobile Phone Shooting 手機拍攝	5.6	8.9	17.2	9.5	-	-	-	-	-
516	Infographic Design 資訊圖表設計	5.6	10.1	13.8	4.8	-	-	-	-	-
Innovative Media Technology (Digital / New Media Sector) 創新媒體科技 (數碼／新媒體業)										
601	Hardware and Software (Interaction design, mobile device) 硬件和軟件 (互動設計, 流動裝置)	-	-	-	-	77.4	-	-	-	-
602	New media technology for public engagement and promotion (E.g. Cross- disciplinary design application on public engagement, APP & Game development, Alternate Reality Game etc.) 新媒體技術的公眾參與和推廣 (如公眾 參與科技的設計應用, APP 和遊戲開發 , 真實體驗交流遊戲等)	-	-	-	-	54.8	-	-	-	-
603	Application of new media technologies on various media projects (e.g. programming, sensors, 360 video shooting, transparent interface, machine learning etc) 新媒體技術應用 (如編寫程式, 傳感器 , 360視頻拍攝, 透明聯接界面, 機器 學習等應用)	-	-	-	-	51.6	-	-	-	-
604	AR / VR Application 擴增實鏡／虛擬實境應用	-	-	-	-	32.3	-	-	-	-
Industry Specific Skills (Digital / New Media Sector) 業內專業技能 (數碼／新媒體業)										
701	(Content) Research skills 資料內容蒐集技巧	-	-	-	-	54.8	-	-	-	-
702	Creativity and cultural insights 對創意和文化的瞭解	-	-	-	-	67.7	-	-	-	-
703	Technology development insights 對科技發展的瞭解	-	-	-	-	45.2	-	-	-	-
704	Specific Technical skills (e.g. editing, photoshop, programming etc) 專門技術 (如編輯, 軟件, 編寫程式 等)	-	-	-	-	54.8	-	-	-	-

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 and Information Department in Radio/ TV Stations 電台／電視台 新聞及資訊部	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	Media Production 媒體製作
		%*	%*	%*	%*	%*	%*	%*	%*	%*
705	Visual design and aesthetics 視覺設計及美學	-	-	-	-	29.0	-	-	-	-
706	User experience design 使用者經驗設計	-	-	-	-	32.3	-	-	-	-
707	Infographic design 資訊圖表設計	-	-	-	-	25.8	-	-	-	-
708	Multi-tasking skills 一身多職的能力	-	-	-	-	25.8	-	-	-	-
Innovative Media Technology (Advertising and Public Relations Sector) 創新媒體科技（廣告與公共關係業）										
801	Website design and supporting skills 網站設計及支援技巧	-	-	-	-	-	13.2	23.5	11.1	-
802	Market research applications 市場調查的應用	-	-	-	-	-	29.7	52.5	25.1	-
803	Consumer database management 客戶資料庫管理	-	-	-	-	-	28.3	11.0	17.2	-
804	Innovative media research and applications 創新媒體的研究及應用	-	-	-	-	-	17.8	21.6	7.0	-
805	Multimedia knowledge and applications 多媒體的知識及應用	-	-	-	-	-	15.2	10.8	8.7	-
806	Social media marketing 社交媒體營銷	-	-	-	-	-	17.4	9.8	13.2	-
807	Big data analytics 大數據分析	-	-	-	-	-	39.5	27.0	20.9	-
808	Marketing automation (intelligent assistant, chatbots) 自動化行銷 (智能助理、聊天機械人)	-	-	-	-	-	4.8	11.1	0.9	-
809	China social media apps 中國社交媒體應用	-	-	-	-	-	6.8	4.9	2.3	-
810	Influencer marketing (KOL) 影響者行銷 (網絡紅人)	-	-	-	-	-	7.7	5.5	4.7	-
811	E-commerce knowledge 電子商貿知識	-	-	-	-	-	12.2	22.0	6.0	-
812	Programmatic advertising 程序化廣告	-	-	-	-	-	7.5	6.1	5.1	-
813	AR / VR Application 擴增實境／虛擬實境應用	-	-	-	-	-	6.5	5.0	2.8	-

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 and Information Department in Radio/ TV Stations 電台／電視台 新聞及資訊部	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	Media Production 媒體製作
		%*	%*	%*	%*	%*	%*	%*	%*	%*
Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）										
901	Account strategic planning 客戶策略規劃	-	-	-	-	-	33.5	19.5	24.0	-
902	Sales/marketing strategic planning 銷售／市場推廣策略規劃	-	-	-	-	-	28.3	16.3	21.9	-
903	Media planning and market research 傳媒規劃及市場研究	-	-	-	-	-	18.6	10.7	17.2	-
904	Creativity and cultural insights 對創意及文化的瞭解	-	-	-	-	-	18.8	31.8	18.1	-
905	PR consultation/presentation skills 公關的諮詢／表達技巧	-	-	-	-	-	56.0	10.9	26.6	-
906	Project management 項目管理	-	-	-	-	-	51.5	22.1	16.0	-
907	Brand safety measures 品牌安全措施	-	-	-	-	-	16.5	22.0	12.8	-
908	Copyright awareness 版權意識	-	-	-	-	-	21.1	18.0	8.5	-
909	Attention to privacy policy and ethical use of personal data 注重私隱政策及使用個人資料的道德操 守	-	-	-	-	-	14.0	11.6	8.9	-
Innovative Media Technology (Media Production Sector) 創新媒體科技（媒體製作業）										
1001	Innovative media technology products (e.g. Interactive TV, OTT, etc.) 創新媒體科技產品（如互動電視、OTT 服	-	-	-	-	-	-	-	-	68.0
1002	Application of new technologies in production (e.g. Aerial Videography, 4K / 8K Production, Stereoscopy Production, HDSLR Workflow, Panoramic Videography, etc.) 新科技在製作流程上的應用（如航空拍 攝、4K / 8K 製作、3D 製作、單反錄像 工作流程、全景錄像拍攝等）	-	-	-	-	-	-	-	-	79.4

