



Mass Communications Training Board  
大眾傳播業訓練委員會

2008

MANPOWER SURVEY REPORT • MASS COMMUNICATION INDUSTRY

人力調查報告書 • 大眾傳播業

MANPOWER SURVEY REPORT 2008 MASS COMMUNICATION INDUSTRY

大眾傳播業2008年度人力調查報告書



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**2008 MANPOWER SURVEY REPORT**

**MASS COMMUNICATION INDUSTRY**

大眾傳播業

二〇〇八年人力調查報告

**MASS COMMUNICATIONS  
TRAINING BOARD**

**VOCATIONAL TRAINING COUNCIL**

職業訓練局

大眾傳播業訓練委員會

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# **Executive Summary of the Report on the 2008 Manpower Survey of the Mass Communication Industry**

## **1. Introduction**

The Mass Communications Training Board of the Vocational Training Council (VTC) conducted its biennial manpower survey in February 2008. The survey covered 1 109 companies in the journalism sector and the advertising and public relations sector. The effective response rate was 94.3%.

## **2. Current Status**

### **2.1 Total Number of Persons Engaged**

The labour market in the MC industry, having improved considerably in December 2005 (28.5% growth over December 2003), stabilised in February 2008 with total MC employment rose to 28 058 MC employees, representing an increase of 17.4% over December 2005 (23 897 MC employees) and 43.0% over December 2001 (19 617 MC employees). However, owing to a larger increase in the total labour force, the percentage share of MC employees in the labour force remained stable at about 0.7% between December 2005 and February 2008.

### **2.2 MC Employees in the Journalism Sector**

The survey revealed that in February 2008, 7 797 MC employees were engaged in the principal jobs of the journalism sector. Companies that employed less than 50 employees provided about 12.6% of the MC employees in the journalism sector.

### **2.3 MC Employees in the Advertising and Public Relations Sector**

The survey also revealed that in February 2008, 20 261 MC employees were engaged in the advertising and public relations sector. Companies that employed less than 50 employees provided about 87.4% of the MC employees in the advertising and public relations sector; and roughly 9 out of 10 companies in the advertising and public relations sector are small, employing fewer than 10 employees.

## **2.4 Vacancies**

At the time of the survey, employers reported 118 job vacancies (or 1.5% of the existing 7 915 MC posts) in the journalism sector, and 740 job vacancies (or 3.5% of the existing 21 001 MC posts) in the advertising and public relations sector. Higher vacancy rates were observed for two branches: public relations services suppliers (6.4% of the MC posts in that branch) and corporate communications / PR / advertising / marketing department in companies / institutions (4.7% of the MC posts in that branch).

## **2.5 Freelancers Employed**

At the time of the survey, 39 companies in the journalism sector (or 22.9% of the existing 170 companies covered by the survey in that sector) and 931 companies in the advertising and public relations sector (or 17.7% of the existing 5 254 companies covered by the survey in that sector) had employed freelancers to perform MC job duties. In terms of company size, companies employing fewer than 10 employees in the advertising companies, agencies and other advertising services accounted for the major of job creation for the freelancers to perform various MC job duties. Most of these freelancers in the MC industry are employed as graphic artist / designer, translator, copy writer, visualiser, production assistant, editor, reporter and press photographer.

## **2.6 MC Employees Working on the Mainland**

As the Mainland economy has made remarkable advancement over the past decades, 53 companies (1.3% of the responded 4 080 companies of the survey) have deployed / recruited 220 MC employees (0.8% of the existing 28 058 MC employees) to work on the Mainland to gain greater access into the Mainland market. As regards the percentage of companies having deployed MC employees to work on the Mainland by branch, the news department in radio / TV stations recorded the highest percentage (42.1% of the responded companies in that branch), followed by the newspapers (16.7%) and the public relations services suppliers (4.3%).

## **3. Staff Turnover**

### **3.1 Leaving MC Employees**

Employers reported that 3 370 MC employees (or 11.7% of the existing 28 916 MC posts) in the journalism and advertising & public relations sectors had changed employment in the past 12 months. The significant drop in turnover rate from 19.6% (1 854) in 2005 to 7.6% (780) in 2008 was experienced in the journalism sector owing to the moderation in business activity. This decline more than outweighed the increase in turnover rate in the advertising and public relations sector from 11.4% (1 691) in 2005 to 13.9% (2 590) in 2008.



### **3.2 Recruitment Numbers**

The survey revealed that 3 166 MC employees (or 11.0% of total MC posts) were recruited in 2007/08, including 2 662 (9.2%) experienced employees recruited in the MC industry and 504 (1.7%) non-experienced employees (including fresh graduates). It is observed that the recruitment of experienced employees and non-experienced employees (including fresh graduates) is in a ratio of 3 to 1 in the journalism sector and a ratio of 7 to 1 in the advertising and public relations sector. It appears that employers in the industry tend to recruit a higher ratio of experienced employees to non-experienced ones to fill vacancies.

### **3.3 Recruitment Difficulties**

The survey also revealed that 35.1% of employers experiencing difficulties in attracting suitable candidates with the relevant experience and 21.2% experiencing difficulties in attracting suitable candidates with the relevant skills / expertise they seek during their recruitment exercises in 2007/08. It is observed that most employers in general wish to ensure that their MC employees remain up to speed with all technological developments as various new media and industry specific skills come into vogue.

## **4. Employer's Requirement**

### **4.1 Education Requirement**

It is observed that employers generally preferred their MC employees (71.8%) to have tertiary qualifications (i.e. diploma / higher certificate / certificate or above qualifications). Over the past four years, the profile of MC manpower by preferred educational level did not differ much. 41.0% of MC employees were preferred to have bachelor degree or above qualifications, and 30.8% to have associate degree / higher diploma / diploma / higher certificate / certificate qualifications in 2008. It is considered that MC industry is one of the knowledge-intensive sectors requiring more highly educated manpower.

### **4.2 Skills and Knowledge Requirements**

It is also observed that the top essential skill / knowledge (Putonghua) in the journalism sector and the advertising and public relations sector is the same. It is also observed that the emergence of various types of management skills within the top eight has reflected the situation that companies are more aware of the establishment of management skills to enhance their competitiveness in the global market.

## **5. Training Needs**

### **5.1 Skills and Knowledge of MC Employees**

The survey revealed that employers would plan to provide / sponsor training in respect of skills and knowledge to 10 612 MC employees (in terms of man-times) in the next 12 months. The large number of MC employees to be trained confirms that training is important to employers in order to sustain competitiveness. MC manpower training (ranked in descending order of popularity) to be provided / sponsored by employer in the next 12 months by type of skills / knowledge include management skills, language skills, innovative media technology (advertising and public relations sector), industry specific skills (advertising and public relations sector) and China-related knowledge.

### **5.2 MC Employees to Work on the Mainland**

Local MC practitioners should acquire China-related skills and knowledge (such as languages, cross-culture knowledge and industry practices in the Mainland) to ensure their projects and investments in China are managed properly.

## **6. Forecast of MC Manpower Demand**

### **6.1 Employers' Forecast of MC Manpower Demand by February 2009**

Employers forecast that there would be 29 210 MC posts by February 2009, an increase of 1.0% (294) over the number of existing MC posts (28 916). Among the sectors, the number of MC posts recorded a slight increase of 0.6% (48) in the journalism sector from 7 915 in February 2008 to 7 963 in February 2009 and a modest increase of 1.2% (246) in the advertising and public relations sector from 21 001 in February 2008 to 21 247 in February 2009.

### **6.2 Projected Annual Additional Manpower Requirement for 2008/12 by Educational Level**

As the cyclical recover of Hong Kong continues to roll out, supported by the domestic consumption as well as the CEPA framework and Pan-PRD cooperation, MC manpower requirement will have a growing trend in the long run. The projected annual additional manpower requirement for 2008/12 by preferred educational level is estimated to be 1 124 MC employees with degree or above qualifications and 388 with associate degree / higher diploma.

### **6.3 Estimated Average Annual Supply of Graduates in MC Programmes for 2008/12 by Educational Level**

The average annual supply of graduates in MC programmes joining the MC industry (from local educational and training institutions) for 2008/12 by educational level is estimated to be 819 with degree or above qualifications and 303 with associate degree / higher diploma.

## **6.4 Manpower Demand and Supply Analysis**

It can be concluded that the average annual supply of 819 local degree or above graduates from MC programmes would not be able to meet the forecast annual additional manpower demand for 1 124 MC employees with such qualification. The annual shortfall of 305 additional manpower could be met in general by MC graduates returning from overseas and non-MC graduates having received in-depth MC training. At the associate degree / higher diploma and diploma / higher certificate / certificate levels, the annual shortfall of 85 additional manpower with associate degree / high diploma and 458 with diploma / higher certificate / certificate could be met by graduates from other non-MC disciplines.

## **7. Recommendations**

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

- (i) The annual additional training requirement for MC employees from 2008 to 2012 is estimated to be 336 in the journalism sector and 2 132 in the advertising and public relations sector.
- (ii) The changing role of MC employees today requires them to acquire the language skills (such as Putonghua and English), multimedia knowledge & applications, creativity & cultural insights, marketing management, and website design & supporting skills, of which the training demand would increase substantially.
- (iii) MC practitioners should capitalize on the opportunities and upgrade themselves by getting more training and gaining more experience in MC management and industry practices / development on the Mainland to pave the way for their careers development.
- (iv) Professional experience and service know-how of the MC industry need to be shared more between the Hong Kong and Mainland professionals via regular industrial visits across the border.
- (v) The local educational and training service providers could provide short courses / seminars or evening programmes on management skills and China-related knowledge (to be delivered in class or over the network) for in-service MC practitioners to achieve their goal of lifelong learning.

- (vi) Co-operation with outside experts / educational institutions / professional associations from various countries / regions (including the Mainland) should be strengthened by pooling of resources from both parties to develop or conduct advanced courses and seminars for in-service professionals of the MC industry via the VTC's out-centre training programme.
- (vii) More workplace attachment programmes should be offered to those students who are studying courses related to the MC Discipline to resolve the major difficulties encountered by employers in the recruitment of MC employees, in particular candidates who lack the relevant experience and skills / expertise.
- (viii) The current practice of collecting manpower information in news department in radio / TV stations can be extended to cover other MC-related departments so that the journalism sector is well represented, covering the major branches of the MC industry and the types of MC jobs in demand.
- (ix) Relevant information on the impact of on-line / new media developments on business and manpower needs in Hong Kong could be collected, if possible, in future surveys.

# SECTION I

## INTRODUCTION

### **The Training Board**

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

### **Purpose of the Survey**

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

### **Time of the Survey**

1.3 With the assistance of the Census and Statistics Department (C&SD), the Training Board conducted the manpower survey of the MC industry during the period from 4 January 2008 to 3 March 2008.

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

### **Working Party on Manpower Survey**

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

## Scope of the Survey

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

### Journalism Sector

- (a) Newspapers
- (b) Magazines
- (c) News department in radio / TV stations
- (d) News agencies

### Advertising and Public Relations Sector

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

## Method of the Survey

1.7 In view of the limited resources, a stratified random sampling method was adopted to select 217 companies from the public relations (PR) services suppliers, 509 from the advertising companies, agencies & other advertising services, and 194 from the corporate communication / PR / advertising / marketing department in companies / institutions in the specified frame. In addition to the above, 182 samples from newspapers, magazines, radio / TV stations and news agencies were selected by the Working Party on 2008 Manpower Survey of the MC Industry based upon a list of companies (including registered companies in the Television and Entertainment Licensing Authority (TELA)). A total of about 1 100 companies were required to complete a detailed questionnaire on manpower and training needs.

1.8 About two weeks before the fieldwork, a questionnaire with explanatory notes and a list of descriptions of the principal jobs in the MC industry were mailed to each of the sampled / selected companies. A copy of the survey documents is in Appendix 3. During the period of the survey, fieldwork officers of the C&SD visited the selected / sampled companies to collect the completed questionnaires and, where necessary, to assist in completing them.

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

## **Publicity**

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

## **Analysis of the Responses**

1.11 Out of the 1 109 companies sampled / selected, 747 (including 7 newly discovered cases) have completed and returned the questionnaires. Only 45 refused to respond. Taking into account those 317 companies which have closed, moved, changed business, no technical manpower, were untraceable or were registered offices without operations, temporarily not in operation and others, the effective response rate is 94.3%.

## **Presentation of the Survey Findings**

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

## **Definition of Terms**

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

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

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

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

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

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

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

1.20 “A freelancer” is a person who pursues a profession without a long-term commitment to any one employer in the journalism sector or the advertising and public relations sector. Freelancers may charge by the day or hour, or on a per-project basis.

1.21 “Local employees deployed / recruited to work in the Mainland” refers to those local employees who have stationed to work in the Mainland with permanent post and job title.

### **Acknowledgement**

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



## SECTION II

### SUMMARY OF SURVEY FINDINGS

#### Number of Persons Engaged

2.1 The survey revealed that in February 2008, a total of 28 058 persons were employed in the principal jobs of the MC industry in Hong Kong (or about 0.8% of the total labour force 3 653 500 in the first quarter (Q1) of 2008). 27.8% (7 797) of the MC employees worked in the journalism sector and 72.2% (20 261) in the advertising and public relations sector.

2.2 Table 2.1 shows that advertising companies, agencies and other advertising services (4 188), which constituted over two-thirds of the total companies (5 424) in the MC industry, accounted for about half of the industry's total MC employment in 2008 (12 889 / 28 058). However, on a per company basis, they registered the smallest average employment size of 3 MC employees.

Table 2.1 Number of MC Employees and Companies Covered in the Survey by Branch

Branch		No. of Companies Covered by the Survey (1)	No. of Employees Covered by the Survey (2)	No. of MC Employees (3)	Average No. of MC Employees Per Company (3)/(1)	MC Employees as a Percentage of All Employees (3)/(2) x 100%  %
Newspapers	Including Advertising Sales / PR / Marketing Department in Media Organizations	29	5 416	4 743	164	87.6
Magazines		106	4 326	3 025	29	69.9
News Department in Radio / TV Stations		21	7 855	2 012	96	25.6
News Agencies		14	1 736	275	20	15.8
Public Relations Services Suppliers		367	1 966	1 696	5	86.3
Advertising Companies, Agencies & other Advertising Services		4 188	15 081	12 889	3	85.5
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions		699	764 489	3 418	5	0.5
<b>Total</b>		<b>5 424</b>	<b>800 869</b>	<b>28 058</b>	<b>5</b>	<b>3.5</b>

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

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

**Table 2.2 Number of MC Employees by Sector / Branch by Job Level**

Branch \ Job Level	Managerial		Supervisory		Editorial / Production / Executional		Supporting / Technical		Total	
	(%)*	(%)*	(%)*	(%)*	(%)*	(%)*	(%)*	(%)*	(%)*	(%)*
<b>Journalism Sector</b>										
Newspapers	94 (2.5)	415 (11.0)	2 393 (63.6)	862 (22.9)	3 764 (100.0)	(48.3)				
Magazines	166 (7.8)	152 (7.2)	1 382 (65.2)	420 (19.8)	2 120 (100.0)	(27.2)				
News Department in Radio / TV Stations	38 (2.3)	283 (17.0)	962 (57.8)	381 (22.9)	1 664 (100.0)	(21.3)				
News Agencies	15 (6.0)	60 (24.1)	168 (67.5)	6 (2.4)	249 (100.0)	(3.2)				
<b>Sub-total</b>	<b>313 (4.0)</b>	<b>910 (11.7)</b>	<b>4 905 (62.9)</b>	<b>1 669 (21.4)</b>	<b>7 797 (100.0)</b>	<b>(100.0)</b>				
<b>Advertising and Public Relations Sector</b>										
Public Relations Services Suppliers	287 (16.9)	486 (28.7)	923 (54.4)	- (-)	1 696 (100.0)	(8.4)				
Advertising Sales / PR / Marketing Department in Media Organizations	439 (19.4)	747 (33.1)	1 072 (47.5)	- (-)	2 258 (100.0)	(11.1)				
Advertising Companies, Agencies & other Advertising Services	1 116 (8.7)	2 957 (22.9)	8 760 (68.0)	56 (0.4)	12 889 (100.0)	(63.6)				
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	876 (25.6)	817 (23.9)	1 691 (49.5)	34 (1.0)	3 418 (100.0)	(16.9)				
<b>Sub-total</b>	<b>2 718 (13.4)</b>	<b>5 007 (24.7)</b>	<b>12 446 (61.4)</b>	<b>90 (0.4)</b>	<b>20 261 (100.0)</b>	<b>(100.0)</b>				
<b>Total</b>	<b>3 031 (10.8)</b>	<b>5 917 (21.1)</b>	<b>17 351 (61.8)</b>	<b>1 759 (6.3)</b>	<b>28 058 (100.0)</b>					

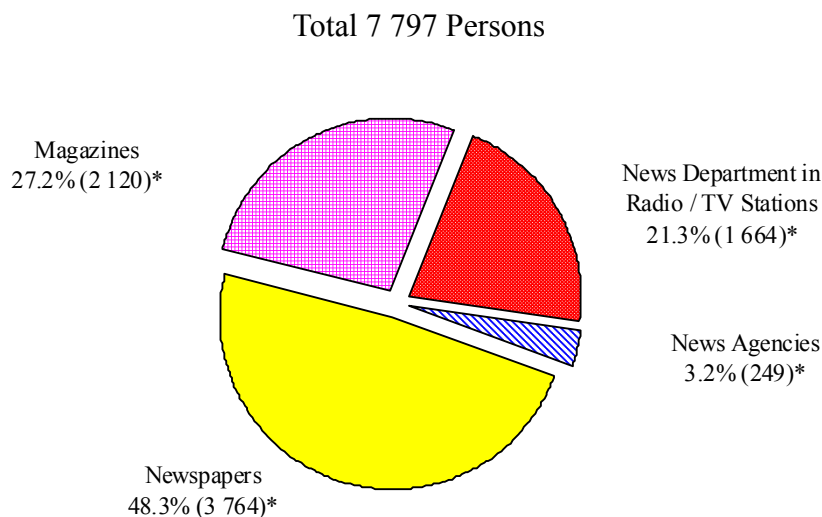
\* As a percentage of total number of MC employees by branch.

# As a percentage of total number of MC employees by sector.

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

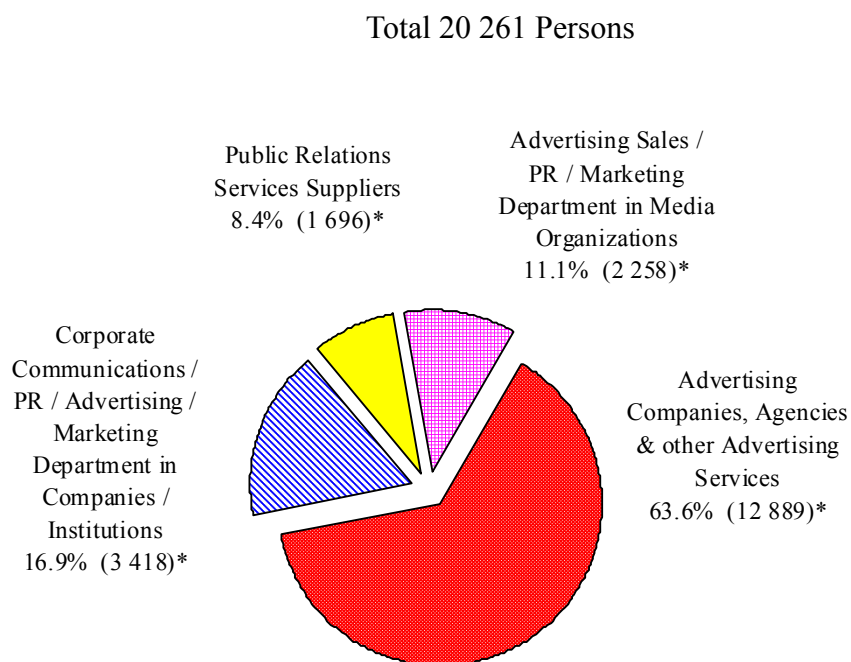
2.4 The survey showed that advertising companies, agencies and other advertising services had 12 889 MC employees, accounting for 63.6% of the total MC manpower in the advertising and public relations sector, followed by newspapers (3 764 or 48.3% of the total MC manpower in the journalism sector). The distribution of MC employees by sector by branch is shown in Figures 1 and 2.

Figure 1 Distribution of MC Employees in the Journalism Sector by Branch  
(As in February 2008)



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

Figure 2 Distribution of MC Employees in the Advertising and Public Relations Sector by Branch  
(As in February 2008)



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

2.5 The survey also showed that the editorial / production / executional level had contributed the largest number of MC employees in both the journalism sector (4 905 or 62.9% of the total MC manpower in that sector) and the advertising and public relations sector (12 446 or 61.4% of the total MC manpower in that sector).

### **Advertising Sales / PR / Marketing Employees in Media Organizations**

2.6 As shown in Table 2.3, employers reported that 2 258 advertising sales / PR / marketing employees (or 22.5% of the existing 10 055 MC employees) were engaged in media organizations.

Table 2.3 Number of Advertising Sales / PR / Marketing Employees in Media Organizations by Branch by Job Level

Branch		Managerial (%)*	Supervisory (%)*	Executional (%)*	Supporting / Technical (%)*	Total (%)*
Newspapers (4 743) <sup>+</sup>	Including Advertising Sales / PR / Marketing Department in Media Organizations	132 (2.8)	345 (7.3)	502 (10.6)	- (-)	979 (20.6)
Magazines (3 025) <sup>+</sup>		245 (8.1)	290 (9.6)	370 (12.2)	- (-)	905 (29.9)
News Department in Radio / TV Stations (2 012) <sup>+</sup>		51 (2.5)	99 (4.9)	198 (9.8)	- (-)	348 (17.3)
News Agencies (275) <sup>+</sup>		11 (4.0)	13 (4.7)	2 (0.7)	- (-)	26 (9.5)
<b>Total (10 055)<sup>+</sup></b>		<b>439 (4.4)</b>	<b>747 (7.4)</b>	<b>1 072 (10.7)</b>	<b>- (-)</b>	<b>2 258 (22.5)</b>

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

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

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

### **Principal Jobs with the Largest Number of MC Employees**

2.7 The two principal jobs (with the largest number of MC employees) by job level by sector are given in Table 2.4.

Table 2.4 Two Principal Jobs with the Largest Number of MC Employees by Job Level by Sector

Job Level	Sector	Two Principal Jobs with the Largest Number of MC Employees	Number of MC Employees (%)*	
Managerial	Journalism (313) <sup>+</sup>	Deputy Editor / Deputy Editor-in-Chief	128	(40.9)
		Editor-in-Chief / The Editor	119	(38.0)
	Advertising and Public Relations (2 718) <sup>+</sup>	Group Account Director / Account Director	308	(11.3)
		Managing Director / General Manager	298	(11.0)
Supervisory	Journalism (910) <sup>+</sup>	News / Assignment Editor	225	(24.7)
		Managing Editor	205	(22.5)
	Advertising and Public Relations (5 007) <sup>+</sup>	Art Director	1 239	(24.7)
		Associate Account Director / Account Manager	1 234	(24.6)
Editorial / Production / Executorial	Journalism (4 905) <sup>+</sup>	Senior Reporter / Reporter	1 812	(36.9)
		Senior Editor / Editor	964	(19.7)
	Advertising and Public Relations (12 446) <sup>+</sup>	Graphic Artist	4 919	(39.5)
		Account Executive	2 111	(17.0)
Supporting / Technical	Journalism (1 669) <sup>+</sup>	Designer	629	(37.7)
		Production Assistant / Technician	369	(22.1)
	Advertising and Public Relations (90) <sup>+</sup>	Webpage Producer	26	(28.9)
		Webmaster	22	(24.4)

\* As a percentage of total number of MC employees by job level by sector.