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 and Information Department in Radio/ TV Stations 電台／電視台 新聞及資訊部	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	Media Production 媒體製作
		%*	%*	%*	%*	%*	%*	%*	%*	%*
1003	Computer literacy skills (e.g. Cloud System, Digital Post-Production etc.) 電腦應用技巧（如雲端系統、數碼後期處理等）	-	-	-	-	-	-	-	-	61.8
1004	AR / VR Production 擴增實鏡／虛擬實境製作	-	-	-	-	-	-	-	-	9.4
Industry Specific Skills (Media Production Sector) 業內專業技能（媒體製作業）										
1101	TV/media production skills 電視／媒體技巧	-	-	-	-	-	-	-	-	32.1
1102	Media law and ethics 傳媒法規與操守	-	-	-	-	-	-	-	-	78.6
1103	Intellectual property and copyright law 知識產權及版權法	-	-	-	-	-	-	-	-	26.7
1104	Critical thinking skills and cross-media knowledge 批判性思考技巧及跨媒體知識	-	-	-	-	-	-	-	-	17.5
1105	Research skills 調查技巧	-	-	-	-	-	-	-	-	19.4
1106	Multi-tasking skills 一身多職的能力	-	-	-	-	-	-	-	-	6.9
1107	Visual design and aesthetics 視覺設計及美學	-	-	-	-	-	-	-	-	15.7

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

* 佔填覆公司百分率（按門類劃分）。

Table 11.1 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

表 11.1 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）

Job Level 技能等級	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 創新媒體科技	Industry Specific Skills 業內專業技能	Others 其他	Overall 整體
① Newspapers 報紙業								
Managerial 經理級		45	50	45	46	51	0	237
Supervisory 主任級		20	114	110	110	154	0	508
Editorial/Production /Executional 編採／製作／執行人員級		0	240	240	263	284	0	1 027
Supporting/Technical 輔助／技術人員級		0	0	32	37	33	0	102
Sub-total 小計		65	404	427	456	522	0	1 874
② Magazines 雜誌業								
Managerial 經理級		4	0	0	0	0	0	4
Supervisory 主任級		6	0	0	1	1	0	8
Editorial/Production /Executional 編採／製作／執行人員級		0	0	0	3	13	0	16
Supporting/Technical 輔助／技術人員級		0	0	0	2	2	0	4
Sub-total 小計		10	0	0	6	16	0	32
③ News & Information / Advertising Sales / PR Department in Radio and Television Stations 電台及電視台的新聞及資訊／廣告銷售／公關部								
Managerial 經理級		4	2	2	2	2	0	12
Supervisory 主任級		4	3	4	4	4	0	19
Editorial/Production /Executional 編採／製作／執行人員級		1	1	2	13	14	0	31
Supporting/Technical 輔助／技術人員級		1	1	1	3	1	0	7
Sub-total 小計		10	7	9	22	21	0	69
④ News Agencies 新聞通訊社								
Managerial 經理級		1	0	0	0	0	0	1
Supervisory 主任級		3	1	0	2	2	0	8
Editorial/Production /Executional 編採／製作／執行人員級		2	6	6	8	3	0	25
Supporting/Technical 輔助／技術人員級		0	1	1	1	0	0	3
Sub-total 小計		6	8	7	11	5	0	37
Total ① - ④ (Journalism) 總數 (新聞業)		91	419	443	495	564	0	2 012
⑤ Digital / New Media 數碼／新媒體								
Managerial 經理級		9	4	4	4	4	0	25
Supervisory 主任級		14	3	5	10	8	0	40
Editorial/Production /Executional 編採／製作／執行人員級		38	31	43	60	58	0	230
Supporting/Technical 輔助／技術人員級		0	0	0	0	0	0	0

Job Level 技能等級	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 創新媒體 科技	Industry Specific Skills 業內專業 技能	Others 其他	Overall 整體
Sub-total 小計		61	38	52	74	70	0	295
⑥ Public Relations Services Suppliers 公共關係服務供應商								
Managerial 經理級		17	9	3	12	9	0	50
Supervisory 主任級		35	6	0	19	21	0	81
Editorial/Production /Executorial 編採/製作/執行人員級		24	14	7	39	32	0	116
Supporting/Technical 輔助/技術人員級		0	0	0	0	0	0	0
Sub-total 小計		76	29	10	70	62	0	247
⑦ Advertising Companies, Agencies and Other Advertising Services 廣告業機構								
Managerial 經理級		305	268	0	300	301	0	1 174
Supervisory 主任級		320	269	0	300	342	0	1 231
Editorial/Production /Executorial 編採/製作/執行人員級		3	2	1	279	267	0	552
Supporting/Technical 輔助/技術人員級		0	0	0	41	6	0	47
Sub-total 小計		628	539	1	920	916	0	3 004
⑧ 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								
Managerial 經理級		113	43	32	37	82	1	308
Supervisory 主任級		104	26	36	26	71	1	264
Editorial/Production /Executorial 編採/製作/執行人員級		58	5	17	17	20	1	118
Supporting/Technical 輔助/技術人員級		0	0	1	1	1	1	4
Sub-total 小計		275	74	86	81	174	4	694
Total⑥-⑧ (Advertising and PR) 總數 (廣告與公共關係業)		979	642	97	1 071	1 152	4	3 945
⑨ Media Production Companies 媒體製作業機構								
Managerial 經理級		0	0	0	1	0	0	1
Supervisory 主任級		0	0	0	0	0	0	0
Editorial/Production /Executorial 編採/製作/執行人員級		0	0	0	101	53	0	154
Supporting/Technical 輔助/技術人員級		0	0	0	129	150	0	279
Sub-total 小計		0	0	0	231	203	0	434
Grand Total (All Branches) 總數 (所有門類)		1 131	1 099	592	1 871	1 989	4	6 686

Sampling Plan for 2019 Manpower Survey of the Media and Communications Industry

Branch	Industry	Employment Size	Stratum	Sample Size
Journalism				
1	Newspaper (HSIC 581201)	1-4	1	16
		5-9	2	18
		10-19	3	2
		20-49	4	3
		50-99	5	5
		100&over	6	11
		Sub-total		
2	Magazine (HSIC 581202)	1-4	1	19
		5-9	2	13
		10-19	3	10
		20-49	4	21
		50-99	5	4
		100&over	6	4
		Supplementary	-	10
Sub-total			81	
3	Radio/TV Station (HSIC 601000, 602000)	1-4	1	15
		5-9	2	7
		10-19	3	5
		20-49	4	5
		50-99	5	1
		100&over	6	5
		Supplementary	-	10
Sub-total			48	
4	News Agency (HSIC 639100)	1-4	1	16
		5-9	2	8
		10-19	3	2
		20-49	4	7
		50-99	5	1
		100&over	6	-
Sub-total			34	
Digital/New Media				
5	Digital/New Media	Supplementary	-	42

Advertising & Public Relations

6 Public Relations Services (HSIC 702100)	1-4	1	77
	5-9	2	34
	10-19	3	39
	20-49	4	41
	50-99	5	5
	100&over	6	2
	Sub-total		198
7 Advertising Companies, Agencies and other Advertising Services (HSIC 741100, 741900, 751200)	1-4	1	105
	5-9	2	21
	10-19	3	13
	20-49	4	26
	50-99	5	15
	100&over	6	8
	Supplementary	-	47
Sub-total		235	
8 Corporate Communication/PR/ Advertising/Marketing Department in Company/Institution (HSIC > 090 but exclude 581201, 581202, 591100, 591200, 591300, 601000, 602000, 639100, 702100, 741100, 741900, 751200 & PE >= 300)	300-399	7	27
	400-499	8	25
	500&over	9	147
	Supplementary	-	22
	Sub-total		221

Media Production

9 Media Production (HSIC 591100, 591200, 591300)	1-4	1	45
	5-9	2	26
	10-19	3	10
	20-49	4	10
	50-99	5	4
	100&over	6	2
	Supplementary	-	18
Sub-total		115	

Total

1 029

Notes: (1)* Data collected at company level.

(2) Additional 2 establishments discovered during survey period, totally 1 031 samples were covered in the survey.

媒體及傳訊業 2019 年人力調查抽樣細則

門類	行業	僱員人數	層級	抽樣 數目
報紙業				
1	報紙 (HSIC 581201)	1-4	1	16
		5-9	2	18
		10-19	3	2
		20-49	4	3
		50-99	5	5
		100 或以上	6	11
		小計		
2	雜誌 (HSIC 581202)	1-4	1	19
		5-9	2	13
		10-19	3	10
		20-49	4	21
		50-99	5	4
		100 或以上	6	4
		小計		
Sub-total				81
3	電台/電視台 (HSIC 601000, 602000)	1-4	1	15
		5-9	2	7
		10-19	3	5
		20-49	4	5
		50-99	5	1
		100 或以上	6	5
		補充	-	10
小計			48	
4	新聞通訊社 (HSIC 639100)	1-4	1	16
		5-9	2	8
		10-19	3	2
		20-49	4	7
		50-99	5	1
		100 或以上	6	-
小計			34	
數碼／新媒體				
5	數碼／新媒體	補充	-	42