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

## Number of Job Vacancies

2.8 At the time of the survey, employers reported 118 job vacancies (or 1.5% of the existing 7 915 MC posts) in the journalism sector, and 740 job vacancies (or 3.5% of the existing 21 001 MC posts) in the advertising and public relations sector. In the journalism sector, the news department in radio / TV stations recorded the highest number of 66 job vacancies, followed by the magazines with 34 job vacancies. In the advertising and public relations sector, the advertising companies, agencies and other advertising services recorded the highest number of 412 job vacancies, followed by the corporate communications / PR / advertising / marketing department in companies / institutions with 169 job vacancies. The number of job vacancies by sector / branch by job level is shown in Table 2.5. More detailed analyses of the findings by branch by job title are presented in Appendix 4.

Table 2.5 Number of Job Vacancies by Sector / Branch by Job level

Branch \ Job Level	Managerial (%) <sup>*</sup>	Supervisory (%) <sup>*</sup>	Editorial / Production / Executional (%) <sup>*</sup>	Supporting / Technical (%) <sup>*</sup>	Total (%) <sup>#</sup>
<b>Journalism Sector</b>					
Newspapers (3 780) <sup>+</sup>	- (-)	- (-)	9 (0.4)	7 (0.8)	16 (0.4)
Magazines (2 154) <sup>+</sup>	1 (0.6)	- (-)	18 (1.3)	15 (3.4)	34 (1.6)
News Department in Radio / TV Stations (1 730) <sup>+</sup>	- (-)	9 (3.1)	46 (4.6)	11 (2.8)	66 (3.8)
News Agencies (251) <sup>+</sup>	- (-)	- (-)	2 (1.2)	- (-)	2 (0.8)
<b>Sub-total (7 915)<sup>+</sup></b>	<b>1 (0.3)</b>	<b>9 (1.0)</b>	<b>75 (1.5)</b>	<b>33 (1.9)</b>	<b>118 (1.5)</b>
<b>Advertising and Public Relations Sector</b>					
Public Relations Services Suppliers (1 812) <sup>+</sup>	6 (2.0)	34 (6.5)	76 (7.6)	- (-)	116 (6.4)
Advertising Sales / PR / Marketing Department in Media Organizations (2 301) <sup>+</sup>	2 (0.5)	10 (1.3)	31 (2.8)	- (-)	43 (1.9)
Advertising Companies, Agencies & other Advertising Services (13 301) <sup>+</sup>	11 (1.0)	61 (2.0)	338 (3.7)	2 (3.4)	412 (3.1)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (3 587) <sup>+</sup>	23 (2.6)	50 (5.8)	82 (4.6)	14 (29.2)	169 (4.7)
<b>Sub-total (21 001)<sup>+</sup></b>	<b>42 (1.5)</b>	<b>155 (3.0)</b>	<b>527 (4.1)</b>	<b>16 (15.1)</b>	<b>740 (3.5)</b>
<b>Total (28 916)<sup>+</sup></b>	<b>43 (1.4)</b>	<b>164 (2.7)</b>	<b>602 (3.4)</b>	<b>49 (2.7)</b>	<b>858 (3.0)</b>

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

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

+ Total number of MC posts by branch.

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

2.9 The principal jobs with the greatest number of job vacancies by sector / branch by job level are shown in Table 2.6.

Table 2.6 Principal Jobs with the Greatest Number of Job Vacancies by Sector / Branch by Job Level

Job Level	Sector	Principal Job ( <i>Branch</i> ) with the Largest Number of Vacancies	Number of Vacancies (%) <sup>*</sup>
Managerial	Journalism	Deputy Editor / Deputy Editor-in-Chief <i>(Magazines)</i> (66) <sup>+</sup>	1 (1.5)
	Advertising and Public Relations	Corporate Communications / Public Relations / Public Affairs Manager <i>(Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions)</i> (203) <sup>+</sup>	8 (3.9)
Supervisory	Journalism	Deputy / Assistant News / Assignment / Planning Editor <i>(News Department in Radio / TV Stations)</i> (155) <sup>+</sup>	8 (5.2)
	Advertising and Public Relations	Art Director <i>(Advertising Companies, Agencies &amp; other Advertising Services)</i> (1 265) <sup>+</sup>	34 (2.7)
Editorial / Production / Executorial	Journalism	Senior Reporter / Reporter <i>(News Department in Radio / TV Stations)</i> (433) <sup>+</sup>	28 (6.5)
	Advertising and Public Relations	Graphic Artist <i>(Advertising Companies, Agencies &amp; other Advertising Services)</i> (5 106) <sup>+</sup>	235 (4.6)
Supporting / Technical	Journalism	Designer <i>(Magazines)</i> (269) <sup>+</sup>	12 (4.5)
	Advertising and Public Relations	Webpage Producer <i>(Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions)</i> (40) <sup>+</sup>	14 (35.0)

\* As a percentage of total number of MC posts by branch by job title.

+ Total number of MC posts by branch by job title.

## Freelancers Employed

2.10 At the time of the survey, 39 companies in the journalism sector (or 22.9% of the existing 170 companies covered by the survey in that sector) and 931 companies in the advertising and public relations sector (or 17.7% of the existing 5 254 companies covered by the survey in that sector) had employed freelancers to perform MC job duties (Table 2.7). In terms of company size, companies employing fewer than 10 employees in the advertising companies, agencies and other advertising services accounted for the major of job creation for the freelancers to perform various MC job duties.

Table 2.7 Number of Companies Having Employed Freelancers to Perform MC Job Duties by Branch by Employment Size of Company

Branch		Employment Size of Company		1-9	10-19	20-49	50-99	100-199	200 & Over	Overall
Newspapers	Including Advertising Sales / PR / Marketing Department in Media Organizations			-	1	-	1	-	-	2
Magazines				7	9	8	5	-	-	29
News Department in Radio / TV Stations				-	-	-	3	2	-	5
News Agencies				1	-	1	1	-	-	3
Public Relations Services Suppliers				36	21	4	-	-	-	61
Advertising Companies, Agencies and other Advertising Services				773	67	11	3	7	-	861
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions				1	1	4	3	-	-	9
<b>Total</b>				<b>818</b>	<b>99</b>	<b>28</b>	<b>16</b>	<b>9</b>	<b>-</b>	<b>970</b>

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

2.11 As regards the number of freelancers employed to perform MC job duties by branch by employment size of company shown in Table 2.8, the advertising companies, agencies and other advertising services recorded the highest number of freelancers (2 254), followed by the public relations services suppliers (217) and the magazines (188). Most of these freelancers in the MC industry are employed as graphic artist / designer, translator, copy writer, visualiser, production assistant, editor, reporter and press photographer.



Table 2.8 Number of Freelancers Employed to Perform MC Job Duties by Branch by Employment Size of Company

Branch		Employment Size of Company		1-9	10-19	20-49	50-99	100-199	200 & Over	Overall
Newspapers	Including Advertising Sales / PR / Marketing Department in Media Organizations			-	3	-	4	-	-	7
Magazines				66	26	73	23	-	-	188
News Department in Radio / TV Stations				-	-	-	10	6	-	16
News Agencies				4	-	4	4	-	-	12
Public Relations Services Suppliers				117	90	10	-	-	-	217
Advertising Companies, Agencies and other Advertising Services				1 869	308	38	5	34	-	2 254
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions				1	1	13	30	-	-	45
<b>Total</b>				<b>2 057</b>	<b>428</b>	<b>138</b>	<b>76</b>	<b>40</b>	<b>-</b>	<b>2 739</b>

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

### MC Employees Working on the Mainland

2.12 At the time of the survey, 53 companies (or 1.3% of the responded 4 080 companies of the survey) had deployed / recruited MC employees to work on the Mainland. As regards the percentage of companies having deployed MC employees to work on the Mainland by branch shown in Table 2.9, the news department in radio / TV stations recorded the highest percentage (42.1%), followed by the newspapers (16.7%) and the public relations services suppliers (4.3%).

Table 2.9 Number of Companies Having Deployed / Recruited Local MC Employees to Work on the Mainland by Branch

Branch		Companies Having Deployed/Recruited Local MC Employees to Work in the Mainland (As in February 2008)				
		Yes	(%)*	No	Unspecified	Total
Newspapers	Including Advertising Sales / PR / Marketing Department in Media Organizations	4	(16.7)	14	6	24
Magazines		3	(3.1)	73	21	97
News Department in Radio / TV Stations		8	(42.1)	7	4	19
News Agencies		-	(-)	11	1	12
Public Relations Services Suppliers		12	(4.3)	256	11	279
Advertising Companies, Agencies & other Advertising Services		16	(0.5)	3 214	13	3 243
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions		10	(2.5)	365	31	406
<b>Total</b>		<b>53</b>	<b>(1.3)</b>	<b>3 940</b>	<b>87</b>	<b>4 080</b>

\* As a percentage of number of companies by branch.

2.13 Table 2.10 shows that 105 MC employees engaged in the journalism sector and 115 MC employees in the advertising and public relations sector were deployed / recruited to work on the Mainland, with most of them under the payroll of the local company. More detailed analyses of the findings by branch by job level are presented in Appendix 12.

Table 2.10 Number of Local MC Employees Deployed / Recruited to Work on the Mainland by Sector by Job Level by Employment Size of Company

Employment Size of Company \ Job Level	1-9		10-19		20-49		50-99		100-199		200 & Over		Overall	
	L	M	L	M	L	M	L	M	L	M	L	M	L	M
<b>Journalism Sector<sup>(1)</sup></b>														
Managerial	-	-	-	-	5	-	-	-	-	-	-	-	5	-
Supervisory	-	-	-	-	6	-	3	-	3	-	-	-	12	-
Editorial / Production	1	-	3	-	20	-	35	-	20	-	1	-	80	-
Supporting / Technical	-	-	-	-	4	-	2	-	2	-	-	-	8	-
<b>Sub-total</b>	<b>1</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>35</b>	<b>-</b>	<b>40</b>	<b>-</b>	<b>25</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>105</b>	<b>-</b>

Employment Size of Company \ Job Level	1-9		10-19		20-49		50-99		100-199		200 & Over		Overall	
	L	M	L	M	L	M	L	M	L	M	L	M	L	M
<b>Advertising and Public Relations Sector</b>														
Managerial	12	-	2	-	7	2	1	-	10	2	-	-	32	4
Supervisory	21	-	1	-	6	-	-	-	8	-	-	-	36	-
Executinal	37	-	2	-	4	-	-	-	-	-	-	-	43	-
Supporting / Technical	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Sub-total</b>	<b>70</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>17</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>18</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>111</b>	<b>4</b>
<b>Total</b>	<b>71</b>	<b>-</b>	<b>8</b>	<b>-</b>	<b>52</b>	<b>2</b>	<b>41</b>	<b>-</b>	<b>43</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>216</b>	<b>4</b>

- Notes: (1) Number of local MC employees deployed / recruited to work on the Mainland in the advertising sales / public relations / marketing department in media organizations has been distributed among various job levels in the journalism sector.
- (2) L = Under the payroll record of the local company.
- (3) M = Under the payroll record of the mainland company.
- (4) Figures may not add up to their totals due to rounding.

### MC Employees Leaving in the Past 12 Months

2.14 As shown in Table 2.11, employers reported that 3 370 MC employees (or 11.7% of the existing 28 916 MC posts) in the journalism and advertising & public relations sectors had changed employment in the past 12 months. Figures 3 and 4 show the numbers of MC employees left in the past 12 months in the journalism and advertising & public relations sectors by branch. Number of MC employees leaving in the past 12 months by branch by job level is shown in Appendix 5.

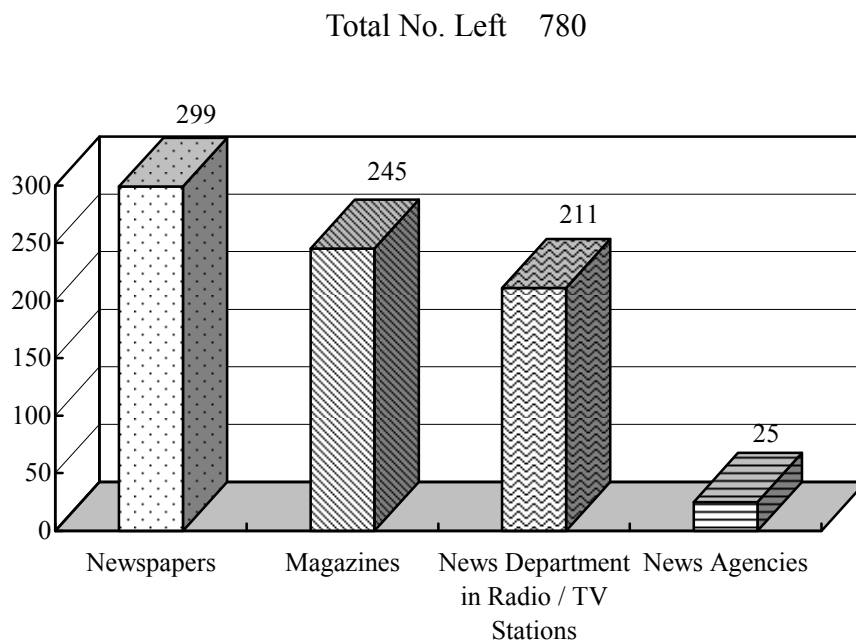
Table 2.11 MC Employees Leaving in the Past 12 Months by Sector by Job Level by Employment Size of Company

Employment Size of Company \ Job Level	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over (%)*	Overall (%)*
	<b>Journalism Sector<sup>(1)</sup></b>						
Managerial	- (-)	- (-)	1 (2.1)	12 (9.3)	6 (2.9)	5 (1.6)	24 (3.2)
Supervisory	- (-)	1 (3.3)	4 (8.3)	13 (9.0)	9 (3.1)	33 (2.9)	60 (3.6)
Editorial / Production	10 (66.7)	5 (7.5)	25 (15.8)	118 (26.8)	89 (8.5)	347 (8.0)	594 (9.8)
Supporting / Technical	5 (33.3)	- (-)	4 (14.8)	10 (9.3)	12 (4.9)	71 (5.5)	102 (6.0)
<b>Sub-total</b>	<b>15 (30.6)</b>	<b>6 (4.2)</b>	<b>34 (12.1)</b>	<b>153 (18.6)</b>	<b>116 (6.5)</b>	<b>456 (6.4)</b>	<b>780 (7.6)</b>

Job Level \ Employment Size of Company	Advertising and Public Relations Sector						
	1-4 (%)*	5-9 (%)*	10-19 (%)*	20-49 (%)*	50-99 (%)*	100 & Over (%)*	Overall (%)*
Managerial	27 (8.5)	25 (5.2)	21 (3.8)	53 (9.3)	- (-)	67 (28.5)	193 (8.3)
Supervisory	165 (13.6)	59 (5.4)	112 (15.6)	108 (13.8)	49 (16.7)	78 (24.9)	571 (13.0)
Executorial	276 (7.2)	525 (15.9)	441 (22.2)	297 (20.5)	114 (13.7)	128 (25.8)	1 781 (15.0)
Supporting / Technical	- (-)	1 (4.4)	6 (26.1)	38 (71.7)	- (-)	- (-)	45 (42.5)
<b>Sub-total</b>	<b>468 (8.8)</b>	<b>610 (12.5)</b>	<b>580 (17.7)</b>	<b>496 (17.4)</b>	<b>163 (12.7)</b>	<b>273 (26.1)</b>	<b>2 590 (13.9)</b>
<b>Total</b>	<b>483 (9.0)</b> (14.3)#	<b>616 (12.2)</b> (18.3)#	<b>614 (17.2)</b> (18.2)#	<b>649 (17.7)</b> (19.3)#	<b>279 (9.1)</b> (8.3)#	<b>729 (8.9)</b> (21.6)#	<b>3 370 (11.7)</b> (100.0)#

- \* As a percentage of total number of MC posts by sector by job level by employment size of company.  
# As a percentage of total number of MC employees leaving in the past 12 months.  
Notes: (1) The number of MC employees leaving in the advertising sales / public relations / marketing department in media organizations has been distributed among various job levels in the journalism sector.  
(2) Figures may not add up to their totals due to rounding.

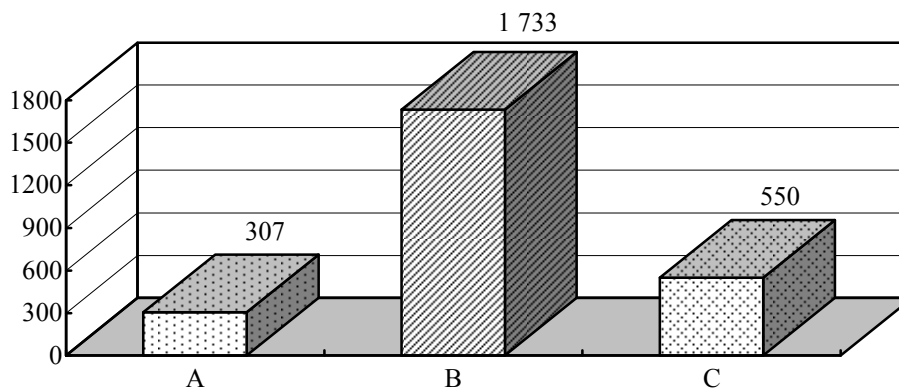
Figure 3 Number of MC Employees Leaving in the Past 12 Months in the Journalism Sector <sup>(1)</sup> by Branch



Note : (1) The staff turnover in the advertising sales / public relations / marketing department in media organizations has been distributed among various branches in the journalism sector.

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

Total No. Left 2 590



Key : A -- Public Relations Services Suppliers  
 B -- Advertising Companies, Agencies and other Advertising Services  
 C -- Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions

### Internal Promotion in the Past 12 Months

2.15 The survey reveals that 448 MC employees (or 1.6% of the existing 28 916 MC posts) were promoted from within the companies in respect of new or existing posts during the past 12 months. A summary of the internal promotion pattern by branch is given in Table 2.12.

Table 2.12 Internal Promotion of MC Employees in the Past 12 Months by Branch

Branch		From Supervisory to Managerial	From Editorial / Production / Executional to Supervisory	From Supporting / Technical to Editorial / Production / Executional	From Other Posts to Supporting / Technical	Total Promotion (%)*
Newspapers (4 768) <sup>+</sup>	Including Advertising Sales / PR / Marketing Department in Media Organizations	7	20	58	23	108 (2.3)
Magazines (3 072) <sup>+</sup>		6	5	3	-	14 (0.5)
News Department in Radio / TV Stations (2 099) <sup>+</sup>		1	30	34	-	65 (3.1)
News Agencies (277) <sup>+</sup>		-	-	-	-	- (-)
Public Relations Services Suppliers (1 812) <sup>+</sup>		10	35	20	-	65 (3.6)
Advertising Companies, Agencies and other Advertising Services (13 301) <sup>+</sup>		32	86	17	-	135 (1.0)

Branch \ Internal Promotion	From Supervisory to Managerial	From Editorial / Production / Executional to Supervisory	From Supporting / Technical to Editorial / Production / Executional	From Other Posts to Supporting / Technical	Total Promotion (%)*
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (3 587) <sup>+</sup>	21	26	14	-	61 (1.7)
<b>Total (28 916)<sup>+</sup></b>	<b>77</b>	<b>202</b>	<b>146</b>	<b>23</b>	<b>448 (1.6)</b>

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

+ Total number of MC posts by branch.

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

### Sources of Recruitment in the Past 12 Months

2.16 The survey also reveals that 3 166 MC employees (or 11.0% of total MC posts) were recruited in 2007/08, including 2 662 (9.2%) experienced employees recruited in the MC industry and 504 (1.7%) non-experienced employees (including fresh graduates). A summary of sources of recruitment of MC employees in the past 12 months by branch is given in Table 2.13.

Table 2.13 Sources of Recruitment of MC Employees in the Past 12 Months by Branch

Branch		Sources of Recruitment					
		Experienced Employees Recruited in this Industry (%)*		Non-experienced Employees (including Fresh Graduates) Recruited in this Industry (%)*		Total Recruitment (%)*	
Newspapers (4 768) <sup>+</sup>	Including Advertising Sales / PR / Marketing Department in Media Organizations	257	(5.4)	98	(2.1)	355	(7.5)
Magazines (3 072) <sup>+</sup>		186	(6.1)	55	(1.8)	241	(7.9)
News Department in Radio / TV Stations (2 099) <sup>+</sup>		125	(6.0)	51	(2.4)	176	(8.4)
News Agencies (277) <sup>+</sup>		22	(7.9)	1	(0.4)	23	(8.3)
Public Relations Services Suppliers (1 812) <sup>+</sup>		247	(13.6)	56	(3.1)	303	(16.7)
Advertising Companies, Agencies and other Advertising Services (13 301) <sup>+</sup>		1 343	(10.1)	228	(1.7)	1 571	(11.8)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions (3 587) <sup>+</sup>		482	(13.4)	15	(0.4)	497	(13.9)
<b>Total (28 916)<sup>+</sup></b>		<b>2 662</b>	<b>(9.2)</b>	<b>504</b>	<b>(1.7)</b>	<b>3 166</b>	<b>(11.0)</b>

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

+ Total number of MC posts by branch.

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

## Major Difficulties Encountered in Recruitment of MC Employees in the Past 12 Months

2.17 In the survey, employers who have recruited / tried to recruit MC employees in the past 12 months were asked to give the major difficulties, if any, encountered in recruitment. A summary of the findings by percentage of companies having encountered difficulties in recruitment of MC employees in the past 12 months (in ranking order) by employment size of company is given in Table 2.14. More detailed analyses of the findings by branch are shown in Appendix 9.