廣告及公共關係業

6 公共關係服務供應商 (HSIC 702100)	1-4	1	77
	5-9	2	34
	10-19	3	39
	20-49	4	41
	50-99	5	5
	100 或以上	6	2
	小計		198
7 廣告業機構 (HSIC 741100, 741900, 751200)	1-4	1	105
	5-9	2	21
	10-19	3	13
	20-49	4	26
	50-99	5	15
	100 或以上	6	8
	補充	-	47
	小計		235
8 公司或機構內企業傳訊／公共關係／廣告 ／市場部 (HSIC > 090 but exclude 581201, 581202, 591100, 591200, 591300, 601000, 602000, 639100, 702100, 741100, 741900, 751200 & PE >= 300)	300-399	7	27
	400-499	8	25
	500 或以上	9	147
	補充	-	22
	小計		221

媒體製作

9 媒體製作 (HSIC 591100, 591200, 591300)	1-4	1	45
	5-9	2	26
	10-19	3	10
	20-49	4	10
	50-99	5	4
	100 或以上	6	2
	補充	-	18
	小計		115

總計**1 029**

Notes: (1)* 於公司層面收集的數據。

(2) 調查期間發現額外兩間機構，共涵蓋調查 1 031 個樣本。

Number of Establishments with Technical Manpower
in the Media and Communications Industry

Sector	Employment Size		No. of Establishments in Hong Kong
	1-9	>=10	
Journalism *	330 (341)	155 (188)	485 (529)
Digital/New Media ^	42 (45)		42 (45)
Advertising and Public Relations *	6 658 (5 976)	1 317 (1 215)	7 975 (7 191)
Media Production *	2 468 (1 665)	124 (141)	2 592 (1 806)
Overall			11 094 (9 571)

Note:

* Record based on the Central Registrar of Establishments of the Census and Statistics Department

^ Recommended by the Training Board

() Denotes the corresponding numbers in the 2016 manpower survey

媒體及傳訊業僱有
技術人力的機構數目

行業	僱員人數		本地的機構數目
	1-9	>=10	
新聞業 *	330 (341)	155 (188)	485 (529)
數碼／新媒體業 ^	42 (45)		42 (45)
廣告與公共關係業 *	6 658 (5 976)	1 317 (1 215)	7 975 (7 191)
媒體製作業 *	2 468 (1 665)	124 (141)	2 592 (1 806)
總數			11 094 (9 571)

註：

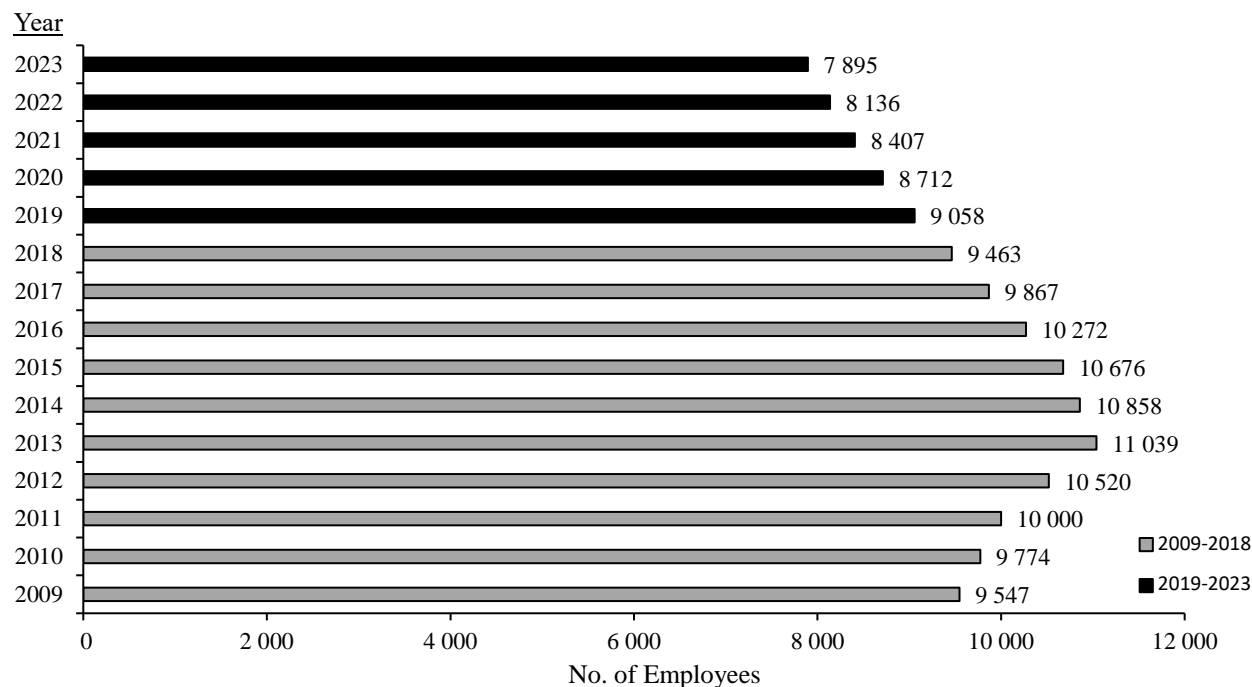
* 按照統計處「機構單位記錄庫」的記錄。

^ 訓練委員會建議

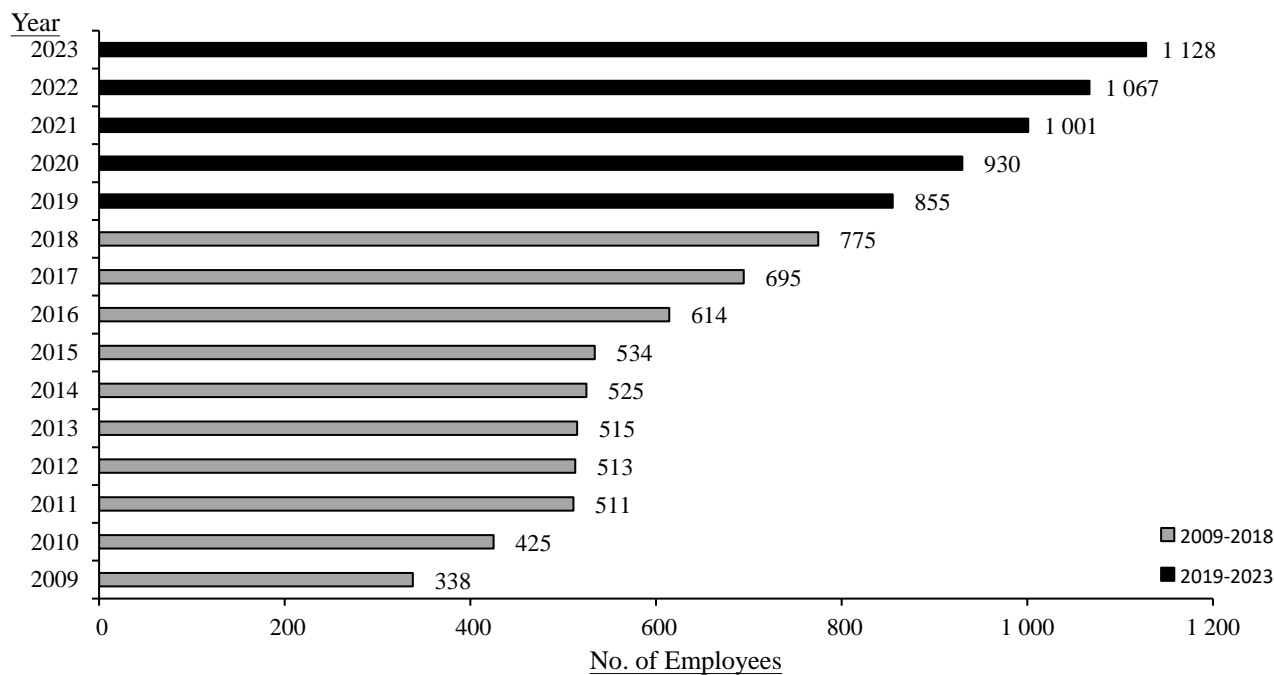
() 代表 2016 年人力調查的相應數字

Manpower Projection Diagrams

Journalism Sector for 2020 -2023 (by Adaptive Filtering Method)