Table 2.14 Percentage of Companies Having Encountered Difficulties in Recruitment of MC Employees in the Past 12 Months (in Ranking Order) by Employment Size of Company

Difficulties Encountered in Recruitment of MC Employees	Employment Size of Company							Rank	
	1 - 9 %*	10 - 19 %*	20 - 49 %*	50 - 99 %*	100 - 199 %*	200 & Over %*	Overall %*	Feb 2008	Dec 2005
Candidates lacked the relevant experience	32.9	31.1	45.3	48.4	68.4	42.9	35.1	1	1
Candidates lacked the relevant skills/expertise	21.2	20.8	20.5	25.8	31.6	-	21.2	2	2
Candidates' character/ attitude was not up to the standard	20.2	18.4	9.4	12.9	-	-	17.9	3	3
Candidates found the remuneration package not attractive	9.6	11.3	25.6	29.0	47.4	-	13.1	4	5
Candidates' language skills (including Putonghua) were not up to the standard	11.5	9.0	9.4	3.2	15.8	14.3	10.6	5	4
Candidates lacked the relevant academic qualification	3.2	3.8	4.3	16.1	5.3	14.3	3.9	6	6
Candidates were unwilling to work on shift for long hours	1.4	5.2	9.4	12.9	10.5	42.9	3.9	6	-
Candidates lacked the relevant management/ supervisory skills	1.9	1.4	10.3	6.5	26.3	14.3	3.4	7	-
Candidates found the location of the office too far away from home	4.0	-	1.7	3.2	-	-	2.8	8	-

Note : %\* =  $\frac{\text{No. of companies giving the respective answers by employment size of company}}{\text{Total no. of companies having recruited / tried to recruit MC employees in the past 12 months by employment size of company}} \times 100\%$

## Employers' Preferred Educational Levels of MC Employees

2.18 The survey reveals that in general the majority of employers preferred their MC employees at almost all job levels to have bachelor degrees. Only for the supporting / technical level, employers preferred their MC employees to possess diploma / higher certificate / certificate qualification. The educational levels preferred by most employers for their MC employees by job level by sector are shown in Table 2.15. More detailed analyses of the findings by branch by job title are presented in Appendix 6.

Table 2.15 Employers' Most Preferred Educational Levels of MC Employees by Job Level by Sector

Job Level	Sector	Preferred Educational Level	As a Percentage of Number of MC Employees by Job Level by Sector
Managerial	Journalism (313)*	Bachelor Degree (210) <sup>#</sup>	67.1%
	Advertising and Public Relations (2 718)*	Bachelor Degree (2 125) <sup>#</sup>	78.2%
Supervisory	Journalism (910)*	Bachelor Degree (621) <sup>#</sup>	68.2%
	Advertising and Public Relations (5 007)*	Bachelor Degree (2 950) <sup>#</sup>	58.9%
Editorial / Production / Executional	Journalism (4 905)*	Bachelor Degree (2 121) <sup>#</sup>	43.2%
	Advertising and Public Relations (12 446)*	Bachelor Degree (3 046) <sup>#</sup>	24.5%
Supporting / Technical	Journalism (1 669)*	Diploma / Higher Certificate / Certificate (535) <sup>#</sup>	32.1%
	Advertising and Public Relations (90)*	Diploma / Higher Certificate / Certificate (48) <sup>#</sup>	53.3%
<b>Overall</b>	<b>Journalism (7 797)*</b>	<b>Bachelor Degree (3 060)<sup>#</sup></b>	<b>39.3%</b>
	<b>Advertising and Public Relations (20 261)*</b>	<b>Bachelor Degree (8 141)<sup>#</sup></b>	<b>40.2%</b>

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

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



## Employers' Preferred Years of Relevant Experience of MC Employees

2.19 The survey reveals that in general the majority of employers in the journalism sector preferred MC employees with 10 to less than 15 years of relevant experience for managerial level, 7 to less than 10 years for supervisory level, 5 to less than 7 years for editorial / production level, and 2 to less than 5 years for supporting / technical level; while employers in the advertising and public relations sector preferred MC employees with 7 to less than 10 years of relevant experience for managerial level, 5 to less than 7 years for supervisory level, and 2 to less than 5 years for executional level and supporting / technical level. A summary of the employers' preferred years of relevant experience of MC employees by sector / branch by job level is given in Table 2.16. More detailed analyses of the findings by branch by job title are presented in Appendix 7.

Table 2.16 Employers' Preferred Years of Relevant Experience of MC Employees by Sector / Branch by Job Level

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

## Income Distribution

2.20 The majority of MC employees in the journalism sector in general earned a total average monthly income (which included basic salary, overtime pay, cost of living allowance, meal allowance, commission and bonus) from \$30,001 to \$80,000 for managerial level, from \$30,001 to \$50,000 for supervisory level, from \$12,001 to \$20,000 for editorial / production level and supporting / technical level. The income distribution of MC employees in the journalism sector by branch by job level is shown in Table 2.17. As this was not a wage survey, the information obtained was for cross-checking purpose only.

Table 2.17 Average Monthly Income Range of MC Employees in the Journalism Sector by Branch by Job Level

Job Level	<u>Number of MC Employees</u>							
	\$8,000 Or Below	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 Or Above	Unspecified
<b>Newspapers</b>								
Managerial	-	-	-	-	31	37	4	22
Supervisory	-	-	8	78	186	-	-	143
Editorial / Production	-	21	1 093	221	238	1	-	819
Supporting / Technical	-	191	329	32	-	-	-	310
<b>Sub-total</b>	<b>-</b>	<b>212</b>	<b>1 430</b>	<b>331</b>	<b>455</b>	<b>38</b>	<b>4</b>	<b>1 294</b>
<b>Magazines</b>								
Managerial	-	-	1	17	45	28	8	67
Supervisory	-	-	10	21	57	-	-	64
Editorial / Production	5	74	575	153	74	-	-	501
Supporting / Technical	3	78	118	21	-	-	-	200
<b>Sub-total</b>	<b>8</b>	<b>152</b>	<b>704</b>	<b>212</b>	<b>176</b>	<b>28</b>	<b>8</b>	<b>832</b>
<b>News Department in Radio and Television Stations</b>								
Managerial	-	-	-	-	3	18	14	3
Supervisory	-	-	-	116	102	65	-	-
Editorial / Production	-	5	583	374	-	-	-	-
Supporting / Technical	-	92	263	26	-	-	-	-
<b>Sub-total</b>	<b>-</b>	<b>97</b>	<b>846</b>	<b>516</b>	<b>105</b>	<b>83</b>	<b>14</b>	<b>3</b>
<b>News Agencies</b>								
Managerial	-	-	-	3	3	-	3	6
Supervisory	-	-	-	9	23	-	-	28
Editorial / Production	-	4	13	16	92	-	-	43
Supporting / Technical	-	5	1	-	-	-	-	-
<b>Sub-total</b>	<b>-</b>	<b>9</b>	<b>14</b>	<b>28</b>	<b>118</b>	<b>-</b>	<b>3</b>	<b>77</b>
<b>Total (7 797) #</b>	<b>8 (0.1)*</b>	<b>470 (6.0)*</b>	<b>2 994 (38.4)*</b>	<b>1 087 (13.9)*</b>	<b>854 (11.0)*</b>	<b>149 (1.9)*</b>	<b>29 (0.4)*</b>	<b>2 206 (28.3)*</b>

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

# Total number of MC employees in the journalism sector.

2.21 The majority of MC employees in the advertising and public relations sector earned a total average monthly income from \$30,001 to \$50,000 for managerial level, from \$12,001 to \$30,000 for supervisory level, from \$8,001 to \$20,000 for executional level, and from \$12,001 to \$20,000 for supporting / technical level. The income distribution of MC employees in the advertising and public relations sector by branch by job level is shown in Table 2.18. More detailed analyses of the findings by branch by job title are presented in Appendix 8.

Table 2.18 Average Monthly Income Range of MC Employees in the Advertising and Public Relations Sector by Branch by Job Level

Job Level	<u>Number of MC Employees</u>							
	\$8,000 Or Below	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 Or Above	Unspecified
<b>Public Relations Services Suppliers</b>								
Managerial	-	-	-	48	63	69	39	68
Supervisory	-	1	89	190	130	-	-	76
Executional	2	271	388	94	7	-	-	161
<b>Sub-total</b>	<b>2</b>	<b>272</b>	<b>477</b>	<b>332</b>	<b>200</b>	<b>69</b>	<b>39</b>	<b>305</b>
<b>Advertising Sales / PR / Marketing Department in Media Organizations</b>								
Managerial	-	-	3	52	90	101	27	166
Supervisory	-	-	162	203	84	-	-	298
Executional	2	226	414	35	7	-	-	388
<b>Sub-total</b>	<b>2</b>	<b>226</b>	<b>579</b>	<b>290</b>	<b>181</b>	<b>101</b>	<b>27</b>	<b>852</b>
<b>Advertising Companies, Agencies and Other Advertising Services</b>								
Managerial	-	-	-	310	280	197	111	218
Supervisory	-	-	1 278	1 054	329	5	-	291
Executional	28	4 560	2 964	364	28	-	-	816
Supporting / Technical	-	4	51	-	-	-	-	1
<b>Sub-total</b>	<b>28</b>	<b>4 564</b>	<b>4 293</b>	<b>1 728</b>	<b>637</b>	<b>202</b>	<b>111</b>	<b>1 326</b>
<b>Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions</b>								
Managerial	-	-	5	70	301	151	56	293
Supervisory	-	10	172	239	120	7	-	269
Executional	5	212	586	171	30	-	-	687
Supporting / Technical	-	-	21	6	-	-	-	7
<b>Sub-total</b>	<b>5</b>	<b>222</b>	<b>784</b>	<b>486</b>	<b>451</b>	<b>158</b>	<b>56</b>	<b>1 256</b>
<b>Total (20 261) #</b>	<b>37 (0.2)*</b>	<b>5 284 (26.1)*</b>	<b>6 133 (30.3)*</b>	<b>2 836 (14.0)*</b>	<b>1 469 (7.3)*</b>	<b>530 (2.6)*</b>	<b>233 (1.1)*</b>	<b>3 739 (18.4)*</b>

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

# Total number of MC employees in the advertising and public relations sector.

## Employers' Forecast of MC Manpower Demand by February 2009

2.22 Employers forecast that there would be 29 210 MC posts by February 2009, an increase of 1.0% (294) over the number of existing MC posts (28 916). Among the sectors, the number of MC posts recorded a slight increase of 0.6% (48) in the journalism sector and a modest increase of 1.2% (246) in the advertising and public relations sector. Employers' forecast of MC manpower demand by February 2009 by sector by job level is shown in Table 2.19. More detailed analyses of the findings by branch by job title is presented in Appendix 4.

Table 2.19 Employers' Forecast of MC Manpower Demand by February 2009 by Sector by Job Level

Job Level	Manpower Demand <sup>(1)</sup> in February 2008	February 2009 Forecast Manpower Growth (%)*	February 2009 Forecast Manpower Demand
<b>Journalism Sector</b>			
Managerial	314	- (-)	314
Supervisory	919	-1 (-0.1)	918
Editorial / Production	4 980	41 (0.8)	5 021
Supporting / Technical	1 702	8 (0.5)	1 710
<b><i>Sub-total</i></b>	<b><i>7 915</i></b>	<b><i>48 (0.6)</i></b>	<b><i>7 963</i></b>
<b>Advertising and Public Relations Sector</b>			
Managerial	2 760	10 (0.4)	2 770
Supervisory	5 162	36 (0.7)	5 198
Executional	12 973	199 (1.5)	13 172
Supporting / Technical	106	1 (0.9)	107
<b><i>Sub-total</i></b>	<b><i>21 001</i></b>	<b><i>246 (1.2)</i></b>	<b><i>21 247</i></b>
<b>Total</b>	<b>28 916</b>	<b>294 (1.0)</b>	<b>29 210</b>

- \* Growth rate as percentage of number of MC posts at the same job level by sector in February 2008.
- Notes: (1) Manpower demand includes the number of existing employees and vacancies.  
(2) Figures may not add up to the total due to rounding.

2.23 The MC principal jobs forecast to have the largest manpower growth by February 2009 by job level by sector are shown in Table 2.20.

Table 2.20 MC Principal Jobs Forecast to Have the Largest Manpower Growth by February 2009 by Job Level by Sector

Job Level	Sector	MC Principal Job	Number of Manpower Growth (%)*
Managerial	Journalism	- (-)	- (-)
	Advertising and Public Relations	Corporate Communications / Public Relations / Public Affairs Manager (203) <sup>+</sup>	6 (3.0)
Supervisory	Journalism	- (-)	- (-)
	Advertising and Public Relations	Associate Account Director / Account Manager (1 251) <sup>+</sup>	11 (0.9)
Editorial / Production / Executional	Journalism	Senior Reporter / Reporter (1 826) <sup>+</sup>	39 (2.1)
	Advertising and Public Relations	Graphic Artist (5 154) <sup>+</sup>	167 (3.2)
Supporting / Technical	Journalism	Librarian (87) <sup>+</sup>	3 (3.4)
	Advertising and Public Relations	Production Assistant / Technician (13) <sup>+</sup>	1 (7.7)

\* As a percentage of total number of MC posts by sector by job title.

+ Total number of MC posts by sector by job title.

## Existing MC Employees' Skills / Knowledge Need to Enhance

2.24 The survey reveals that employers of the industry were generally satisfied with the skills / knowledge of their existing MC employees. However, a percentage of employers indicted their existing MC employees' skills / knowledge need to enhance in response to the various changes (including Hong Kong's transformation into a knowledge-based economy and China's 11th Five-Year Plan). A summary of the findings by percentage of companies having indicated their MC employees' skills / knowledge need to enhance (ranked in descending order of popularity) by sector is shown in Table 2.21. More detailed analyses of the findings by job level and by branch are shown in Appendix 10.

Table 2.21 Percentage of Companies Having Indicated their MC Employees' Skills / Knowledge Need to Enhance (Ranked in Descending Order of Popularity) by Sector

Skills / Knowledge	Overall		Journalism Sector		Advertising and Public Relation Sector	
	Rank	%*	Rank	%*	Rank	%*
Putonghua	1	64.7	1	69.4	1	64.6
Spoken English	2	48.2	8	42.9	2	48.3
Multimedia knowledge and applications	3	44.2	13	30.6	3	44.6
Creativity and cultural insights	4	39.7	13	30.6	4	39.9
Marketing management	5	31.9	6	46.9	6	31.6
Web site design and supporting skills	6	31.7	17	20.4	5	32.0
Written English	7	31.4	6	46.9	7	31.0
Industry practices in the mainland of China	8	31.3	4	57.1	8	30.7
Laws and regulatory restrictions for access to China's market	9	28.5	5	49.0	9	28.0
Production management	10	27.7	9	40.8	10	27.4
Media research and applications	11	26.9	14	28.6	11	26.8
Cross-cultural knowledge	12	26.1	4	57.1	13	25.4
Political system, social and economic development in the mainland of China	13	25.9	7	44.9	13	25.4
Account and strategic planning	14	25.7	13	30.6	12	25.6
Written Chinese	15	23.2	10	38.8	14	22.8
Market research applications	16	22.6	17	20.4	15	22.6
Strategic planning management	17	22.1	6	46.9	16	21.5
Corporate communications/public relations/public affairs management	18	18.2	6	46.9	17	17.6

Skills / Knowledge	Overall		Journalism Sector		Advertising and Public Relation Sector	
	Rank	%*	Rank	%*	Rank	%*
Consumer database management	19	15.9	16	22.4	18	15.8
Crisis management	20	13.7	6	46.9	19	12.9
Translation	21	13.0	13	30.6	21	12.5
Event management	21	13.0	15	26.5	20	12.6
PR consultation skills	22	12.3	16	22.4	22	12.0
Media planning and market research	23	11.6	13	30.6	23	11.1
Financial management	24	11.3	11	36.7	24	10.7
Human resources management	25	9.6	7	44.9	25	8.8
Print/TV/media production skills	26	6.5	10	38.8	26	5.7
Computer literacy skills	27	5.3	9	40.8	27	4.4
Innovative media technology products	28	5.0	9	40.8	28	4.1
Application of new media technologies in editorial work	29	4.5	3	59.2	29	3.1
Reporting and editing skills	30	3.6	2	67.3	30	2.1
Audience research	31	2.3	14	28.6	31	1.6
Critical thinking skills and cross-disciplinary knowledge	32	2.1	6	46.9	33	1.0
Integration of the Internet with journalism	33	2.0	11	36.7	32	1.2
Media law and ethics	34	1.9	5	49.0	35	0.7
Integration of new technology with the news work flow	35	1.6	12	34.7	34	0.8
Strategic news planning	36	1.1	12	34.7	37	0.3
Others language skills (French, Dutch, Japanese or Spain)	37	0.7	18	12.2	36	0.4
Others industry specific skills (Intellectual property & copyright law, presentation & printing skills)	38	0.1	19	2.0	38	0.1

\* As a percentage of number of responding case by sector.

## Training Needs of Existing MC Employees

2.25 The survey reveals that employers would plan to sponsor 10 612 MC employees (in terms of man-times) to attend short courses of the MC industry in the next 12 months. The number of MC employees (in terms of man-times) in respect of manpower training to be sponsored by employers in the next 12 months by sector by job level by type of skills / knowledge is shown in Table 2.22. More detailed analyses of the findings by branch by job level by type of skills / knowledge are presented in Appendix 11.

Table 2.22 Number of MC Employees (in terms of Man-Times) in respect of Manpower Training to be Sponsored by Employers in the Next 12 Months by Sector by Job Level by Type of Skills / Knowledge

Type of Skills / Knowledge Job Level	Management Skills	China-related Knowledge	Language Skills	Innovative Media Technology		Industry Specific Skills		Others*	Overall
				Journalism Sector	Advertising and Public Relations Sector	Journalism Sector	Advertising and Public Relations Sector		
<b>Journalism Sector<sup>(1)</sup></b>									
Managerial	43	29	18	20	25	14	17	1	167
Supervisory	129	90	41	103	31	79	31	27	531
Editorial / Production	233	263	234	316	39	296	63	79	1 523
Supporting / Technical	76	-	97	129	11	9	18	6	346
<b>Sub-total</b>	<b>481</b>	<b>382</b>	<b>390</b>	<b>568</b>	<b>106</b>	<b>398</b>	<b>129</b>	<b>113</b>	<b>2 567</b>
<b>Advertising and Public Relations Sector</b>									
Managerial	2 295	145	133	40	115	24	120	15	2 887
Supervisory	398	213	448	52	268	25	402	-	1 806
Executional	148	176	1 000	119	953	101	760	70	3 327
Supporting / Technical	-	6	3	-	11	3	2	-	25
<b>Sub-total</b>	<b>2 841</b>	<b>540</b>	<b>1 584</b>	<b>211</b>	<b>1 347</b>	<b>153</b>	<b>1 284</b>	<b>85</b>	<b>8 045</b>
<b>Total</b>	<b>3 322</b>	<b>922</b>	<b>1 974</b>	<b>779</b>	<b>1 453</b>	<b>551</b>	<b>1 413</b>	<b>198</b>	<b>10 612</b>

\* Others including sales / marketing strategic planning and computer literacy skills.

Note: (1) Number of MC employees (in terms of man-times) in respect of manpower training to be sponsored by employers in the next 12 months in the advertising sales / public relations / marketing department in media organizations has been distributed among various job levels in the journalism sector.



## SECTION III

### CONCLUSIONS

#### Overall Labour Market Situation in the MC Industry

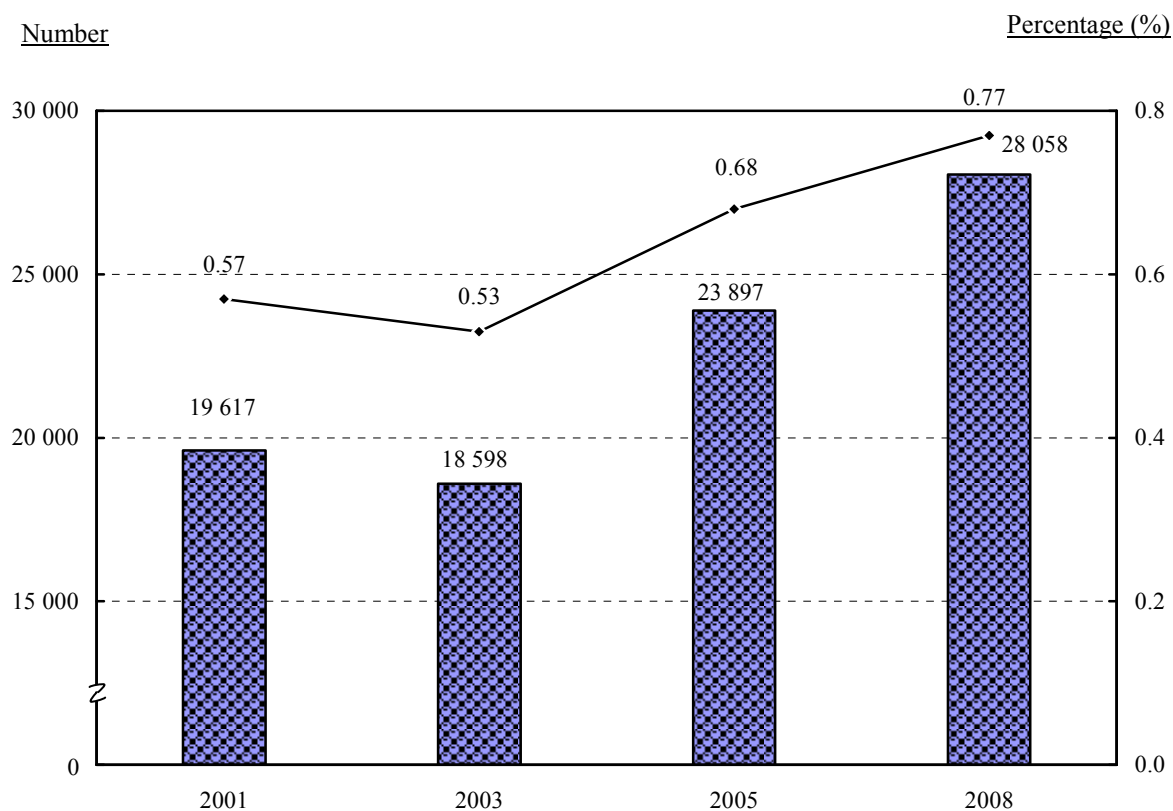
3.1 The Training Board has examined the survey findings and is of the opinion that they generally reflect the labour market situation of the MC industry at the time of the survey. It was found that in February 2008, 7 797 MC employees were engaged in the journalism sector and 20 261 MC employees in the advertising and public relations sector. The growth of MC employment rate will reach a new high by February 2009 with the forecast number of MC posts grow by 1.0% to reach 29 210. The findings on MC manpower, vacancy and employers' forecast growth by sector by job level are summarized in Table 3.1. The percentage share of MC employees in the labour force between December 2001 and February 2008 is shown in Figure 5.