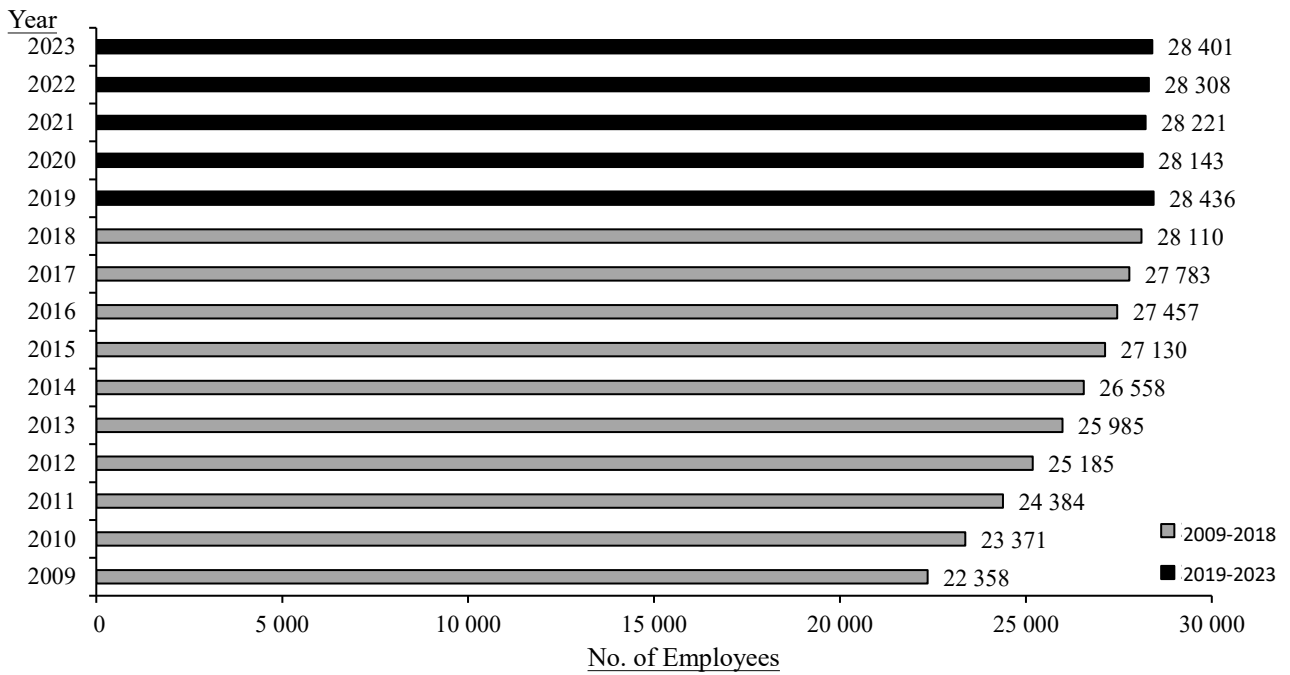


Digital/ New media Sector for 2020 - 2023 (by Adaptive Filtering Method)



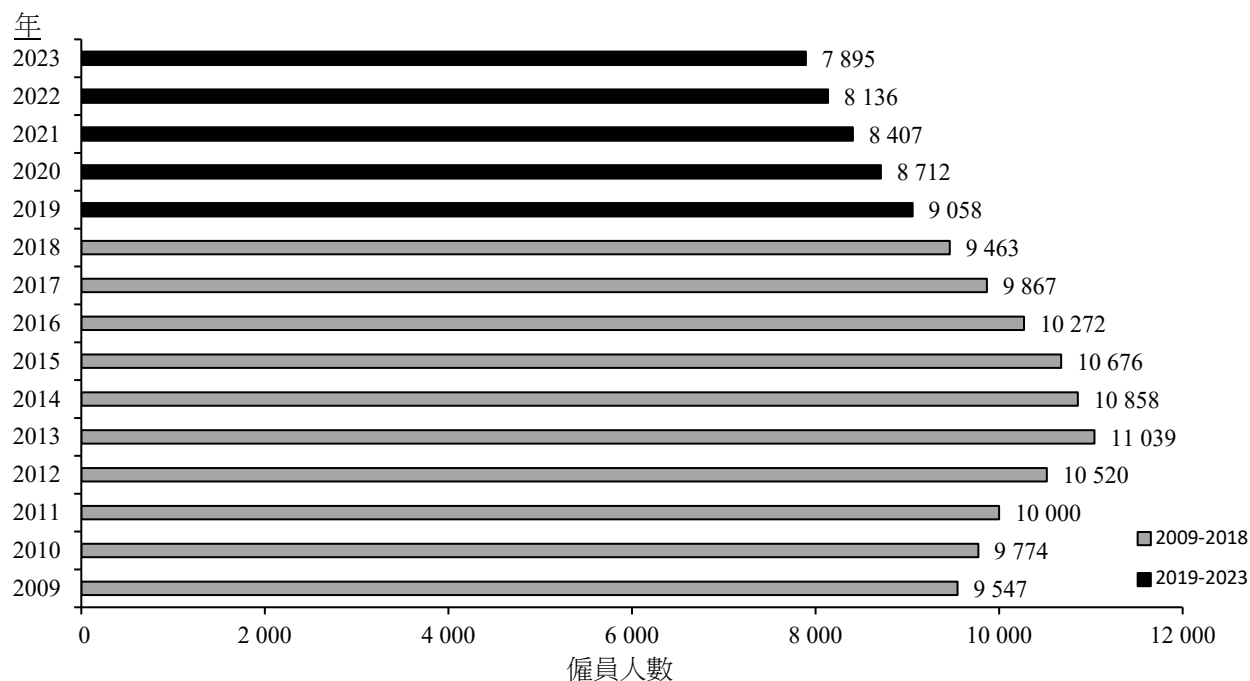
Manpower Projection Diagrams

Advertising and Public Relations Sector for 2020 - 23 (by Labour Market Analysis Approach)