Table 3.1 MC Manpower, Vacancy and Forecast Growth by Sector by Job Level

Job Level	No. of MC Employees in February 2008	No. of Vacancies in February 2008	Manpower Demand <sup>(1)</sup> in February 2008	February 2009 Employers' Forecast Manpower Growth (%)*	February 2009 Employers' Forecast No. of MC Posts
<b>Journalism Sector</b>					
Managerial	313	1	314	- (-)	314
Supervisory	910	9	919	-1 (-0.1)	918
Editorial / Production	4 905	75	4 980	41 (0.8)	5 021
Supporting / Technical	1 669	33	1 702	8 (0.5)	1 710
<b>Sub-Total</b>	<b>7 797</b>	<b>118</b>	<b>7 915</b>	<b>48 (0.6)</b>	<b>7 963</b>
<b>Advertising and Public Relations Sector</b>					
Managerial	2 718	42	2 760	10 (0.4)	2 770
Supervisory	5 007	155	5 162	36 (0.7)	5 198
Executorial	12 446	527	12 973	199 (1.5)	13 172
Supporting / Technical	90	16	106	1 (0.9)	107
<b>Sub-Total</b>	<b>20 261</b>	<b>740</b>	<b>21 001</b>	<b>246 (1.2)</b>	<b>21 247</b>
<b>Total</b>	<b>28 058</b>	<b>858</b>	<b>28 916</b>	<b>294 (1.0)</b>	<b>29 210</b>


- \* As a percentage of total number of MC posts at the same job level by sector in February 2008.
- Notes: (1) Manpower Demand includes the number of existing employees and vacancies.  
(2) Figures may not add up to their totals due to rounding.

Figure 5 Percentage Share of MC Employees in the Labour Force  
(December 2001 – February 2008)



	December 2001	December 2003	December 2005	February 2008
Labour Force* ('000)	3 450.0	3 486.4	3 537.9	3 653.5
MC Employees	19 617	18 598	23 897	28 058
% Share of MC Employees in the Labour Force	0.57	0.53	0.68	0.77

 MC Employees

 Percentage share of MC employees in the labour force

\* Source: Census and Statistics Department.

3.2 The labour market in the MC industry, having improved considerably in December 2005 (28.5% growth over December 2003), stabilised in February 2008 with total MC employment rose to 28 058 MC employees, representing an increase of 17.4% over December 2005 (23 897 MC employees) and 43.0% over December 2001 (19 617 MC employees). However, owing to a larger increase in the total labour force, the percentage share of MC employees in the labour force remained stable at about 0.7% between December 2005 and February 2008.

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

3.3 Companies that employed less than 50 employees provided about 12.6% of the MC employees in the journalism sector and about 87.4% of the MC employees in the advertising and public relations sector; and roughly 9 out of 10 companies in the advertising and public relations sector are small, employing fewer than 10 employees as shown in Figures 6 and 7.

Figure 6 Percentage Distribution of Companies and MC Employees by Employment Size of Company in the Journalism Sector (As in February 2008)

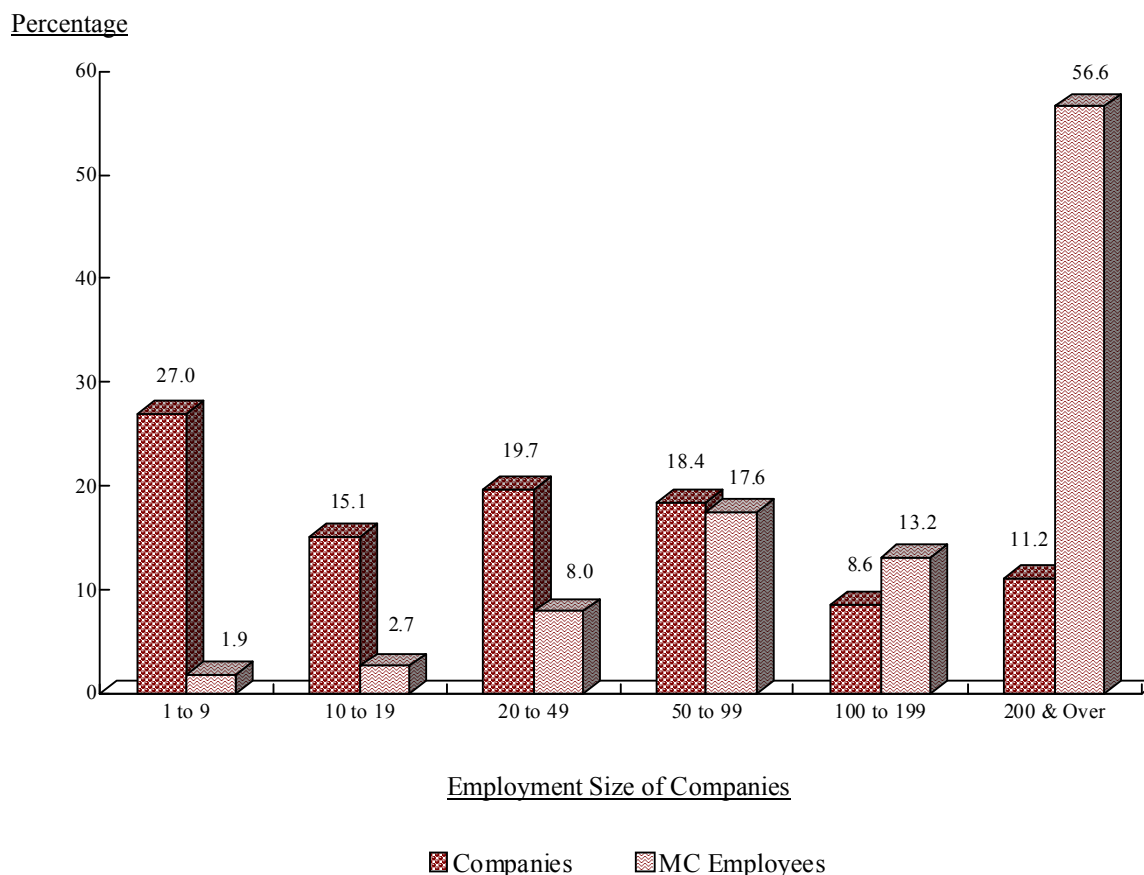
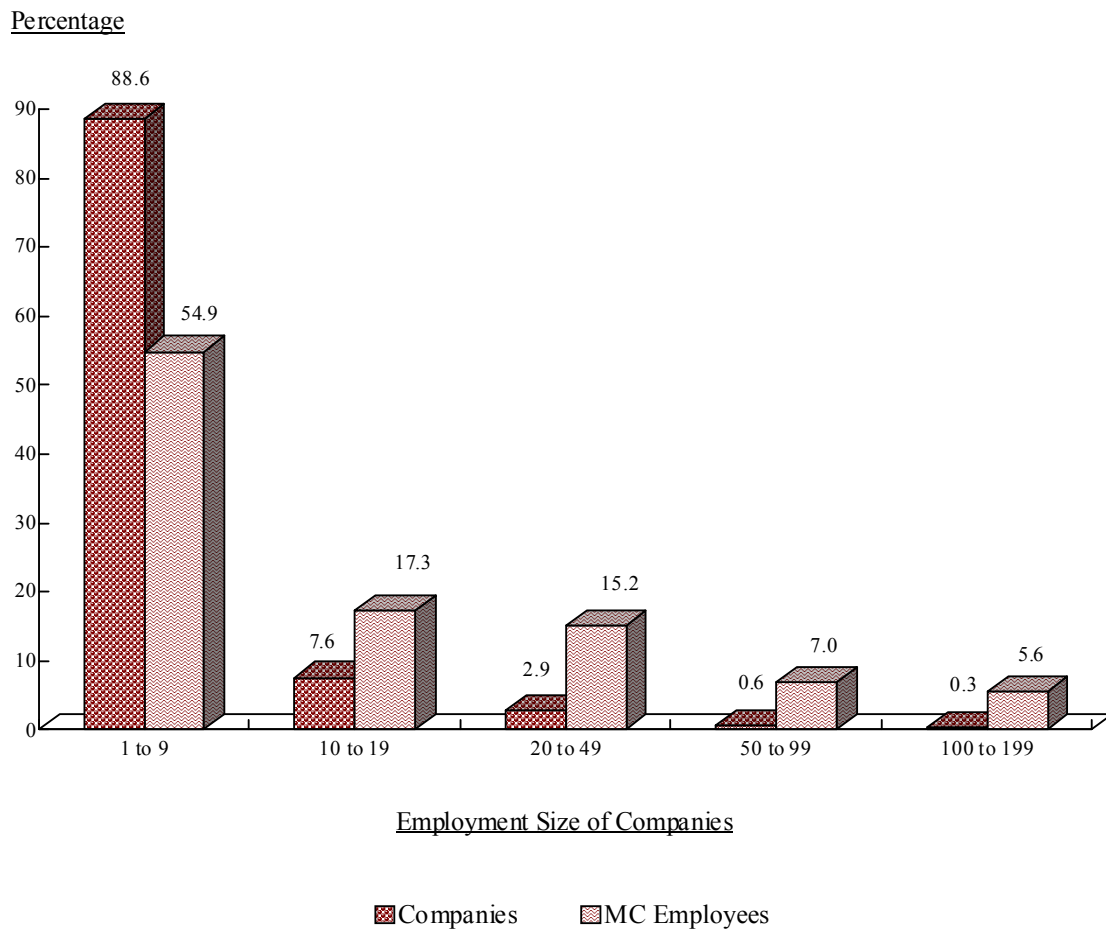


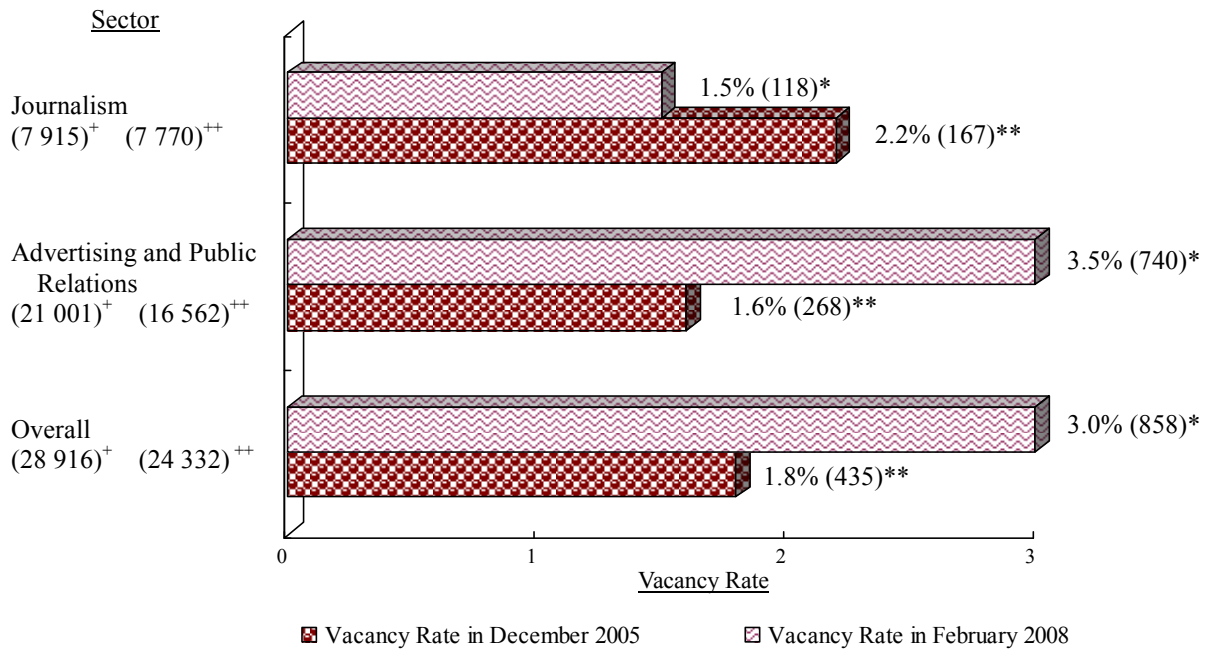
Figure 7 Percentage Distribution of Companies and MC Employees by Employment Size of Company in the Advertising and Public Relations Sector (As in February 2008)



### Vacancy Rates

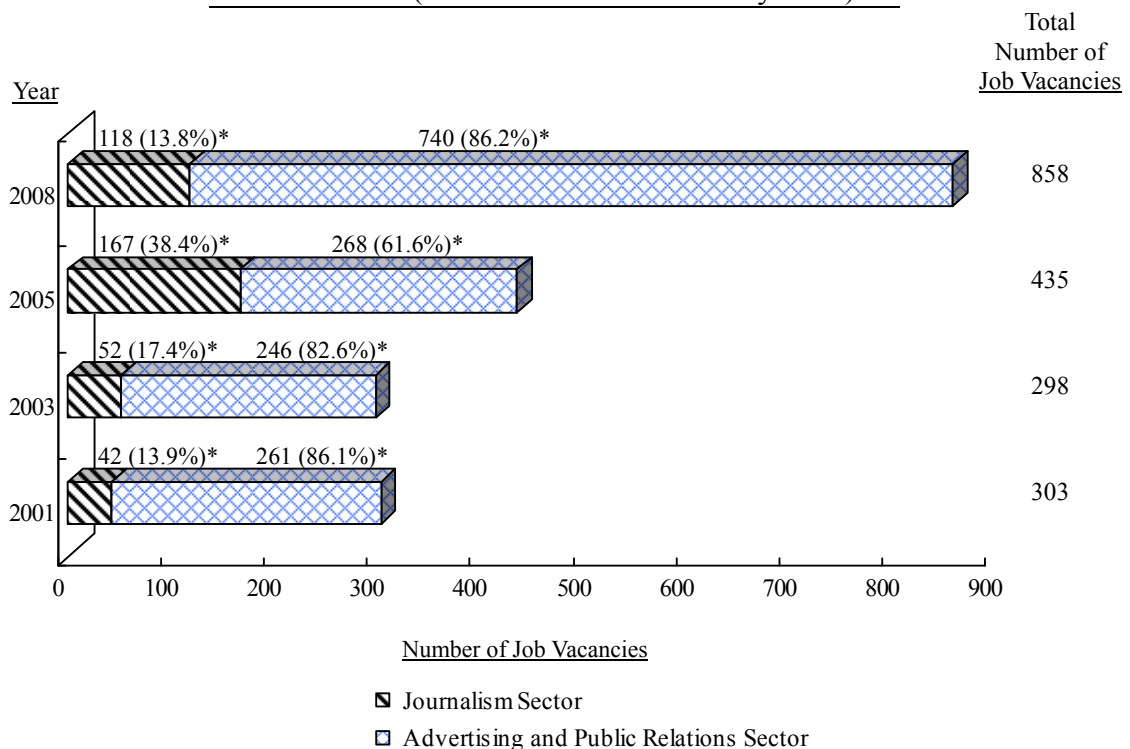
3.4 On the back of robust economic growth in the past two years, the vacancy growth of MC manpower in general has remained strong in nearly all job levels. In February 2008, higher vacancy rates were observed for two branches: public relations services suppliers (6.4%) and corporate communications / PR / advertising / marketing department in companies / institutions (4.7%) (as shown in Table 2.5 of paragraph 2.8). As compared with the 2005 survey findings, the vacancy rate as a percentage of total number of MC posts in the journalism sector has slightly decreased from 2.2% (167) to 1.5% (118) and largely increased in the advertising and public relations sector from 1.6% (268) to 3.5% (740). (The total number of MC posts being the sum of total MC employees and total MC vacancies.) A comparison of the vacancy rates by sector over the two-year period is shown in Figure 8. The distribution of job vacancies by sector from December 2001 to February 2008 is shown in Figure 9.

Figure 8 Comparison of the Vacancy Rates by Sector  
(December 2005 – February 2008)



\* Number of MC vacancies in February 2008 by sector.  
 \*\* Number of MC vacancies in December 2005 by sector.  
 + Total number of MC posts in February 2008 by sector.  
 ++ Total number of MC posts in December 2005 by sector.  
 Note: Figures may not add up to the total due to rounding.

Figure 9 Distribution of Job Vacancies by Sector  
(December 2001 – February 2008)

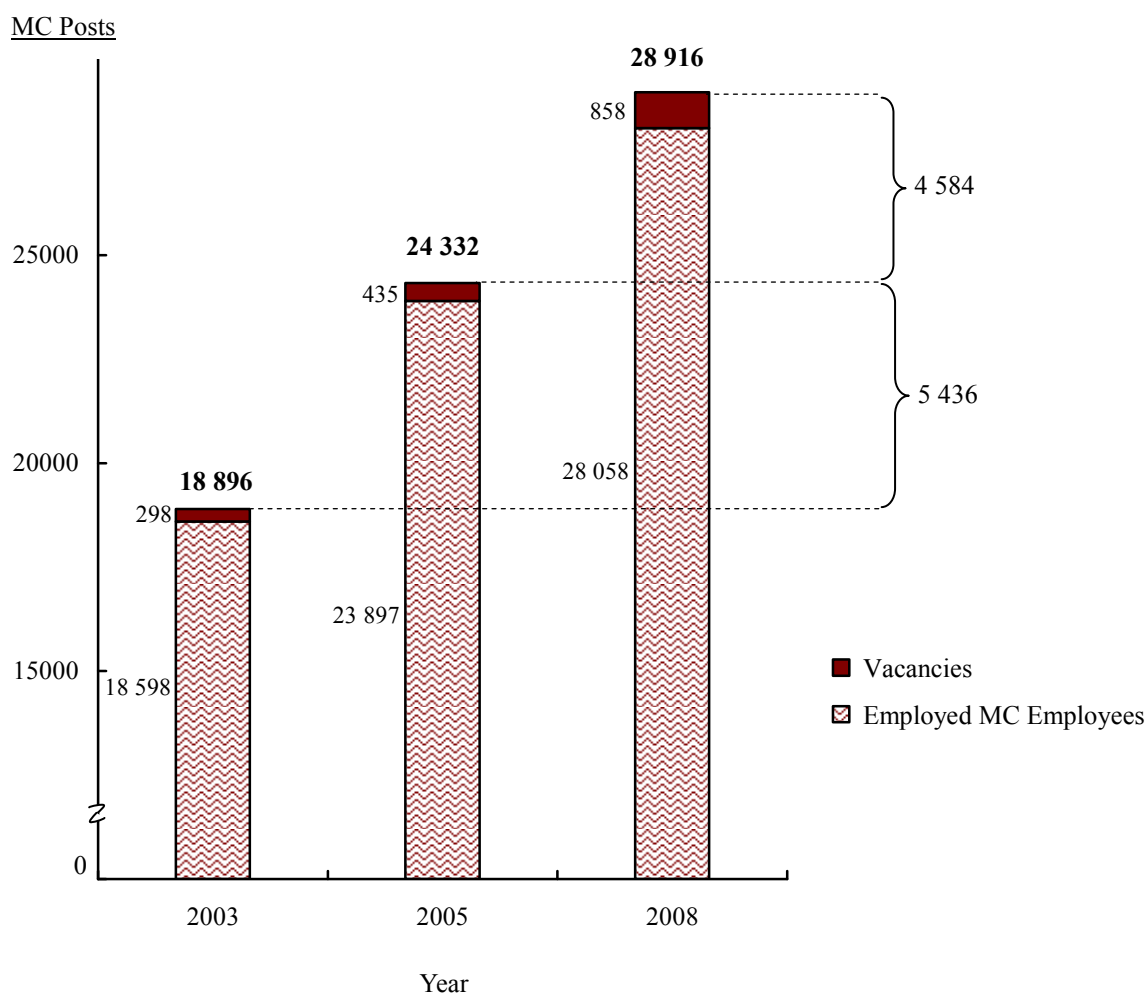


\* As a percentage of total number of job vacancies in the respective survey.

## Total MC Posts

3.5 Sustained and solid economic expansion has continued to underpin job creation in the MC industry. Overall, there is a 18.8% (4 584) growth in MC posts between December 2005 (24 332) and February 2008 (28 916), after taking into account employment and vacancies as shown in Figure 10.

Figure 10 Total MC Posts, Employed and Vacancies  
(December 2003 – February 2008)



## MC Employees Working on the Mainland

3.6 As the Mainland economy has made remarkable advancement over the past decades, 53 companies (1.3% of the responded 4 080 companies of the survey) have deployed / recruited 220 MC employees (0.8% of the existing 28 058 MC employees) to work on the Mainland to gain greater access into the Mainland market. The Training Board observes that Hong Kong possesses a pool of MC talents working for the journalism sector and the advertising and public relations sector with intimate knowledge of MC products and services, languages and business culture on the Mainland (Appendix 12). With more overseas companies setting up their regional operations in Hong Kong as the first step to entering the Mainland market and with the opening up of new business opportunities offered by the Closer Economic Partnership Arrangement (CEPA), the number of companies having to deploy / recruit MC employees to work on the Mainland will be growing steadily.

## Manpower Changes by Job Level

3.7 The total manpower in the journalism sector has increased by 194 MC employees from 7 603 in December 2005 to 7 797 in February 2008, representing an increase of 2.6% over the two-year period. In the advertising and public relations sector, the total manpower has increased by 3 967 MC employees from 16 294 in December 2005 to 20 261 in February 2008, representing an increase of 24.4% over the two-year period. The changes in the number of MC employees between December 2005 and February 2008 by sector by job level are shown in Table 3.2.

Table 3.2 Changes in the Number of MC Employees by Sector by Job Level  
(December 2005 – February 2008)

Job Level	No. of MC Employees			
	December 2005	February 2008	Increase/ Decrease	% Changes
<b>Journalism Sector</b>				
Managerial	312	313	1	0.3
Supervisory	834	910	76	9.1
Editorial / Production	4 867	4 905	38	0.8
Supporting / Technical	1 590	1 669	79	5.0
<b><i>Sub-total</i></b>	<b><i>7 603</i></b>	<b><i>7 797</i></b>	<b><i>194</i></b>	<b><i>2.6</i></b>
<b>Advertising and Public Relations Sector</b>				
Managerial	3 098	2 718	-380	-12.3
Supervisory	5 113	5 007	-106	-2.1
Execuational	7 998	12 446	4 448	55.6
Supporting / Technical	85	90	5	5.9
<b><i>Sub-total</i></b>	<b><i>16 294</i></b>	<b><i>20 261</i></b>	<b><i>3 967</i></b>	<b><i>24.4</i></b>
<b>Total</b>	<b>23 897</b>	<b>28 058</b>	<b>4 161</b>	<b>17.4</b>

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

3.8 The Training Board observes that the overall growth of 17.4% in the number of MC employees from December 2005 (23 897) to February 2008 (28 058) is generally reliable in reflecting the manpower situation of the MC industry at the time of the survey. As compared with the overall increase of 28.5% in the number of MC employees from December 2003 (18 598) to December 2005 (23 897), the Training Board considers that the labour market in the MC industry displayed signs of consolidation over the past two years.