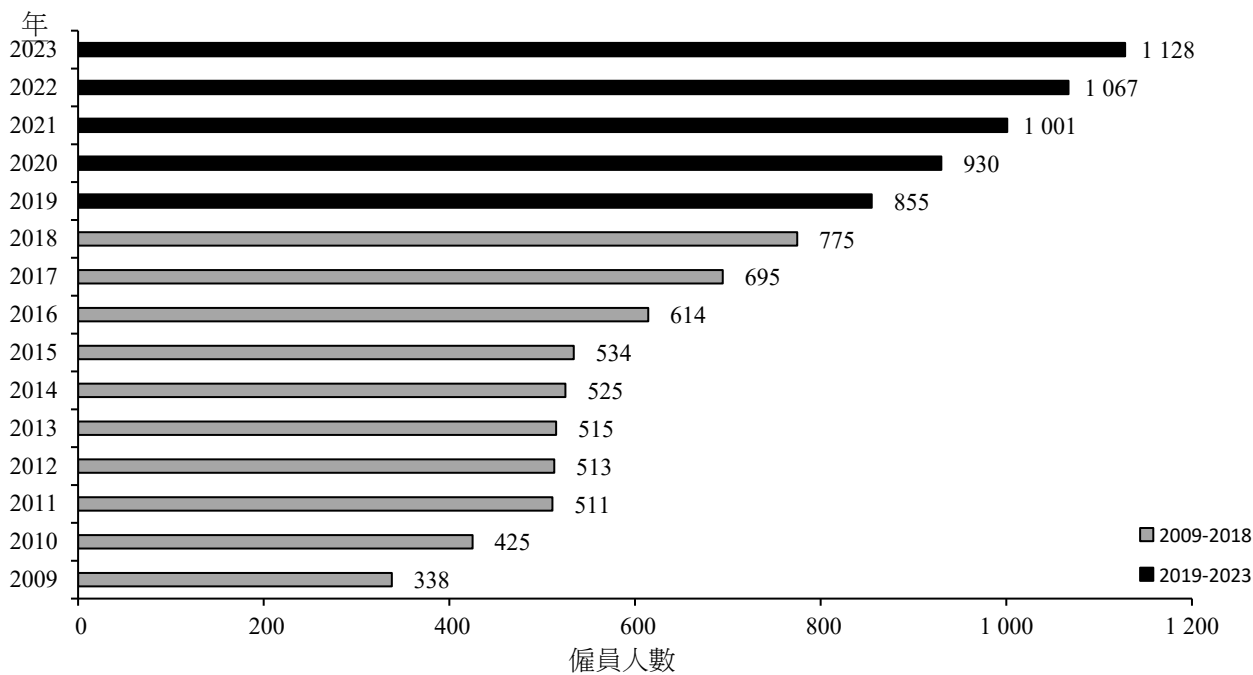


人力預測圖

2020 年至 2023 年新聞業 (採用調節過濾法推算)

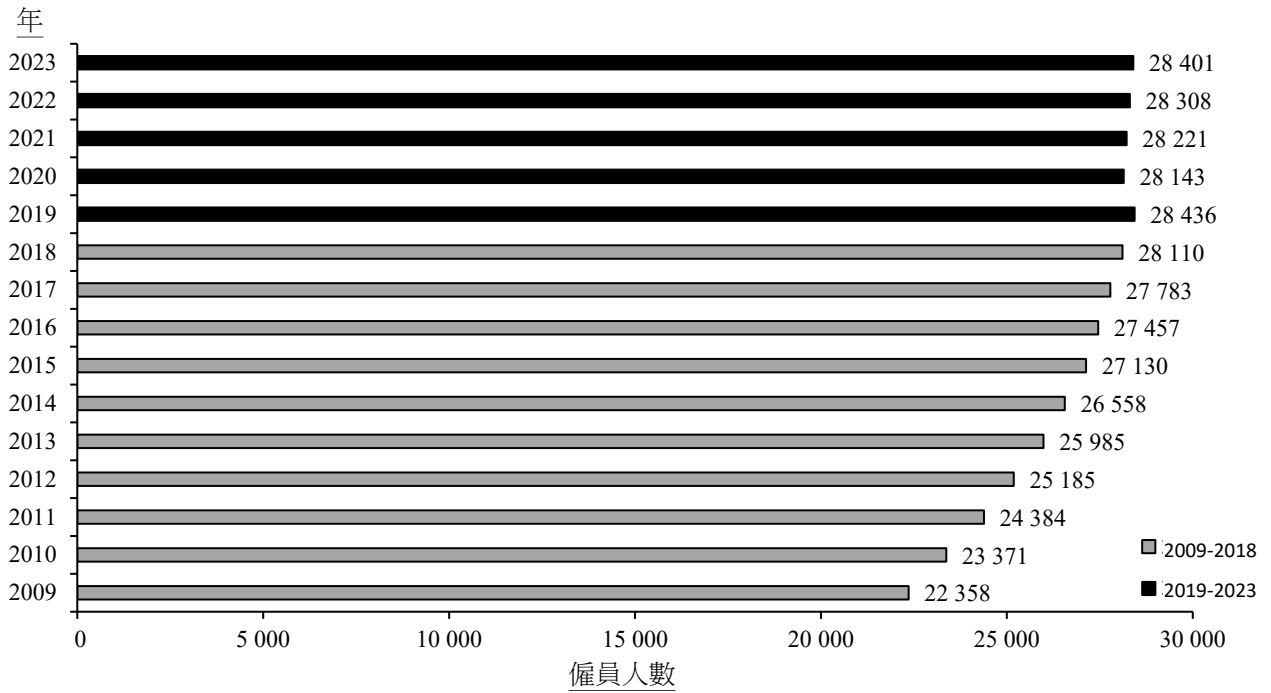


2020 年至 2023 年數碼／新媒體業 (採用調節過濾法推算)



人力預測圖

2020 年至 2023 年廣告與公共關係業 (採用人力市場分析法)



Projected Annual Additional Manpower Requirement for 2020 - 2023 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 sector	8 288	-	249	249
Digital / New media sector	1 032	68	31	99
Advertising and Public Relations sector	28 268	-	848	848
Media Production sector	5 190	-^	156	156
Total	42 777	68	1 284	1 352

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

^ As limited historical data of Media Production sector is available, manpower growth (B) cannot be projected. It is assumed the annual manpower requirement (A) for 2020/23 will be same as the actual no. of employees in 2019.