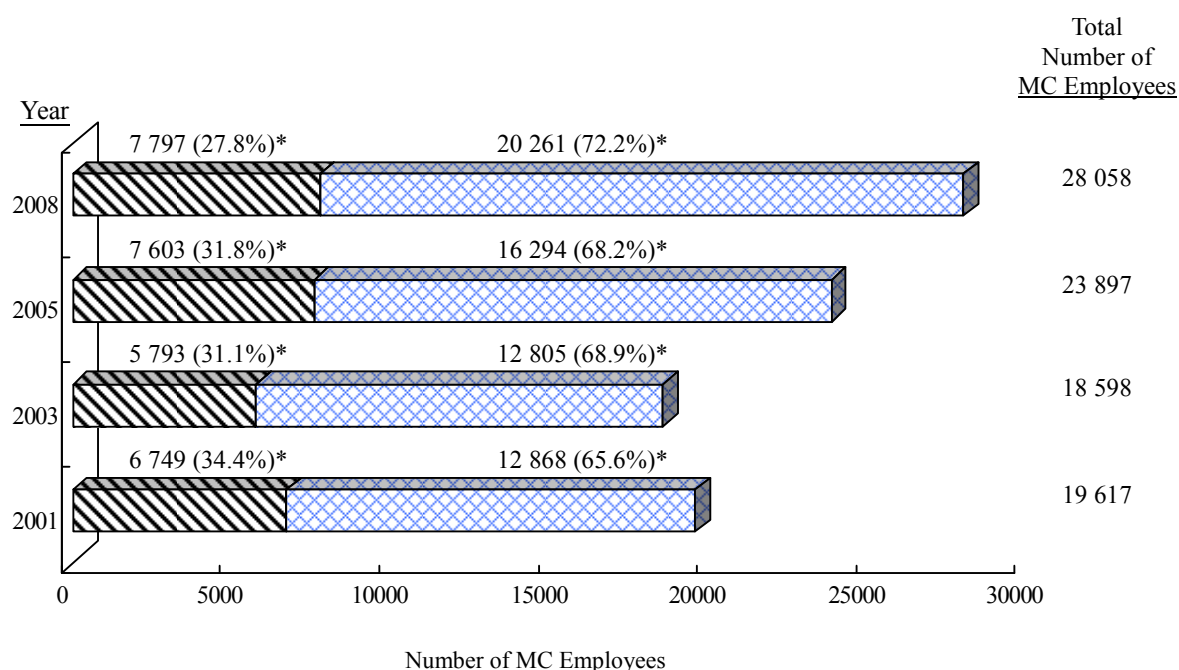
3.9 Among the job levels, the number of MC employees at the managerial level of the advertising and public relations sector has the highest drop of 12.3%. The Training Board believes that the considerable decrease is on account of significant drop of Executive Creative / Creative Directors and Managing Directors / General Managers in the advertising companies, agencies and other advertising services, in which their job duties / responsibilities have been shared by other existing management staff with a view to reducing the operating costs of the companies.

3.10 The Training Board observes that the number of executional employees in the advertising and public relations sector has increased from 7 998 in December 2005 to 12 446 in February 2008 (55.6%), as a result of significant increase in Graphic Artists and Account Executives in the advertising companies, agencies and other advertising services to meet the day-to-day business operations of the companies.

### Manpower Changes by Sector by Branch

3.11 The distribution of MC employees by sector from December 2001 to February 2008 is shown in Figure 11. Table 3.3 shows the changes in the number of MC employees between December 2005 and February 2008 by sector by branch.

Figure 11 Distribution of MC Employees by Sector  
(December 2001 – February 2008)



Journalism Sector  
 Advertising and Public Relations Sector

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



Table 3.3 Changes in the Number of MC Employees by Sector by Branch  
(December 2005 – February 2008)

Branch	No. of MC Employees			
	December 2005	February 2008	Increase/Decrease	% Changes
<b>Journalism Sector</b>				
Newspapers	4 117	3 764	-353	-8.6
Magazines	1 643	2 120	477	29.0
News Department in Radio / TV Stations	1 647	1 664	17	1.0
News Agencies	196	249	53	27.0
<b><i>Sub-total</i></b>	<b><i>7 603</i></b> <b><i>(31.8%) #</i></b>	<b><i>7 797</i></b> <b><i>(27.8%) #</i></b>	<b><i>194</i></b>	<b><i>2.6</i></b>
<b>Advertising and Public Relations Sector</b>				
Public Relations Services Suppliers	1 340	1 696	356	26.6
Advertising Sales / PR / Marketing Department in Media Organizations	1 673	2 258	585	35.0
Advertising Companies, Agencies & other Advertising Services	10 942	12 889	1 947	17.8
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions	2 339	3 418	1 079	46.1
<b><i>Sub-total</i></b>	<b><i>16 294</i></b> <b><i>(68.2%) #</i></b>	<b><i>20 261</i></b> <b><i>(72.2%) #</i></b>	<b><i>3 967</i></b>	<b><i>24.4</i></b>
<b>Total</b>	<b>23 897</b> <b>(100.0%) #</b>	<b>28 058</b> <b>(100.0%) #</b>	<b>4 161</b>	<b>17.4</b>

- # As a percentage of number of MC employees in the respective survey.
- Notes: (1) On-line media has been included into various branches of the journalism sector.  
(2) Figures may not add up to their totals due to rounding.

3.12 Over the past two years, the distribution of MC employees in the advertising and public relations sector reached a new high of 72.2% (20 261) in February 2008 as compared with 68.2% (16 294) in December 2005. Benefiting from the buoyant economy, MC employees engaged in the corporate communications / PR / advertising / marketing department in companies / institutions continued to enjoy the highest growth rate of 46.1% (1 079) from December 2005 to February 2008. Whilst MC job losses (353 or 8.6%) were experienced in the newspaper establishments over the two-year period owing to moderation in business activity.

### **Major Developments in the MC Industry**

3.13 Based on the manpower changes between the 2005 and 2008 surveys and other observations, the Training Board concludes the following major developments in the MC industry:

#### Journalism Sector

- (i) The number of job openings in the journalism sector — in which editors, reporters and designers are employed — is sensitive to economic upswings and downturns because this sector depend on advertising revenue.
- (ii) There is a proliferation of magazines which have been segmented and tailor-made to meet the wide range of interest from specialist publication to general interest and leisure.
- (iii) Job opportunities are best for applicants in the expanding world of new media, such as Internet Protocol Television, on-line newspapers / magazines. Local newspapers / magazines and radio / TV stations also provide greater job prospects for potential reporters and editors.
- (iv) More local companies in the magazine branch have recruited freelancers to engage in various MC jobs (such as editor, photographer, reporter, copy writer, proof-reader, layout artist and designer) to address manpower and skills constraints, and reduce costs.
- (v) On-line / new media and their services / operations are growing in number and sophistication, spurring the demand for graphic artists, designers, copy writers, reporters and editors, especially those with Web experience.
- (vi) Existing MC employees are required to have multi-skills to perform multi-tasking in response to the expanding world of new media and the merger or abolishment of some MC posts.

- (vii) More MC employees in media organizations are required to participate in PR / advertising / marketing / sales events / activities.
- (viii) Due to the computerization, darkroom persons who engaged in photo / film development are less in demand in the MC industry.

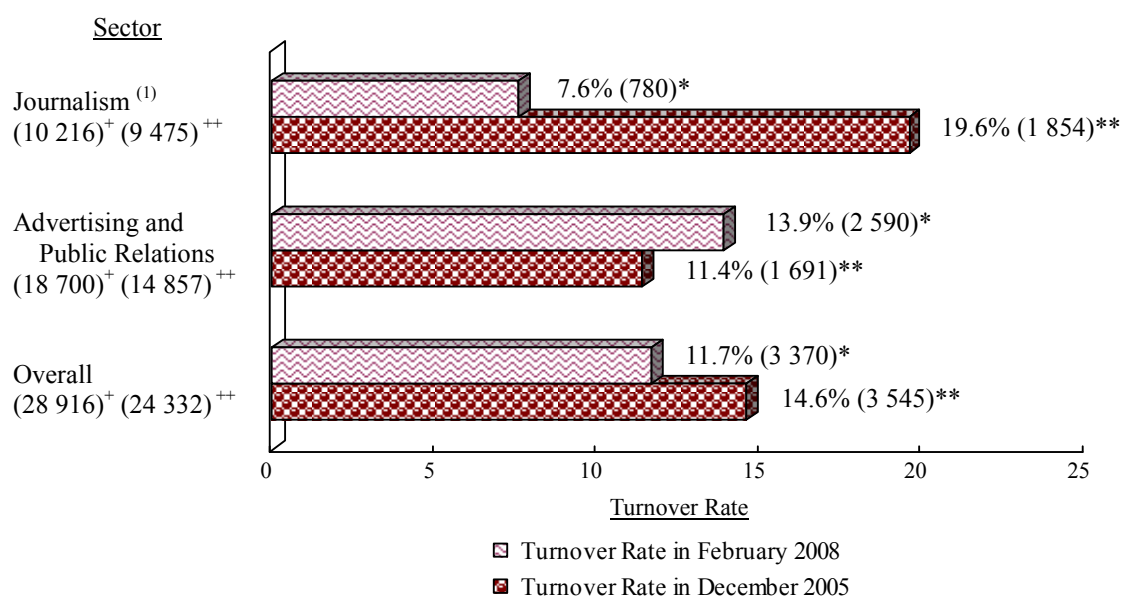
#### Advertising and Public Relations (PR) Sector

- (ix) The need for good public relations in an increasingly competitive business environment should spur demand for these MC employees in organizations of all types and sizes. Those with additional language capabilities also are in great demand.
- (x) More local companies come to understand the importance of advertising, brand building and corporate identity and will pay more attention to market intelligence to meet the increasing competition and more sophisticated consumers.
- (xi) More foreign media organizations and international advertising and PR companies will establish their offices / regional operations in Hong Kong as a first step to entering the Mainland market.
- (xii) More local companies in the advertising and PR sector have been engaged in outsourcing their supporting / technical related jobs (such as display layout design and printing) which allow them to focus on their core business, expand quickly into new frontiers, address manpower and skills constraints, and reduce costs.
- (xiii) More PR / advertising / marketing employees in the MC industry are working closely with media partners to conduct promotional seminars / activities with a view to increasing the number and type of media outlets to reach the target customers.
- (xiv) Interactive websites / TV and digital platform will facilitate the development of e-promotional campaign whereby offering more job opportunities for PR / advertising practitioners.
- (xv) Skill sets (such as graphic design, art production, marketing / product development, account co-ordination, reporting and PR consulting) will continue to be in demand to perform various PR / marketing / sales functions.
- (xvi) More corporate communications / PR / advertising / marketing department in companies / institutions will like to recruit experienced MC employees in the journalism sector to undertake various jobs in respect of PR / advertising / marketing / sales.

## Turnover Rate

3.14 The Training Board observes that the turnover rate as a percentage of number of MC posts in the industry has decreased slightly from 14.6% (3 545) in December 2005 to 11.7% (3 370) in February 2008. The Training Board considers that the turnover rates of the MC industry over the two-year period remained stable, partly boosted by the vibrant business activity and labour demand in the run-up to the Lunar New Year. The significant drop in turnover rate from 19.6% (1 854) in 2005 to 7.6% (780) in 2008 was experienced in the journalism sector owing to the moderation in business activity. This decline more than outweighed the increase in turnover rate in the advertising and public relations sector from 11.4% (1 691) in 2005 to 13.9% (2 590) in 2008. A comparison of the turnover rates of the MC industry by sector over the two-year period is shown in Figure 12.

Figure 12 Comparison of the Turnover Rates by Sector  
(December 2005 – February 2008)



\* Number of MC employees leaving the companies in February 2008.

\*\* Number of MC employees leaving the companies in December 2005.

+ Total number of MC posts in February 2008 by sector.

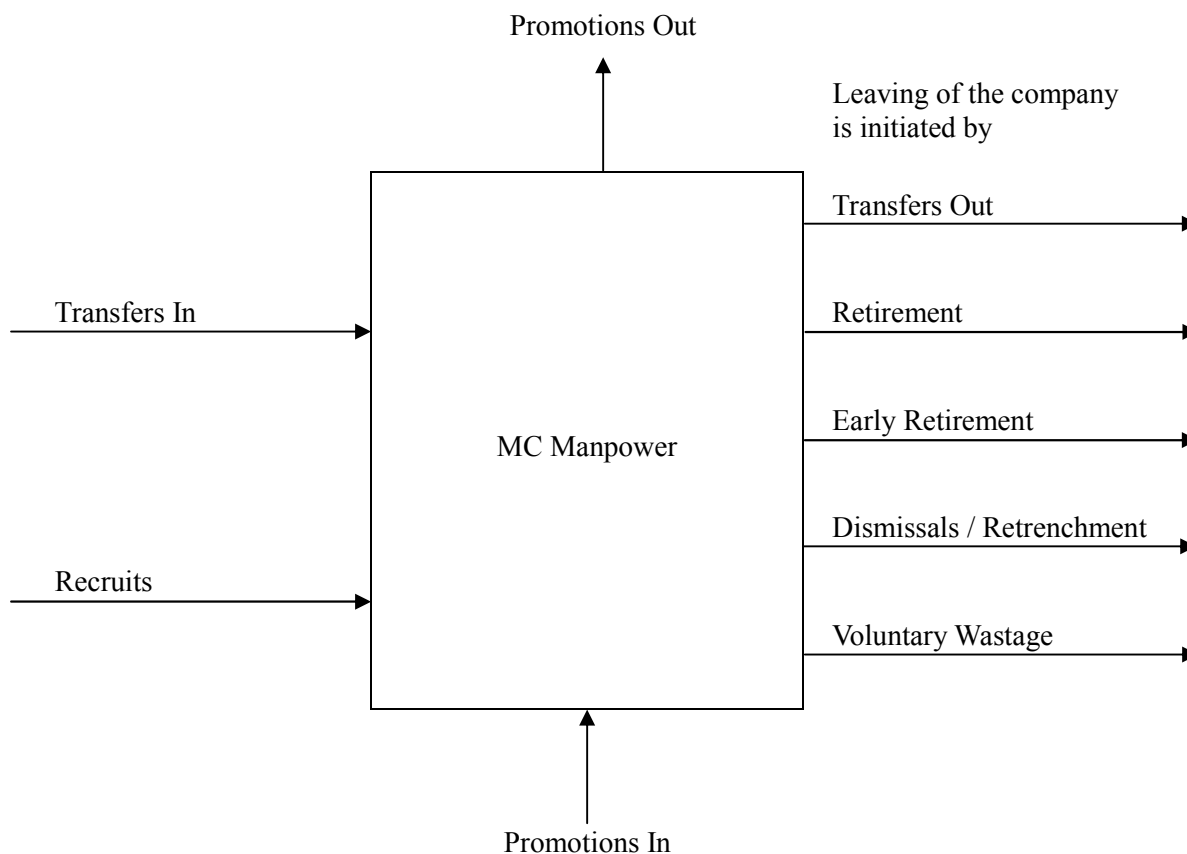
++ Total number of MC posts in December 2005 by sector.

Notes: (1) The number of MC employees leaving the advertising sales / public relations / marketing department in media organizations has been distributed among various branches in the journalism sector.

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

3.15 In addition to job openings created by employment growth, the Training Board observes that some openings will arise as experienced MC employees retire, transfer to other occupations, or leave the labour force. The wastage flow of the MC manpower can be depicted diagrammatically as shown in Figure 13.

Figure 13 Wastage Flow in the MC Manpower

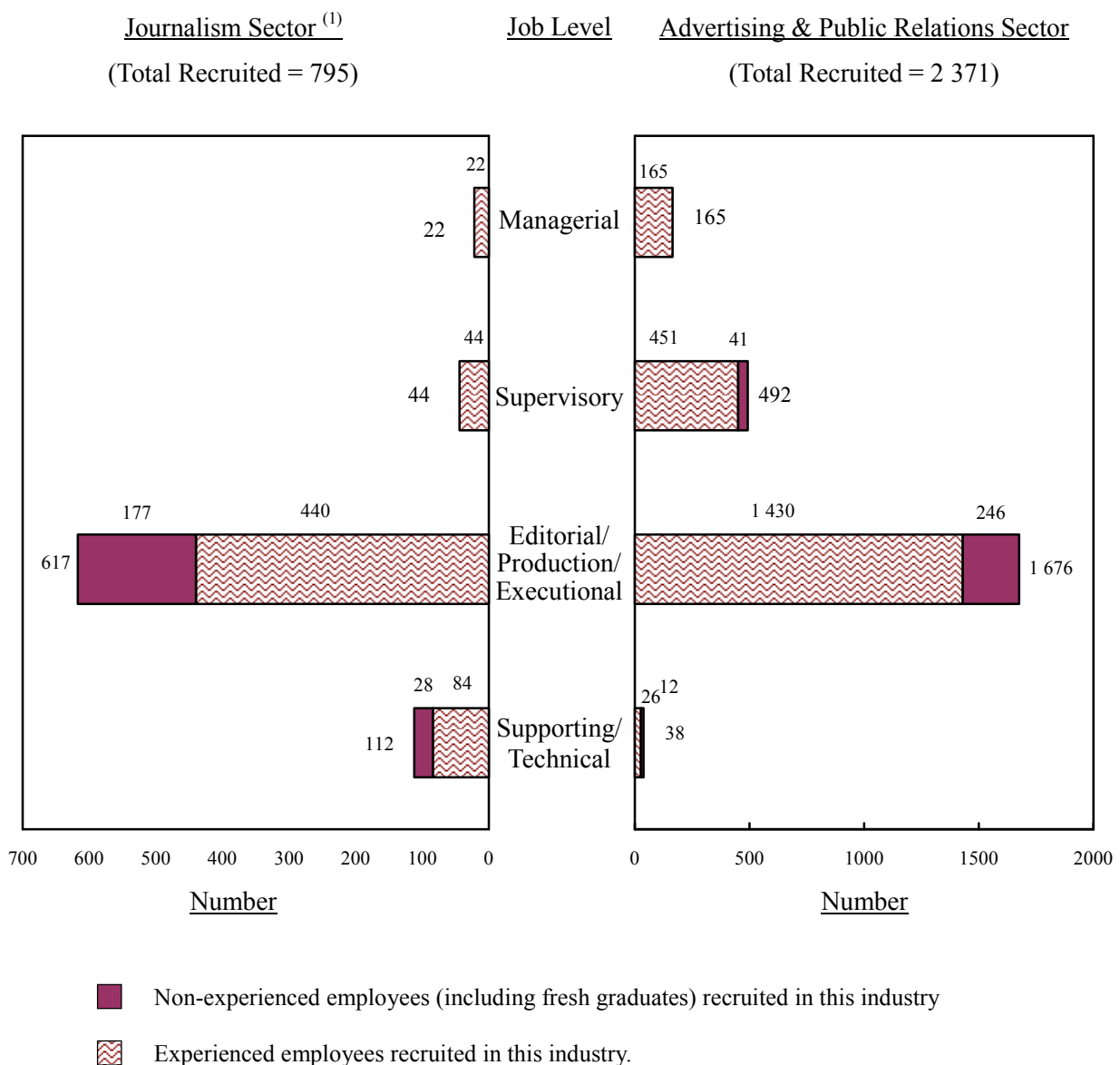


3.16 The Training Board also observes that MC employees have left the company with the experience earned through years of service. In a normal turnover of staff, experience can be passed on to the new blood; but with a recruitment freeze imposed on some of the MC posts, a gap will gradually develop and the succession of experience will be disrupted.

## Recruitment Pattern

3.17 The Training Board observes that, in Table 2.13 of paragraph 2.16, the recruitment of experienced employees and non-experienced employees (including fresh graduates) is in a ratio of 3 to 1 in the journalism sector and a ratio of 7 to 1 in the advertising and public relations sector. It appears that employers in the industry tend to recruit a higher ratio of experienced employees to non-experienced ones to fill vacancies over the two-year period. A comparison of the sources of recruitment by sector by job level is shown in Figure 14.

Figure 14 Comparison of the Sources of Recruitment by Sector by Job Level



- Notes: (1) The number of MC employees recruited in the advertising sales / public relations / marketing department in media organizations has been distributed among various job levels in the journalism sector.  
 (2) Figures may not add up to their totals due to rounding.

### **Major Difficulties Encountered in Recruitment of MC Employees**

3.18 The survey reveals that (as shown in Table 2.14 of paragraph 2.17) 35.1% of employers experiencing difficulties in attracting suitable candidates with the relevant experience and 21.2% experiencing difficulties in attracting suitable candidates with the relevant skills / expertise they seek during their recruitment exercises in 2007/08 (2005 survey: 36.2% and 27.2%). The Training Board observes that most employers in general wish to ensure that their MC employees remain up to speed with all technological developments as various new media and industry specific skills come into vogue.

### **Promotion Pattern**

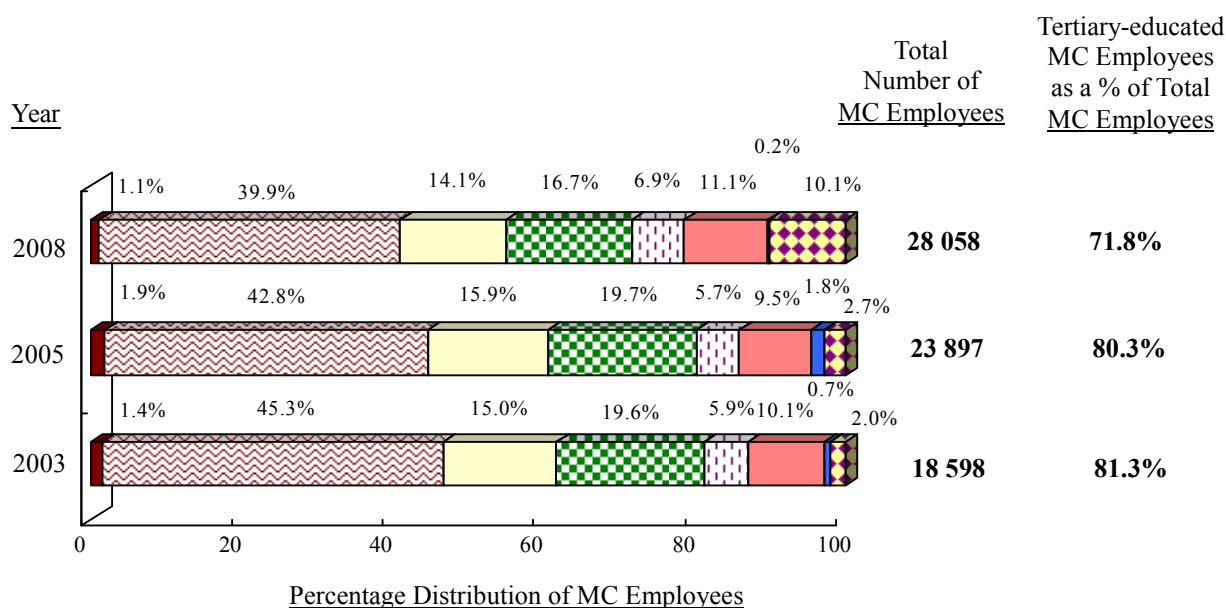
3.19 The survey also reveals that (as shown in Table 2.12 of paragraph 2.15) 77 positions (2.5% of number of MC employees at the job level) in managerial, 202 (3.4%) in supervisory, 146 (0.8%) in editorial / production / executional, and 23 (1.3%) in supporting / technical are filled by internal promotion in respect of new or existing posts. The Training Board observes that employers in the MC industry were willing to give reasonable promotion opportunities to their MC employees for retaining the existing talents. The Training Board encourages the practice of internal promotion and suggests that employers should provide more training to their MC employees to prepare them for career progression and lifelong learning.

### **Preferred Educational Level of MC Employees**

3.20 The Training Board observes that employers generally preferred their MC employees (71.8%) to have tertiary qualifications (i.e. diploma / higher certificate / certificate or above qualifications). For instance, 78.9% and 4.6% of the Group Account Director / Account Director require a bachelor degree and an associate degree / higher diploma respectively (2005 survey: 69.3% and 13.3%). Detailed findings on the employers' preferred educational level of MC employees by branch by job title are given in Appendix 6.

3.21 Over the past four years, the profile of MC manpower by preferred educational level did not differ much. 41.0% of MC employees were preferred to have bachelor degree or above qualifications, and 30.8% to have associate degree / higher diploma / diploma / higher certificate / certificate qualifications in 2008. (2005 survey: 44.7% and 35.6%). These percentages were significantly higher than the percentage of employed persons in the labour force aged 15 years and above with tertiary qualifications (i.e. 20.8% at post-secondary degree level and 9.9% at post-secondary non-degree level). (Source: Labour force figures from the Quarterly Report on General Household Survey – January to March 2008 published by the Census and Statistics Department). The Training Board considers that the MC industry is one of the knowledge-intensive sectors requiring more highly educated manpower. A comparison of the profile of MC manpower by preferred educational level over the four-year period is shown in Figure 15.

Figure 15 Profile of MC Manpower by Preferred Educational Level  
(December 2003 – February 2008)



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

### Preferred Years of Relevant Experience of MC Employees

3.22 Regarding the preferred years of relevant experience, employers generally preferred their MC employees at editorial / production / executional level to have 5 to less than 7 years' relevant experience in the journalism sector and 2 to less than 5 years' relevant experience in the advertising and public relations sector. For instance, 42.7% of the Senior Reporter / Reporter require having 5 to less than 7 years' relevant experience and 21.5% of them require having 2 to less than 5 years' relevant experience (2005 survey: 53.2% and 33.2%). Details showing the employers' preferred years of relevant experience of MC employees by branch by job title are given in Appendix 7.

### Income Distribution of MC Employees

3.23 Employment income has been rising steadily in the MC industry since December 2005. A comparison of the income distribution of MC employees by sector over the two-year period is shown in Table 3.4. Details showing the average monthly income range of MC employees by branch by job title are given in Appendix 8.



Table 3.4 Income Distribution of MC Employees by Sector  
(December 2005 – February 2008)

Year	Average Monthly Income Range							
	\$8,000 Or Below (%)*	\$8,001 - \$12,000 (%)*	\$12,001 - \$20,000 (%)*	\$20,001 - \$30,000 (%)*	\$30,001 - \$50,000 (%)*	\$50,001 - \$80,000 (%)*	\$80,001 Or Above (%)*	Unspecified (%)*
<b>Journalism Sector</b>								
2005 (7 603) #	20 (0.3)	996 (13.1)	2 791 (36.7)	1 119 (14.7)	571 (7.5)	272 (3.6)	105 (1.4)	1 729 (22.7)
2008 (7 797) #	8 (0.1)	470 (6.0)	2 994 (38.4)	1 087 (13.9)	854 (11.0)	149 (1.9)	29 (0.4)	2 206 (28.3)
<b>Advertising and Public Relations Sector</b>								
2005 (16 294) #	374 (2.3)	3 152 (19.3)	5 072 (31.1)	2 779 (17.1)	1 630 (10.0)	469 (2.9)	472 (2.9)	2 346 (14.4)
2008 (20 261) #	37 (0.2)	5 284 (26.1)	6 133 (30.3)	2 836 (14.0)	1 469 (7.3)	530 (2.6)	233 (1.1)	3 739 (18.4)

\* As a percentage of number of MC employees by sector in the respective year.

# Total number of MC employees by sector in the respective year.

3.24 More recent data from the General Household Survey of the Census and Statistics Department indicated that the overall average monthly employment income (excluding foreign domestic helpers) accelerated to a year-on-year growth rate of 7.1% in money terms in the first quarter of 2008. The Training Board observes that nominal pay rises were found almost in all job levels in the MC industry between December 2005 and February 2008. However, due to the differences in demand and supply conditions, the average monthly income range of MC employees by job level varied across different branches in the journalism and advertising & public relations sectors (Tables 2.17 and 2.18 of paragraphs 2.20 and 2.21). Benefiting from booming financial markets, MC employees engaged in financial institutions in respect of the advertising and public relations services continued to enjoy the biggest pay rises.

### **Skills / Knowledge MC Employees Need to Enhance**

3.25 The Training Board observes that a high percentage of companies in the journalism sector and the advertising and public relation sector having indicated their MC employees' skills and knowledge need to enhance in response to the various changes (including Hong Kong's transformation into a knowledge-based economy and China's 11th Five-Year Plan). The Training Board considers that the ability to compete and succeed in the global information economy hinges on the quality and skills of a reservoir of MC manpower. Therefore, the development of a skilled MC workforce with higher standard of professional ethics in the workplace is essential for the long term development of Hong Kong. A comparison of the top essential skills / knowledge (ranked in descending order of popularity) by sector that the existing MC employees in the industry need to enhance is shown in Table 3.5.

Table 3.5 Comparison of Top Essential Skills / Knowledge by Sector  
(Ranked in Descending Order of Popularity)

Rank	Journalism Sector	Advertising and Public Relations Sector
1	Putonghua	Putonghua
2	Reporting and editing skills	Spoken English
3	Application of new media technologies in editorial work	Multimedia knowledge and applications
4	Industry practices in the mainland of China	Creativity and cultural insights
	Cross-cultural knowledge	
5	Laws and regulatory restrictions for access to China's market	Web site design and supporting skills
	Media law and ethics	
6	Marketing management	Marketing management
	Written English	
	Strategic planning management	
	Corporate communications/public relations / public affairs management	
	Crisis management	
	Critical thinking skills and cross-disciplinary knowledge	
7	Political system, social and economic development in the mainland of China	Written English
	Human resources management	
8	Spoken English	Industry practices in the mainland of China

3.26 The Training Board observes that the top essential skill / knowledge (Putonghua) in the journalism sector and the advertising and public relations sector is the same. The Training Board also observes that the emergence of various types of management skills within the top eight has reflected the situation that companies are more aware of the establishment of management skills to enhance their competitiveness in the global market.

### Training of MC Employees

3.27 The survey reveals that employers would plan to provide / sponsor training in respect of skills and knowledge to 10 612 MC employees (in terms of man-times) in the next 12 months (Table 2.22 of paragraph 2.25). The large number of MC employees to be trained confirms the Training Board's view that MC training is important to employers in order to sustain competitiveness. The Training Board suggests that the employers should provide more training to their MC employees to prepare them for career development and lifelong learning. The number of MC employees (in terms of man-times) in respect of manpower training (ranked in descending order of popularity) to be sponsored by employers in the next 12 months by sector by type of skills / knowledge are shown in Table 3.6.

Table 3.6 MC Manpower Training (Ranked in Descending Order of Popularity) to be Sponsored by Employers in the Next 12 Months by Sector by Type of Skills / Knowledge

Type of Skills / Knowledge	Overall		Journalism Sector		Advertising and Public Relation Sector	
	Rank	No. of MC Employees	Rank	No. of MC Employees	Rank	No. of MC Employees
Management Skills	1	3 322	2	481	1	2 841
Language Skills	2	1 974	4	390	2	1 584
Innovative Media Technology (Advertising and Public Relations Sector)	3	1 453	8	106	3	1 347
Industry Specific Skills (Advertising and Public Relations Sector)	4	1 413	6	129	4	1 284
China-related Knowledge	5	922	5	382	5	540
Innovative Media Technology (Journalism Sector)	6	779	1	568	6	211
Industry Specific Skills (Journalism Sector)	7	551	3	398	7	153
Others (including sales / marketing strategic planning and computer literacy skills)	8	198	7	113	8	85
<b>Total</b>	-	<b>10 612</b>	-	<b>2 567</b>	-	<b>8 045</b>

### Forecast Manpower Growth for February 2009

3.28 Employers forecast that the total number of MC posts (as shown in Table 3.1 of paragraph 3.1) would slightly increase in the journalism sector from 7 915 in February 2008 to 7 963 in February 2009 (0.6%) and mild increase in the advertising and public relations sector from 21 001 in February 2008 to 21 247 in February 2009 (1.2%). These employers' forecasts represent an overall annual growth rate of 1.0% (294) in the MC industry. The highest expected growth rate of 1.5% (199) at the executional level of the advertising and public relations sector may imply that more MC employees would be engaged in the graphic design jobs to meet the needs of market demand.

## Additional Manpower Requirement by February 2009

3.29 On the basis of employers' forecast of manpower growth by February 2009 (as shown in Table 2.19 of paragraph 2.22) and the estimated annual wastage rate of 3.0% adopted, the Training Board has worked out the additional manpower requirement by February 2009 in the journalism and advertising & public relations sectors by branch by job level in Tables 3.7 and 3.8.

Table 3.7 Additional Manpower Requirement in the Journalism Sector  
by February 2009 by Branch by Job Level

Job Level	No. of MC Employees in February 2008	Employers' Forecast of MC Manpower Growth by February 2009	No. of MC Employees to Replenish Wastage*	Total No. of Additional MC Employees by February 2009
<b>Newspapers</b>				
Managerial	94	-	3	3
Supervisory	415	-	12	12
Editorial / Production	2 393	44	72	116
Supporting / Technical	862	7	26	33
<b>Sub-total</b>	<b>3 764</b>	<b>51</b>	<b>113</b>	<b>164</b>
<b>Magazines</b>				
Managerial	166	-	5	5
Supervisory	152	-	5	5
Editorial / Production	1 382	9	41	50
Supporting / Technical	420	1	13	14
<b>Sub-total</b>	<b>2 120</b>	<b>10</b>	<b>64</b>	<b>74</b>
<b>News Department in Radio / TV Stations</b>				
Managerial	38	-	1	1
Supervisory	283	-	8	8
Editorial / Production	962	-12	29	17
Supporting / Technical	381	-	11	11
<b>Sub-total</b>	<b>1 664</b>	<b>-12</b>	<b>49</b>	<b>37</b>
<b>News Agencies</b>				
Managerial	15	-	-	-
Supervisory	60	-1	2	1
Editorial / Production	168	-	5	5
Supporting / Technical	6	-	-	-
<b>Sub-total</b>	<b>249</b>	<b>-1</b>	<b>7</b>	<b>6</b>
<b>Total</b>	<b>7 797</b>	<b>48</b>	<b>233</b>	<b>281</b>

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

Table 3.8 Additional Manpower Requirement  
in the Advertising and Public Relations Sector  
by February 2009 by Branch by Job Level

Job Level	No. of MC Employees in February 2008	Employers' Forecast of MC Manpower Growth by February 2009	No. of MC Employees to Replenish Wastage*	Total No. of Additional MC Employees by February 2009
<b>Public Relations Services Suppliers</b>				
Managerial	287	-1	9	8
Supervisory	486	11	15	26
Executional	923	13	28	41
<b>Sub-total</b>	<b>1 696</b>	<b>23</b>	<b>52</b>	<b>75</b>
<b>Advertising Sales / PR / Marketing Department in Media Organizations</b>				
Managerial	439	-	13	13
Supervisory	747	-	22	22
Executional	1 072	-1	32	31
<b>Sub-total</b>	<b>2 258</b>	<b>-1</b>	<b>67</b>	<b>66</b>
<b>Advertising Companies, Agencies &amp; other Advertising Services</b>				
Managerial	1 116	1	33	34
Supervisory	2 957	11	89	100
Executional	8 760	172	263	435
Supporting / Technical	56	1	2	3
<b>Sub-total</b>	<b>12 889</b>	<b>185</b>	<b>387</b>	<b>572</b>
<b>Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions</b>				
Managerial	876	10	26	36
Supervisory	817	14	25	39
Executional	1 691	15	51	66
Supporting / Technical	34	-	1	1
<b>Sub-total</b>	<b>3 418</b>	<b>39</b>	<b>103</b>	<b>142</b>
<b>Total</b>	<b>20 261</b>	<b>246</b>	<b>609</b>	<b>855</b>

\* A wastage rate <sup>(1)</sup> of 3% per annum is assumed.

- Notes: (1) "Wastage rate" is defined as the percentage of MC employees leaving their current MC jobs and taking up non-MC positions and for other reasons, out of the total number of MC employees.  
(2) Figures may not add up to their total due to rounding.

## **Projected Annual Additional Manpower Requirement for 2008/12**

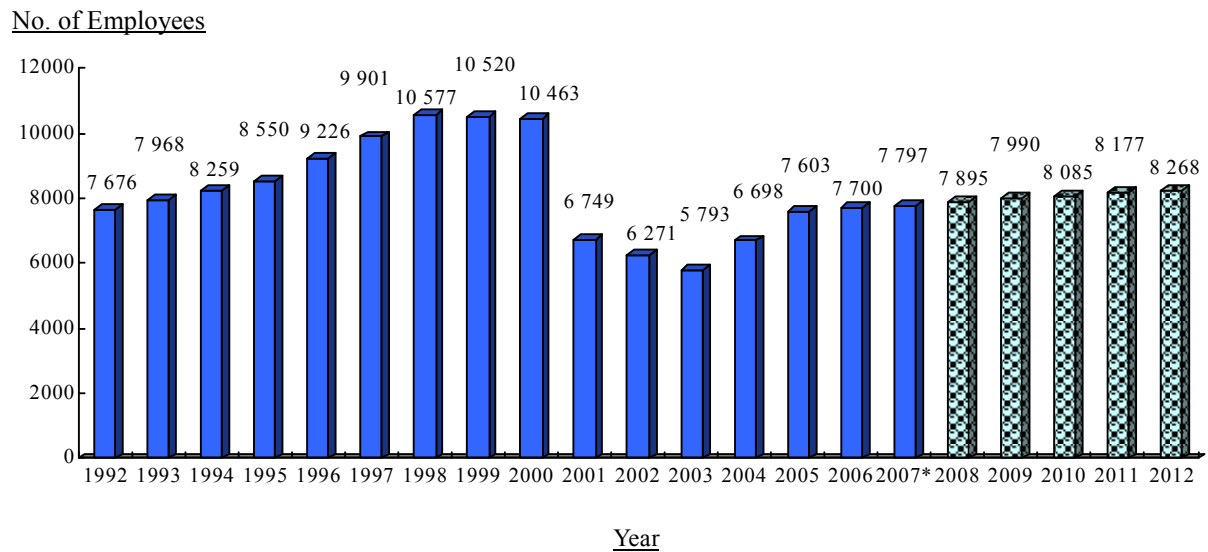
3.30 The projection of MC manpower requirement must relate to labour market needs and respond to rapid economic and social changes. Assessment of future manpower demand is not easy and involves the exercise of judgement based upon certain assumptions and economic analysis. The basic assumptions for projecting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

- (i) A continuation of the relatively high levels of economic activities and employment.
- (ii) A continuation of scientific and technological advance, affecting the industrial methods of production, educational services, and consumption patterns.
- (iii) The absence of war or any other cataclysmic events which would substantially alter the rate of economic growth.

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

3.32 An adaptive filtering method is used to project the annual manpower requirement of the journalism sector for 2008/12. This method produces projections based on the past and present survey data (with heavier weight given to the more recent data). The Training Board selects the most appropriate projection by taking into consideration the socio-economic prospects and overall trend of the industry, employers' one-year forecast, and the annual wastage rate. Manpower projection of the journalism sector for 2008/12 using the adaptive filtering method is shown in Figure 16.

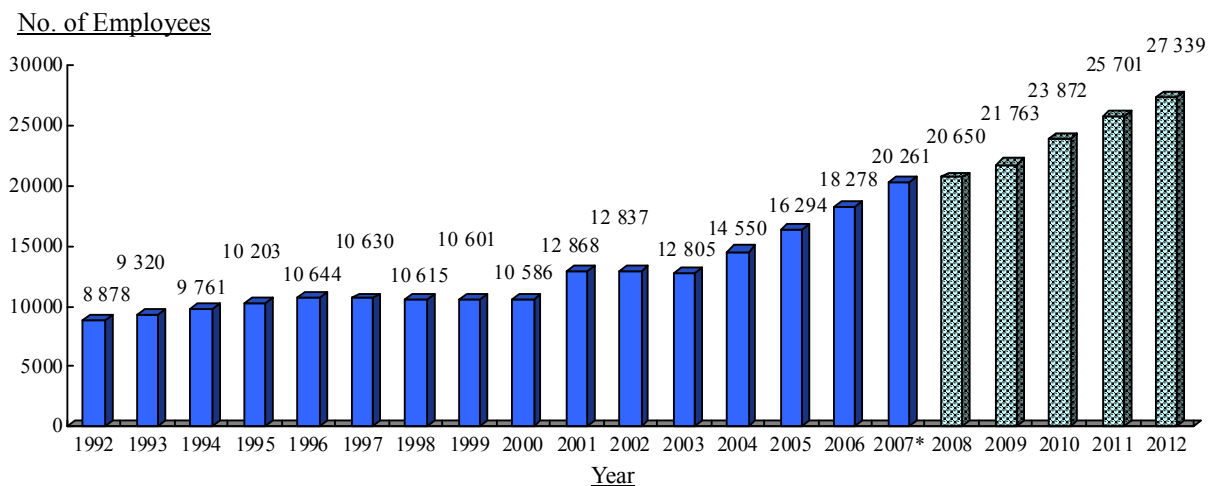
Figure 16 Manpower Projection of the Journalism Sector for 2008/12  
(by Adaptive Filtering Method)



\* 2007 actual survey data in January and February of the subsequent year.  
Note: 1993, 1995, 1997, 1999, 2001, 2003 and 2005 actual survey data in November and December of the year.

3.33 A labour market analysis (LMA) approach is adopted for projecting the annual manpower requirement of the advertising and public relations sector by examining a group of key statistical data/economic indicators collected by a reliable and independent authority that reflect the important changes in local economy, demography and labour market. A variable reduction method called Principal Component Analysis is used to select and create variables/components from the sets of economic indicators for use in building and maintaining the statistical model. Manpower projection of the advertising and public relations sector for 2008/12 using the LMA approach is shown in Figure 17 and the details in Appendix 13.

Figure 17 Manpower Projection of the Advertising and Public Relations Sector for 2008/12  
(by Labour Market Analysis Approach)



\* 2007 actual survey data in January and February of the subsequent year.  
Note: 1993, 1995, 1997, 1999, 2001, 2003 and 2005 actual survey data in November and December of the year.

3.34 The Training Board believes that as the cyclical recover of Hong Kong continues to roll out, supported by the domestic consumption as well as the CEPA framework and Pan-PRD cooperation, MC manpower requirement will have a growing trend in the long run. Based on Figures 16 and 17, the projected annual additional manpower requirement for 2008/12 by sector is shown in Table 3.9.

Table 3.9 Projected Annual Additional Manpower Requirement for 2008/12 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	8 083	94	242	336
Advertising and Public Relations	23 865	1 416	716	2 132
<b>Total</b>	<b>31 948</b>	<b>1 510</b>	<b>958</b>	<b>2 468</b>

\* A wastage rate of 3.0% per annum is assumed.  
 Note: Figures may not add up to their totals due to rounding.

### Distribution of Projected Annual Additional Manpower Requirement for 2008/12 by Preferred Educational Level By Sector

3.35 By adopting employers' preferred educational level of MC employees in paragraph 3.21 and Appendix 6, the Training Board estimates the distribution of projected annual additional manpower requirement for 2008/12 by preferred educational level by sector in Table 3.10.

Table 3.10 Distribution of Projected Annual Additional Manpower Requirement for 2008/12 by Preferred Educational Level by Sector

Educational Level Sector	Master Degree or Above	Bachelor Degree	HD/AD	HC/D/C	Matriculation	S5	Below S5	Total
Journalism	4	149	53	62	26	41	1	336
Advertising and Public Relations	25	946	335	396	164	262	4	2 132
<b>Total (%)*</b>	<b>29 (1.2)</b>	<b>1 095 (44.4)</b>	<b>388 (15.7)</b>	<b>458 (18.6)</b>	<b>190 (7.7)</b>	<b>303 (12.3)</b>	<b>5 (0.2)</b>	<b>2 468 (100.0)</b>

\* As a percentage of total number of projected annual additional MC manpower requirement.  
 Note: Unspecified cases of the employers' preferred educational level of MC employees are distributed among various levels on a pro-rata basis.



## Estimated Supply of MC Graduates from Local Educational Institutes

3.36 Based on the information provided by UGC-funded institutions, Hong Kong Institute of Vocational Education and other local tertiary institutions, Table 3.11, Appendices 14 and 15 show the existing planned output of their graduates from UGC / Government-funded and self-financed MC programmes for 2008/12 by educational level.

Table 3.11 Planned Output of Graduates from UGC / Government-Funded and Self-Financed MC Programmes for 2008/12 by Educational Level

Year Edu. Level	2008		2009		2010		2011		2012		Planned Average Annual Output of MC Graduates		
	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	Total
PgD	17	522	22	548	23	556	20	535	23	545	21	541	562
DEG	333	252	363	269	335	303	284	342	284	360	320	305	625
AD	-	101	-	90	-	86	-	50	-	54	-	76	76
HD	144	264	216	271	209	250	212	276	212	227	199	258	457
<b>Year Total</b>	<b>494</b>	<b>1 139</b>	<b>601</b>	<b>1 178</b>	<b>567</b>	<b>1 195</b>	<b>516</b>	<b>1 203</b>	<b>519</b>	<b>1 186</b>	<b>540</b>	<b>1 180</b>	<b>1 720</b>

DEG - First Degree

AD - Associate Degree

GF - UGC / Government-Funded

PgD - Postgraduate Degree / Diploma / Certificate

HD - Higher Diploma

SF - Self-Financed

3.37 Supply of graduates including those existing MC employees who take upgrading courses is related to participation rate, which is the percentage of graduates in MC programmes who will actually join the MC industry. After studying the Employment Surveys of Full-time UGC-funded Institutions Graduates in Figure 18, the Training Board concludes that the successful participation rates for full-time first-degree graduates would not be less than 76.8% and for full-time sub-degree graduates would not be less than 57.0% for 2008/12. Accordingly, the average annual supply of graduates in MC programmes joining the MC industry (from local educational and training institutions) for 2008/12 by educational level is estimated in Table 3.12.