Notes: (1) Media Production sector is newly introduced in 2016 survey.

(2) Negative annual growth will be counted as zero for calculating the additional requirement.

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

2020 年至 2023 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	8 288	-	249	249
數碼／新媒體業	1 032	68	31	99
廣告與公共關係業	28 268	-	848	848
媒體製作業	5 190	-^	156	156
總計	42 777	68	1 284	1 352

* 假定每年失率為 3.0%。

^ 由於媒體製作業沒有過往數據，因此不能預測 (B) 項人力增長，而 2020 至 2023 (A) 項每年人力需求假設與 2016 年的實際僱員人數相同。

註: (1) 自 2016 年調查起，數碼／新媒體業獨立於新聞業，成為新的行業範疇。

(2) 每年額外人力需求為負增長將計為零。

(3) 因四捨五入關係，各項數字相加或與總計數字略有出入。

Distribution of Projected Annual Additional Manpower Requirement
for 2020 /23 by Preferred Educational Level by Sector

Educational Level Sector	Postgraduate Degree (%)*	First Degree (%)*	Sub-Degree (%)*	Diploma/ Certificate (%)*	Secondary 4 to 7 (%)*	Secondary 3 or below (%)*	Total (%)*
Journalism sector	0 (0.0)	152 (61.1)	35 (14.1)	28 (11.2)	34 (13.5)	0 (0.1)	249 (100.0)
Digital / New media sector	0 (0.1)	35 (35.8)	44 (44.4)	12 (11.8)	7 (7.3)	1 (0.5)	99 (100.0)
Advertising and Public Relations sector	5 (0.6)	383 (45.1)	219 (25.8)	157 (18.5)	84 (9.9)	0 (0.0)	848 (100.0)
Media Production sector	1 (0.5)	37 (23.8)	88 (56.6)	27 (17.1)	3 (1.9)	0 (0.0)	156 (100.0)
Total	6 (0.4)	607 (44.9)	386 (28.6)	224 (16.6)	128 (9.5)	1 (0.1)	1 352 (100.0)
	613		739				

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

2020年至2023年推算每年額外人力需求分布
(按宜有教育程度與行業劃分)

教育程度 \ 業務	研究生學位 (%)*	學士學位 Degree (%)*	副學位 (例如高級文憑) (%)*	文憑/證書 (%)*	中四至中七 (%)*	中三或以下 (%)*	總計 (%)*
新聞業	0 (0.0)	152 (61.1)	35 (14.1)	28 (11.2)	34 (13.5)	0 (0.1)	249 (100.0)
數碼/新媒體業	0 (0.1)	35 (35.8)	44 (44.4)	12 (11.8)	7 (7.3)	1 (0.5)	99 (100.0)
廣告與公共關係業	5 (0.6)	383 (45.1)	219 (25.8)	157 (18.5)	84 (9.9)	0 (0.0)	848 (100.0)
媒體製作業	1 (0.5)	37 (23.8)	88 (56.6)	27 (17.1)	3 (1.9)	0 (0.0)	156 (100.0)
總計	6 (0.4)	607 (44.9)	386 (28.6)	224 (16.6)	128 (9.5)	1 (0.1)	1 352 (100.0)
	613			739			

*佔媒體及傳訊職位總數百分比 (按行業與職級劃分)

**Estimated Average Annual Supply of Graduates in
Media and Communications Programmes for 2020 to 2023 by Educational Level**

Educational Level	Planned Average Annual Output of Media and Communications Graduates		Average* Successful Participation Rate	Estimated Average Annual Supply of Media and Communications Graduates			
	GF	SF		GF	SF	Total	
Postgraduate Degree	43	1 303	0.6	26	782	808	1 830
First Degree	866	731	0.64	554	468	1 022	
Sub Degree	836	378	0.33	276	125	401	401
Total	1 744	2 412		856	1 375	2 231	

* Based on the Employment Surveys of the Full-time Graduates from Media and Communications Programmes of the UGC-funded Institutions, Hong Kong Institute of Vocational Education and Hong Kong Design Institute in Academic Year 2019/20.

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

**2020 年至 2023 年估計媒體及傳訊課程
每年供應畢業生人數（按教育程度劃分）**

教育程度	媒體及傳訊預計平均 每年畢業人數		平均* 成功入職率	估計媒體及傳訊平均每年 供應畢業生人數			
	GF	SF		GF	SF	總數	
研究院學位	43	1 303	0.6	26	782	808	1 830
學士學位	866	731	0.64	554	468	1 022	
副學位	836	378	0.33	276	125	401	401
總數	1 744	2 412		856	1 375	2 231	

* 根據 2019/20 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媒體及傳訊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 = 自資課程
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入。