Table 3.12 Estimated Average Annual Supply of Graduates in MC Programmes for 2008/12 by Educational Level

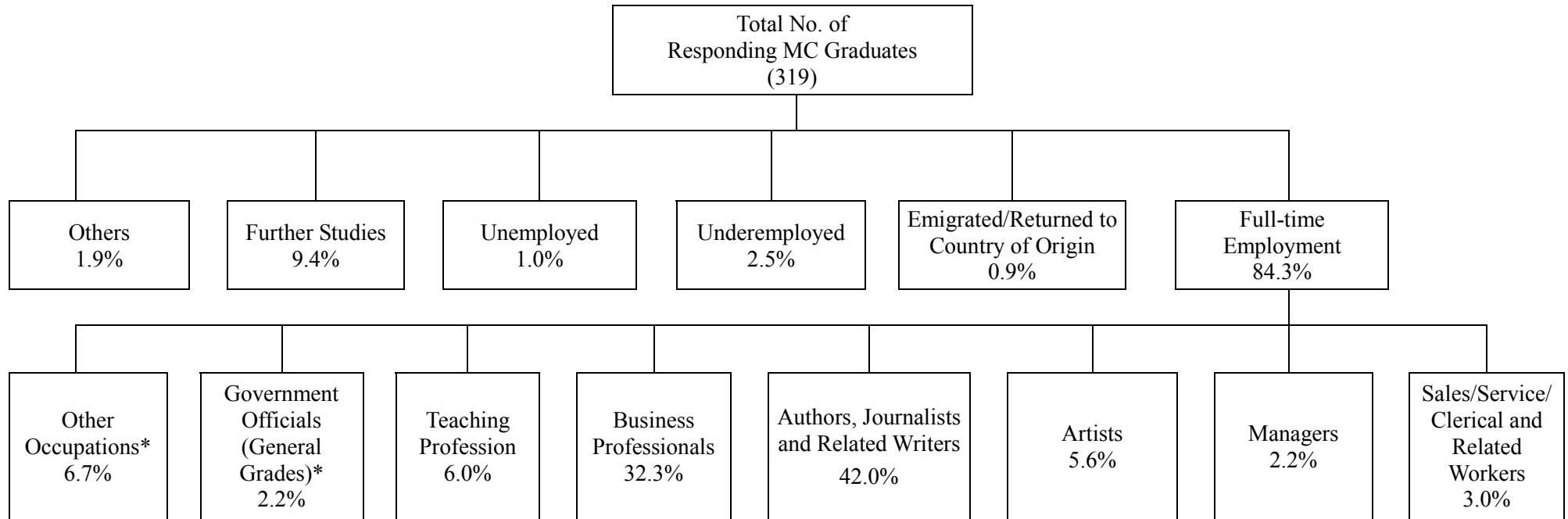
Educational Level	Planned Average Annual Output of MC Graduates		Average* Successful Participation Rate	Estimated Average Annual Supply of MC Graduates			
	GF	SF		GF	SF	Total	
Postgraduate Degree / Diploma / Certificate	21	541	0.60	13	325	338	819
First Degree	320	305	0.77	246	235	481	
Associate Degree	-	76	0.57	-	43	43	303
Higher Diploma	199	258	0.57	113	147	260	
<b>Total</b>	<b>540</b>	<b>1 180</b>		<b>372</b>	<b>750</b>	<b>1 122</b>	

\* Based on the Employment Surveys of Full-time UGC-funded Institutions and Hong Kong Institute of Vocational Education Graduates, 2006/07.

Remarks: GF = UGC / Government-funded

SF = Self-financed

Figure 18 Initial Destinations of Full-time First-degree Graduates in Mass Communication Programmes



\* Occupations not relevant to participation rate were excluded. As a result, the successful participation rate calculated was 76.8% (i.e. 84.3% x 91.1%) for full-time first-degree graduates.

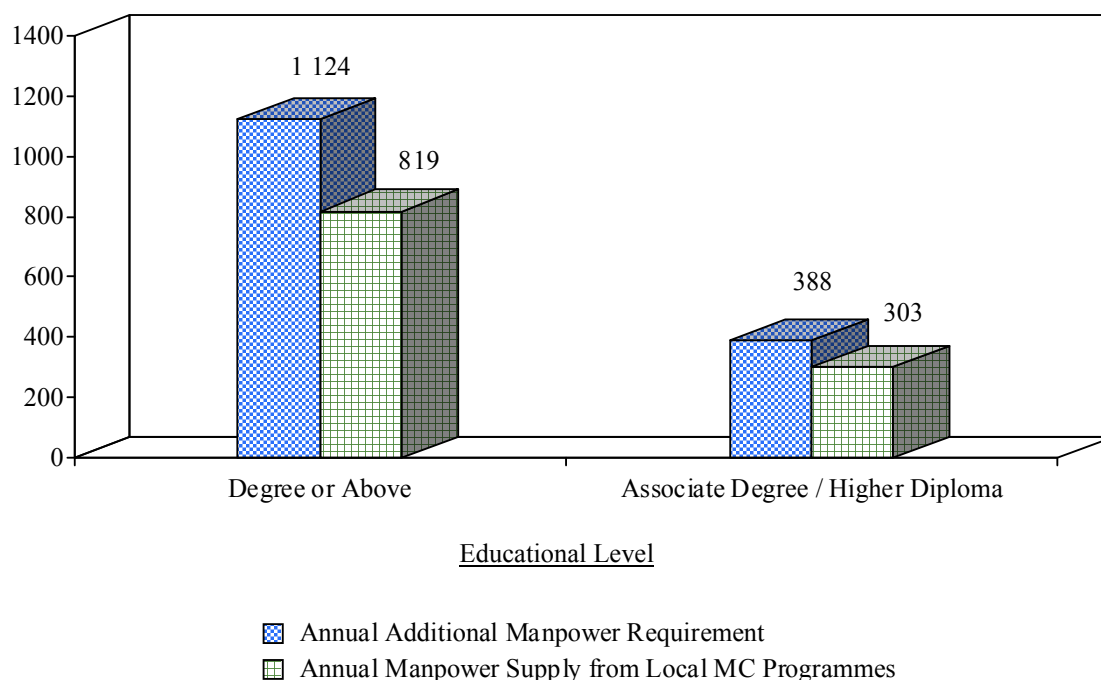
Sources: Employment Surveys of Full-time UGC-funded Institutions Graduates, 2006/07.

## Manpower Demand and Supply Analysis

3.38 The primary objective of the analysis is to assess the annual additional manpower demand and supply situation of the MC industry for 2008/12 by educational level as shown in Figure 19.

Figure 19 Annual Additional Manpower Demand and Supply Situation for 2008/12 by Educational Level

### MC Manpower

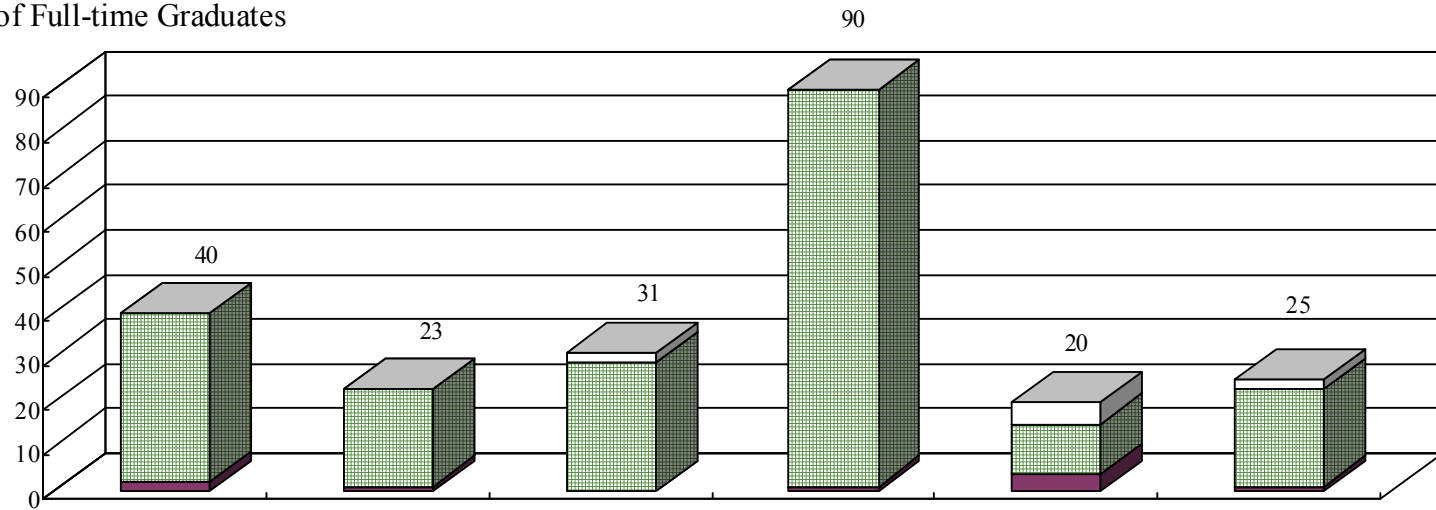





3.39 From Tables 3.10, 3.12, and Figure 19, it can be concluded that the average annual supply of 819 local degree or above graduates from MC programmes would not be able to meet the forecast annual additional manpower demand for 1124 MC employees with such qualification. The annual shortfall of 305 additional manpower could be met in general by MC graduates returning from overseas and non-MC graduates having received in-depth MC training. A recruitment pattern of authors, journalists and related writers by discipline (other than mass communication) by educational level is shown in Figure 20.

3.40 At the associate degree / higher diploma and diploma / higher certificate / certificate levels, the annual shortfall of 85 additional manpower with associate degree / high diploma and 458 with diploma / higher certificate / certificate could be met by graduates from other non-MC disciplines. Many local graduates not pursuing MC are willing to attend related MC courses offered by local educational institutions and subsequently take up MC jobs.

Figure 20 Recruitment Pattern of Authors, Journalists and Related Writers by Discipline  
(Other Than Mass Communication)

Number of Full-time Graduates



Educational level \ Discipline	Discipline						Total
	Social Sciences	Business & Management	Humanities	Languages & Related Studies	Art & Design / Education	Others*	
Postgraduate Degree 	-	-	2	-	5	2	9
First Degree 	38	22	29	89	11	22	211
Sub-degree 	2	1	-	1	4	1	9
<b>Total</b>	<b>40</b>	<b>23</b>	<b>31</b>	<b>90</b>	<b>20</b>	<b>25</b>	<b>229</b>

\* Others include medicine, biological sciences, physical sciences, mathematical sciences, engineering & technology, architecture & town planning disciplines.

Sources: Employment Surveys of Full-time UGC-funded Institutions Graduates, 2006/07.

3.41 The MC industry will need to recruit annually 498 people for MC jobs. Such demand can be met from the supply of Secondary 7 or below school leavers. Most of these people should need relevant skill training before they are capable of performing the MC jobs effectively. Basic skill training will be provided by the educational and training institutions and employers.

## Business Outlook

### Employment Trend

3.42 The MC industry grew steadily throughout the 2000s, with an average compound annual growth rate of 6.2% in the number of MC employees from 2001 (19 617) to 2008 (28 058) as shown in Table 3.13.

Table 3.13 Changes in the Number of MC Employees from December 2001 to February 2008 by Sector

	Number of Persons Engaged				Average Compound Annual Growth Rate		
	Dec 2001	Dec 2003	Dec 2005	Feb 2008	2001-2003 (%)	2003-2008 (%)	2001-2008 (%)
MC Employees	19 617	18 598	23 897	28 058	-2.7	10.8	6.2
Within which:							
Journalism Sector	6 749	5 793	7 603	7 797	-7.9	7.7	2.4
Advertising and Public Relations Sector	12 868	12 805	16 294	20 261	-0.2	12.2	7.9

Note: Figures may not add up to the total due to rounding.

3.43 The global downturn in 2001/02 and the Severe Acute Respiratory Syndrome (SARS) outbreak in 2003 have not affected much on the MC manpower of the industry with a slight decrease of 2.7% in the number of MC employees from 19 617 in 2001 to 18 598 in 2003.

3.44 Hong Kong's economy between 2004 and 2008 has achieved the above-trend growth with its GDP having a strong growth (year-on-year % change in real terms) of 8.5% in 2004, 7.1% in 2005, 7.0% in 2006, 6.4% in 2007 and 7.1% in Q1/2008. The unemployment rate also decreases annually from 6.8% in 2004, 5.6% in 2005, 4.8% in 2006, 4.0% in 2007 to 3.4% in Q1/2008 (Source: Census and Statistics Department), underpinned by strong inbound tourism, vibrant financial market activities and a continued surge in offshore trade. In this respect, more companies in the MC industry are willing to recruit MC employees to fill up their existing vacancies and new posts to enhance their long term competitiveness in the globally connected world.

### Journalism Sector

3.45 As Hong Kong moves towards a more information-oriented society, the role of local media becomes increasingly significant. The newspaper has always been the medium people turn to for updates on world events and in-depth analysis of current issues. Television, radio and on-line media are other sources. There is also a proliferation of magazines dealing with a wide range of interest from specialist publications to general interest and leisure. The Training Board considers that more advertisers will make use of magazines as a vehicle to promote the product sales of their clients and result in more publishers and newspaper establishments to consider expanding their magazine business. In this respect, the requirement for editors will increase to tap the growing demand for innovative designs on books / magazines and complementary products.

3.46 The launch of a new sound broadcasting services by end of 2009 will bring about positive gain to the local media scene and the overall economy. It will introduce more competition in the radio market, expand the comprehensive media contents, promote research and development of new broadcasting technology and create job opportunities. The Training Board believes that the journalism sector is always on the lookout for talented people willing to take on the exciting challenge of presenting news and entertainment to a demanding readership and audience.

3.47 Hong Kong's geographical location and global connectivity; the simple and low taxation regime; Hong Kong being an important international financial centre and a regional commercial hub, especially a gateway to China; and the free flow of information, press freedom and freedom of speech in Hong Kong are important fundamentals for news reporting which will attract more foreign media organisations to establish their offices in Hong Kong.

3.48 The Training Board understands the importance of the social and professional responsibility of the MC employees in the journalism sector and believes that confidence building measures such as training and raising awareness of professional ethical standards and the need for nurturing their global vision and adaptability in the ever-changing media environment are essential in the workplace. Taking digital TV for example, since its launch at the end of 2007, it heralds a new development for news broadcasting, a creation of new digital and multimedia contents, and a brand new audio-visual experience.

3.49 The Training Board considers the factors that might affect the growth rate of the journalism sector for the years ahead include industry consolidation, introduction of new technologies, greater use of services outside the sector, and competition from other media platforms (such as social networking sites using web 2.0 and unified communications).

#### Advertising and Public Relations (PR) Sector

3.50 Globalisation, the advent of a knowledge-based economy, further services liberalisation under the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) and the rapid economic development of the Mainland provide tremendous scope for the development of the advertising and PR sector. According to an industry survey, the overall outlook for 2008 is encouraging with advertisers budgeting more on local advertising through various media / channels (such as newspapers, magazines, televisions, outdoor and Internet) with an average of HK\$ 1.4 million more on local advertising in 2008 as compared to the actual advertising spending in 2007 driven by brand building and increase of sales target. Training Board believes that new jobs will be created as our expanding economy will generate more products and services which require marketing and PR services and consequently necessitates the increase in the number and type of media outlets to reach the target customers.

3.51 The current pilot measures to authorize the Guangdong Province to approve foreign-invested advertising services projects will offer new business opportunities on the Mainland for Hong Kong advertising service suppliers, making Hong Kong even more attractive to overseas investors. The Training Board observes that more international advertising and PR companies will enter the China market as sole foreign-owned enterprises and strengthen cooperation with local advertising and PR companies. The advertising and PR sector have sustainable business opportunities for helping the Mainland companies to enter the overseas market and vice versa. Besides, local advertising and PR companies will speed up the integration of their business resources and strengthen cooperation among themselves in searching for a brighter future taking the advantages of the CEPA which open the door to Hong Kong, China's hosting of the 2008 Olympics (Beijing), 2009 East Asian Games (Hong Kong), 2010 Asian Games (Guangzhou) and the 2010 World Expo (Shanghai). The Training Board believes that these events will boost the local professional PR services and advertising market and suggests that local MC practitioners should acquire China-related skills and knowledge (such as languages, cross-culture knowledge and industry practices in the Mainland) to ensure their projects and investments in China are managed properly.

3.52 The Training Board also observes that IT development and digital platform will facilitate the development of e-promotion (such as email, sms and online advertising) which offers business opportunities for the advertising and PR sector to develop and provide more products and services to the clients. These will lead to increase in demand for MC manpower. With the prominent need for continuing professional development and life-long learning, the Training Board will endeavour to expand and enhance the cost effectiveness of its training activities for nurturing MC talents and to help develop Hong Kong as an international financial centre and enhance its overall competitiveness.



## SECTION IV

### RECOMMENDATIONS

#### Annual Additional Training Requirement

4.1 Based on projected average annual manpower growth, estimated wastage rate (as shown in Table 3.9 of paragraph 3.34), recent development of the MC industry and industry members' experience, the Training Board estimates the annual additional training requirement for MC employees in the journalism and advertising & public relations sectors from 2008 to 2012 by sector by job level as follows:

Job Level	Estimated Annual Additional Training Requirement (%)*	
<b>Journalism Sector</b>		
Managerial	11	(3.2)
Supervisory	31	(9.3)
Editorial / Production	225	(66.9)
Supporting / Technical	69	(20.6)
<b><i>Sub-Total</i></b>	<b>336</b>	<b>(100.0)</b>
<b>Advertising and Public Relations Sector</b>		
Managerial	226	(10.6)
Supervisory	467	(21.9)
Executional	1 428	(67.0)
Supporting / Technical	11	(0.5)
<b><i>Sub-Total</i></b>	<b>2 132</b>	<b>(100.0)</b>
<b>Total</b>	<b>2 468</b>	

\* Percentage distribution of additional MC employees by February 2009 by job level in the respective sector is used for estimating the annual additional training requirement.

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

## **Skill Types to Cope with the Enforcement of CEPA, Knowledge-based Economy and Globalisation**

4.2 Globalisation, the advent of a knowledge-based economy, the enforcement of the CEPA and the rapid economic development of the Mainland provide tremendous scope for MC development. The changing role of MC employees today requires them to acquire the language skills (such as Putonghua and English), multimedia knowledge & applications, creativity & cultural insights, marketing management, and website design & supporting skills, of which the training demand would increase substantially (as shown in Table 2.21 of paragraph 2.24).

4.3 Economic restructuring has created plenty of opportunities for the MC industry and much room for further exploitation by the MC practitioners. The Training Board expects that more local MC practitioners will deploy / recruit to work outside Hong Kong, specifically on the Mainland under the payroll record of the local company (as shown in Table 2.10 of paragraph 2.13). To meet the opportunities and challenges ahead including closer integration of Hong Kong's economy with that of the Mainland, the Training Board recommends that MC practitioners should capitalize on the opportunities and upgrade themselves by getting more training and gaining more experience in MC management and industry practices / development on the Mainland to pave the way for their careers development.

### **Local Educational and Training Service Providers**

4.4 The Training Board observes that journalism graduates are expected to have in-depth training with emphasis on specific MC skills (and not generic skills) for building up their professionalism in the MC industry. Experience of existing MC employees earned through years of service can be passed on to the new blood. The Training Board recommends that the local educational and training service providers should offer relevant degree and sub-degree courses in the MC Discipline (with training on multi-media skills and media knowledge across the boundaries and countries) to meet the needs of the industry (whereby 71.8% of MC employees are preferred to have diploma or above qualifications as shown in Figure 15 of paragraph 3.21). Employers are also recommended to recruit MC graduates of these institutions and to strengthen their technical skills through the provision of internal and / or external training (as shown in Table 2.22 of paragraph 2.25) in order to sustain the company's competitiveness.

### **Out-Centre Training Programme**

4.5 To assist in-service MC practitioners to meet the skills requirement of the industry and to become more competent in their workplaces, the Training Board has been organizing practical MC short courses / seminars with the co-operation of various educational institutions, trade associations and professional bodies. The Training Board believes that the VTC's out-centre training programme is a cost effective and flexible way to enhance the technical competency and contribution of MC employees. This kind of in-service training courses / seminars should continue to be offered with more emphasis on advanced technology and the latest trend of best practices in the MC industry.

## **Industrial Visits Across the Border**

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

## **Co-operation with Outside Experts**

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

## **Workplace Attachment Programme for Students**

4.8 Workplace attachment to equip students with workplace experience in the industry is a highly desirable component of the curriculum for the MC Discipline. To resolve the major difficulties encountered by employers in the recruitment of MC employees, in particular candidates who lack the relevant experience and skills / expertise (as shown in Table 2.14 of paragraph 2.17), the Training Board recommends that more workplace attachment programmes should be offered to those students who are studying courses related to the MC Discipline. The Training Board believes that with the strong linkage between the tertiary institutions / Hong Kong Institute of Vocational Education and the professional bodies / trade associations, workplace attachment programmes for students should provide them with valuable learning opportunities through practical working experience to strengthen their skills in a real-life MC / business environment and enhance their employability in the job market. It is recommended that employers, professional bodies / trade associations and Government should strongly support these programmes.

## **Future Surveys**

4.9 As the MC industry is changing rapidly and is affected by the development of new technology, products and services, the Training Board considers that the current practice of collecting manpower information in news department in radio / TV stations can be extended to cover other MC-related departments so that the journalism sector is well represented, covering the major branches of the MC industry and the types of MC jobs in demand.

4.10 The Training Board also considers that as more companies are deploying / recruiting MC employees to work on the on-line / new media related jobs, it is recommended that relevant information on the impact of on-line / new media developments on business and manpower needs in Hong Kong be collected, if possible, in future surveys.

4.11 As more MC employees may be self-employed or engaged as freelancers to undertake various MC jobs, the Training Board recommends that relevant information on those self-employed or freelancers should be collected in future surveys.

# 大眾傳播業

## 二〇〇八年人力調查報告摘要

### 1. 緒論

職業訓練局大眾傳播業訓練委員會於二〇〇八年二月進行兩年一度的人力調查，涵蓋新聞及廣告公關兩行業共 1 109 間公司。是次調查的實際填覆率為 94.3%。

### 2. 現況

#### 2.1 僱員總數

二〇〇五年十二月時，大眾傳播業的人力市場大有改善（較二〇〇三年十二月增長 28.5%），並於二〇〇八年二月保持穩定。僱員總數增至 28 058 人，較二〇〇五年十二月增加 17.4%（23 897 人），與二〇〇一年十二月比較則有 43.0%（19 617 人）的增幅。然而由於整體勞動人口均有較大增幅，在二〇〇五年十二月至二〇〇八年二月期間，大眾傳播業僱員佔整體勞動人口的百分率穩定維持在 0.7%。

#### 2.2 新聞業僱員

調查報告顯示，於二〇〇八年二月，7 797 名業內僱員從事新聞業的主要職務，當中 12.6% 任職於僱員少於 50 人的公司。

#### 2.3 廣告與公共關係業僱員

調查報告亦顯示，於二〇〇八年二月，20 261 名業內僱員從事廣告與公共關係業，當中 87.4% 在僱員少於 50 人的公司任職，十居其九的公司屬於小規模，其僱員不足 10 人。

## 2.4 空缺數目

調查期間，新聞業共有 118 個職位空缺（佔現有 7 915 個職位的 1.5%），廣告與公共關係業則有 740 個空缺（佔現有 21 001 個職位的 3.5%）。有兩個門類錄得較多空缺：分別為公共關係業機構（佔該門類大眾傳播業職位的 6.4%），以及公司／機構內企業傳訊／公共關係／廣告／市場部（佔該門類大眾傳播業職位的 4.7%）。

## 2.5 自由工作者

調查期間，新聞業 39 間公司（佔該業調查覆蓋的 170 間公司的 22.9%），以及廣告公關業 931 間公司（佔該業調查覆蓋的 5 254 間公司的 17.7%）僱用自由工作者從事大眾傳播職務。按公司規模劃分，廣告業機構內僱員數目少於 10 人的公司是這類自由工作者的主要僱主。業內大部分自由工作者受僱為正稿製作員／美術設計員、翻譯員、撰稿員、繪圖員、製作助理、編輯、記者及攝影記者。

## 2.6 於內地工作的僱員

隨著內地經濟於過去數十年突飛猛進，53 間公司派遣／僱用 220 名大眾傳播業僱員到內地工作，加強與內地市場的接觸（在是次調查 4 080 間回覆公司中，這些公司佔 1.3%；駐內地僱員則佔 28 058 名大眾傳播從業員的 0.8%）。派遣僱員往內地的各門類公司當中，以電台／電視台新聞部的百分率最高（佔該門類回覆公司的 42.1%），其次是報紙業（16.7%）及公共關係業（4.3%）。

## 3. 僱員流動率

### 3.1 離職僱員人數

據僱主報告，過去 12 個月內新聞及廣告公關兩行業共有 3 370 名僱員轉職（佔現有 28 916 個職位中的 11.7%）。廣告與公共關係業的流動率由二〇〇五年的 11.4%（1 691 人）增加至二〇〇八年的 13.9%（2 590 人）。新聞業的流動率則由二〇〇五年的 19.6%（1 854 人）大幅下降至二〇〇八年的 7.6%（780 人），原因是業務活動下調，遠蓋過前者的增幅。

### **3.2 招聘人數**

調查顯示，二〇〇七／〇八年度大眾傳播業共招聘了 3 166 名僱員（佔業內整體職位 11.0%），當中包括 2 662 名（9.2%）在業內招聘及具備相關經驗者，以及 504 名（1.7%）不具相關經驗者（包括畢業生）。據觀察所得，具相關經驗與不具相關經驗的僱員（包括畢業生）比率，在新聞業為 3：1，在廣告與公共關係業則為 7：1。從過去的趨勢看來，業內僱主傾向聘用更多具經驗的僱員填補空缺。

### **3.3 招聘困難**

調查亦顯示，在二〇〇七／〇八年度的招聘中，佔 35.1% 的僱主難以聘得具備相關經驗的合適僱員，21.2% 難以聘得具相關技能／專業知識的合適僱員。一般而言，大多數僱主極希望從業員在各種新媒體和行內專業技術開始流行時即能緊貼所有科技發展。

## **4. 僱主的要求**

### **4.1 宜有教育程度**

調查顯示，僱主一般希望僱員（71.8%）擁有大專學歷（如文憑／高級證書／證書或以上程度）。過去四年，大眾傳播業僱員的宜有學歷未有太大轉變。二〇〇八年，僱主認為 41.0% 從業員宜有學士學位或以上程度的學歷，30.8% 宜有副學士／高級文憑／文憑／高級證書／證書程度。本會認為大眾傳播業是知識密集型的行業，需要更多受過高學歷的僱員。

### **4.2 宜有技能與知識**

據本會觀察，新聞及廣告公關兩行業同樣最重視普通話這項技能，而首選八項基礎技能中包含多種管理技巧，更反映公司越來越關注發展管理技能，以增強在國際間的競爭力。

## 5. 培訓需求

### 5.1 技能與知識訓練

調查顯示，業界僱主計劃於未來 12 個月向 10 612 名僱員（以人次計）提供技能和知識培訓，或資助他們參加。正待培訓的業界僱員人數眾多，印證了提供僱員培訓對公司保持競爭力十分重要。大眾傳播業僱主計劃提供／資助的培訓類別（按普及程度降序排列）包括管理技能、語文技能、創新傳媒科技（廣告與公共關係業）、業內專業技能（廣告與公共關係業），以及有關中國的知識。

### 5.2 內地工作的僱員

本地的大眾傳播業從業員應學習與中國相關的技能與知識（如語文，跨文化知識及內地的行業常規等），確保他們在內地的項目和投資管理得宜。

## 6. 人力需求預測

### 6.1 預測二〇〇九年二月的人力需求

據僱主預測，至二〇〇九年二月職位數目將較目前（28 916 個）增長 1.0%（294 個），達 29 210 個。按行業劃分，新聞業職位總數將輕微增長 0.6%（48 個），由二〇〇八年二月的 7 915 個增加至二〇〇九年二月的 7 963 個；廣告與公共關係業則會有 1.2%（246 個）的溫和增長，由二〇〇八年二月的 21 001 個增加至二〇〇九年二月的 21 247 個。

### 6.2 預測二〇〇八至一二年每年的額外人力需求 （按教育程度劃分）

香港經濟復甦周期持續，藉著內需、《內地與香港關於建立更緊密經貿關係的安排》（CEPA）和泛珠江三角洲合作的支持，本會認為長遠而言大眾傳播業人力需求將有上升之勢。按宜有教育程度劃分，預計於二〇〇八至一二年間，每年額外需要 1 124 個學士或以上程度的從業員，388 個副學士／高級文憑程度的僱員。



### 6.3 估計二〇〇八至一二年每年畢業生平均供應人數 (按教育程度劃分)

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按教育程度劃分，二〇〇八至一二年間修讀本地院校大眾傳播課程並加入業界的畢業生，學位或以上程度者每年平均 819 名，副學士／高級文憑程度者每年則有 303 名。

### 6.4 人力供求分析

每年平均有 819 名修畢本地大眾傳播學位或以上程度的畢業生入職，而業界預計每年需額外增聘 1 124 名同類學歷的僱員，故本地人力供應將不能滿足市場需求，每年的 305 個額外空缺將由海外歸來的大眾傳播課程畢業生或其他課程畢業生填補。至於副學士／高級文憑／文憑／高級證書／證書程度方面，每年 85 個額外副學士／高級文憑程度人力空缺，以及 458 個文憑／高級證書／證書程度人力空缺可由其他學科的畢業生填補。

## 7. 建議

大眾傳播業人力及培訓需求的建議摘要如下：

- (i) 二〇〇八至一二年大眾傳播業僱員每年的額外培訓需求方面，新聞業預計為 336 人，廣告及公共關係業則預計則為 2 132 人。
- (ii) 隨著大眾傳播業僱員的角色轉變，如今他們需要掌握語文技能（如普通話和英語）、多媒體的知識及應用、創意及對文化的瞭解、市場管理、以及網頁設計及支援技巧等，有關方面的培訓需求將大幅增加。
- (iii) 從業員應把握機會接受更多培訓，吸收更多大眾傳播管理以及內地的行業常規／發展的經驗，務求提升本身實力，為事業發展鋪路。
- (iv) 本港與內地業界人士應定期舉辦跨境考察活動，交流業內知識和經驗。

- (v) 本地的教育及培訓機構，可以為大眾傳播從業員開辦有關管理技能和中國相關知識的短期課程／研討會或夜間課程（可採用課堂或網上授課），協助他們達成終身學習的目標。
- (vi) 應透過職訓局的外間培訓課程，加強與不同國家／地區（包括中國大陸）的專家／教育機構／專業協會合作，集合兩者的資源，為大眾傳播從業員發展／提供進階課程及舉辦研討會。
- (vii) 應向大眾傳播學科的學生提供更多工作實習計劃，以解決僱主在招聘時所遇到的困難，特別是相關經驗與技能／專業技巧不足的問題。
- (viii) 目前蒐集電台／電視台新聞部人力資料的慣例，可以延伸至涵蓋其他大眾傳播業相關的部門，務求增加新聞業的代表性，並能包含業內的主要門類，以及有人力需求的職務。
- (ix) 在可行情況下，應在未來的調查中蒐集網上／新媒體發展對香港業務和人力需求影響的相關資料。

# 第一章

## 緒論

### 大眾傳播業訓練委員會

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

### 人力調查目的

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

### 人力調查時間

1.3 是次調查於二〇〇八年一月四日至三月三日在政府統計處（下文稱「統計處」）協助下進行。

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

### 人力調查工作小組

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

## 調查範圍

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

### 新聞業

- (a) 報紙業
- (b) 雜誌業
- (c) 電台／電視台的新聞部
- (d) 新聞通訊社

### 廣告與公共關係業

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

## 調查方法

1.7 因資源所限，調查採用分層隨機抽樣方法，從抽樣範圍內選出 217 間公共關係業機構、509 間廣告業機構，以及 194 間公司或機構的企業傳訊／公共關係／廣告／市場部。此外，二〇〇八年人力調查工作小組從公司名單內（包括影視及娛樂事務管理處登記的公司）選出 182 間報業機構、雜誌社、電台／電視台及新聞通訊社。接受調查的公司約 1 100 間，各須填寫一份詳細人力調查表。

1.8 實地調查進行前約兩星期，本會將調查表連同附註及大眾傳播業主要職務工作說明（見附錄 3），寄往各選定公司。調查期間，統計處調查員登門造訪，收集填妥的調查表；如有需要，亦會協助填寫調查表。

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

## 宣傳

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

## 填覆分析

1.11 在 1 109 間選定公司中，747 間填覆調查表（包括調查中發現的 7 間新公司）。除了 317 間公司已結束營業、搬遷、不再從事本業、並無技術人員、無法追查、註冊但無營業、暫時停業及其他情況外，只有 45 間公司拒絕作覆；是次調查的實際填覆率為 94.3%。

## 調查結果

1.12 報告第二章載有調查結果摘要(包括大眾傳播業的人力及培訓需求)；第三、四章分別載有本會結論及建議。

## 名詞定義

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

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

1.15 「勞動人口」指經濟上活躍的人士，包括受僱人士及失業人士。

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

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

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

1.19 「外判」指一家公司與一個或多個供應商簽訂合約，將現時／一直由內部提供的服務交由這些供應商負責。

1.20 「自由工作者」指並無與新聞及廣告公關兩行業僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按件收取報酬。

1.21 「被派遣／招聘前往內地工作的本港僱員」指長駐內地工作，有長期職位及職稱的全職本港僱員」。

## **鳴謝**

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

## 第二章

### 調查結果摘要

#### 僱員人數

2.1 調查顯示，二〇〇八年二月，合共 28 058 人受僱擔任香港大眾傳播業的主要職務（佔二〇〇八年第一季總勞動人口 3 653 500 人的 0.8%）。27.8%（7 797 人）大眾傳播業僱員受僱於新聞業工作，而 72.2%（20 261 人）則受僱於廣告與公共關係業。

2.2 表 2.1 顯示，在整體大眾傳播業公司（5 424 家）當中，超過三分二屬廣告業機構（4 188 家），二〇〇八年這些機構的僱員在業界約佔半數（12 889 人／28 058 人）。但是，如果按公司為單位計算，這些機構所登記的業內僱員人數最少，平均只有三名。

表 2.1 調查涵蓋的大眾傳播業僱員及公司數目（按門類劃分）

門類		調查涵蓋的公司數目 (1)	調查涵蓋的僱員人數 (2)	大眾傳播業僱員人數 (3)	每家公司平均 大眾傳播業 僱員人數 (3)/(1)	大眾傳播業 僱員佔所有 僱員百分率 (3) / (2) x 100% %
報紙業	包括傳媒 機構內廣告/ 公共關係/ 市場部	29	5 416	4 743	164	87.6
雜誌業		106	4 326	3 025	29	69.9
電台／電視台 新聞部		21	7 855	2 012	96	25.6
新聞通訊社		14	1 736	275	20	15.8
公共關係業機構		367	1 966	1 696	5	86.3
廣告業機構		4 188	15 081	12 889	3	85.5
公司／機構內企業傳訊/ 公共關係／廣告／市場部		699	764 489	3 418	5	0.5
<b>總數</b>		<b>5 424</b>	<b>800 869</b>	<b>28 058</b>	<b>5</b>	<b>3.5</b>

註：因四捨五入關係，各項數字相加或與總計數字略有出入

2.3 按行業、門類及技能等級劃分的大眾傳播業僱員人數見表 2.2。按門類及職稱劃分的詳細分析見附錄 4。

表 2.2 僱員人數（按行業、門類及技能等級劃分）

門類 \ 技能等級	經理級 (%)*		督導級 (%)*		編採／製作／執行人員級 (%)*		輔助／技術人員級 (%)*		總數 (%)* (%)#	
<b>新聞業</b>										
報紙業	94 (2.5)	415 (11.0)	2 393 (63.6)	862 (22.9)	3 764 (100.0)	(48.3)				
雜誌業	166 (7.8)	152 (7.2)	1 382 (65.2)	420 (19.8)	2 120 (100.0)	(27.2)				
電台／電視台新聞部	38 (2.3)	283 (17.0)	962 (57.8)	381 (22.9)	1 664 (100.0)	(21.3)				
新聞通訊社	15 (6.0)	60 (24.1)	168 (67.5)	6 (2.4)	249 (100.0)	(3.2)				
<b>小計</b>	<b>313 (4.0)</b>	<b>910 (11.7)</b>	<b>4 905 (62.9)</b>	<b>1 669 (21.4)</b>	<b>7 797 (100.0)</b>	<b>(100.0)</b>				
<b>廣告與公共關係業</b>										
公共關係業機構	287 (16.9)	486 (28.7)	923 (54.4)	- (-)	1 696 (100.0)	(8.4)				
傳媒機構內廣告／公共關係／市場部	439 (19.4)	747 (33.1)	1 072 (47.5)	- (-)	2 258 (100.0)	(11.1)				
廣告業機構	1 116 (8.7)	2 957 (22.9)	8 760 (68.0)	56 (0.4)	12 889 (100.0)	(63.6)				
公司／機構內企業傳訊／公共關係／廣告／市場部	876 (25.6)	817 (23.9)	1 691 (49.5)	34 (1.0)	3 418 (100.0)	(16.9)				
<b>小計</b>	<b>2 718 (13.4)</b>	<b>5 007 (24.7)</b>	<b>12 446 (61.4)</b>	<b>90 (0.4)</b>	<b>20 261 (100.0)</b>	<b>(100.0)</b>				
<b>總數</b>	<b>3 031 (10.8)</b>	<b>5 917 (21.1)</b>	<b>17 351 (61.8)</b>	<b>1 759 (6.3)</b>	<b>28 058 (100.0)</b>					

\* 佔該門類僱員總數百分率

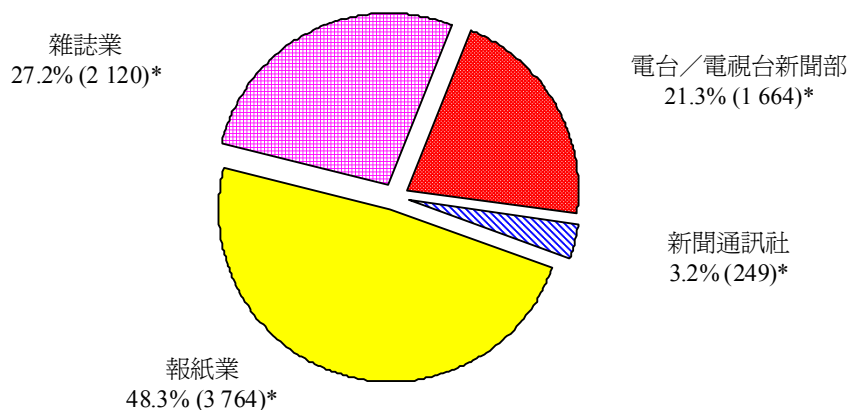
# 佔該行業僱員總數百分率

註：因四捨五入關係，各項數字相加或與總計數字略有出入



2.4 調查顯示，廣告業機構僱員達 12 889 人，佔廣告與公共關係業僱員總數 63.6%；其次為報紙業（僱員 3 764 人，佔新聞業僱員總數 48.3%）。大眾傳播業僱員按行業及門類分布情況見圖 1、2。

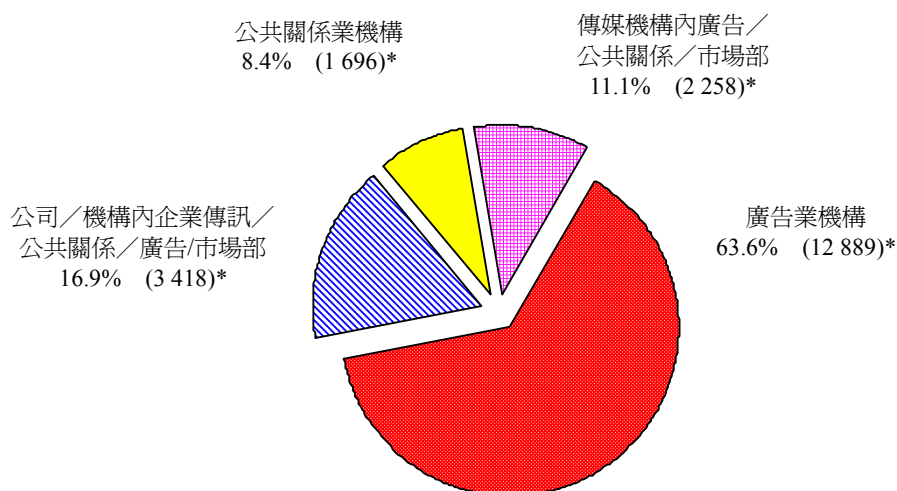
圖 1 新聞業僱員分布情況  
（按門類劃分）  
（二〇〇八年二月）  
僱員總數：7 797 人



\* 括弧內為該門類僱員人數

註：因四捨五入關係，各項數字相加或與總計數字略有出入

圖 2 廣告與公共關係業僱員分布情況  
（按門類劃分）  
（二〇〇八年二月）  
僱員總數：20 261 人



\* 括弧內為該門類僱員人數

註：因四捨五入關係，各項數字相加或與總計數字略有出入

2.5 調查亦顯示，新聞及廣告公關兩行業均以編採／製作／執行人員級僱員佔最多；前者有 4 905 人，佔該行業僱員總數 62.9%；後者有 12 446 人，佔該行業僱員總數 61.4%。

### 傳媒機構內廣告／公共關係／市場部僱員

2.6 如表 2.3 所顯示，僱主填覆傳播機構聘用了 2 258 名廣告／公共關係／市場部僱員（佔現時 10 055 名大眾傳播僱員的 22.5%）。

表 2.3 傳媒機構內廣告／公共關係／市場部僱員人數  
（按門類及技能等級劃分）

門類		經理級 (%)*	主任級 (%)*	執行 人員級 (%)*	輔助／ 技術人員級 (%)*	總數 (%)*
報紙業 (4 743) <sup>+</sup>	包括傳媒機構 內廣告／ 公共關係／ 市場部	132 (2.8)	345 (7.3)	502 (10.6)	- (-)	979 (20.6)
雜誌業 (3 025) <sup>+</sup>		245 (8.1)	290 (9.6)	370 (12.2)	- (-)	905 (29.9)
電台／電視台 新聞部 (2 012) <sup>+</sup>		51 (2.5)	99 (4.9)	198 (9.8)	- (-)	348 (17.3)
新聞通訊社 (275) <sup>+</sup>		11 (4.0)	13 (4.7)	2 (0.7)	- (-)	26 (9.5)
<b>總數 (10 055)<sup>+</sup></b>		<b>439 (4.4)</b>	<b>747 (7.4)</b>	<b>1 072 (10.7)</b>	<b>- (-)</b>	<b>2 258 (22.5)</b>

+ 傳媒機構各門類的大眾傳播業僱員總數（包括廣告／公共關係／市場部僱員）

\* 該門類佔大眾傳播業僱員總數的百分率

註： 因四捨五入關係，各項數字相加或與總計數字略有出入

## 僱員人數最多的主要職務

2.7 表 2.4 列出各大眾傳播行業不同技能等級僱員人數最多的兩個主要職務。

表 2.4 僱員人數最多的兩個主要職務

技能等級	行業	僱員人數最多的 兩個主要職務	僱員人數 (%)*	
經理級	新聞業 (313) <sup>+</sup>	副總編輯	128	(40.9)
		總編輯	119	(38.0)
	廣告與公共關係業 (2 718) <sup>+</sup>	客戶總監	308	(11.3)
		董事經理／總經理	298	(11.0)
督導級	新聞業 (910) <sup>+</sup>	總採訪／採訪主任	225	(24.7)
		編輯主任	205	(22.5)
	廣告與公共關係業 (5 007) <sup>+</sup>	美術總監	1 239	(24.7)
		副客戶總監／客戶經理	1 234	(24.6)
編採／製作／ 執行人員級	新聞業 (4 905) <sup>+</sup>	資深(高級)記者／記者	1 812	(36.9)
		資深(高級)編輯／編輯	964	(19.7)
	廣告與公共關係業 (12 446) <sup>+</sup>	正稿製作員	4 919	(39.5)
		客戶服務主任	2 111	(17.0)
輔助／技術人員級	新聞業 (1 669) <sup>+</sup>	美術設計員	629	(37.7)
		製作助理	369	(22.1)
	廣告與公共關係業 (90) <sup>+</sup>	網頁製作員	26	(28.9)
		網主	22	(24.4)

\* 佔該行業該技能等級僱員人數百分率

+ 該行業該技能等級僱員總數

## 現有空缺額

2.8 調查期間，新聞及廣告公關兩行業僱主填報的空缺如下：新聞業有空缺 118 個（佔該業現有 7 915 個職位的 1.5%）；廣告與公共關係業有空缺 740 個（佔該業現有 21 001 個職位的 3.5%）。新聞業內，電台／電視台新聞部空缺額最多，共 66 個，其次為雜誌業，有空缺 34 個。廣告與公共關係業內，廣告業機構空缺額最多，有 412 個，其次為公司／機構內企業傳訊／公共關係／廣告／市場部，有空缺 169 個。表 2.5 按行業／門類及技能等級顯示空缺額的分布情況。附錄 4 載有按門類及職稱劃分的詳細分析。

表 2.5 按行業／門類及技能等級劃分的空缺額數目

門類 \ 技能等級	技能等級				總數 (%) <sup>#</sup>
	經理級 (%) <sup>*</sup>	督導級 (%) <sup>*</sup>	編採／製作／執行人員級 (%) <sup>*</sup>	輔助／技術人員級 (%) <sup>*</sup>	
<b>新聞業</b>					
報紙業 (3 780) <sup>+</sup>	- (-)	- (-)	9 (0.4)	7 (0.8)	16 (0.4)
雜誌業 (2 154) <sup>+</sup>	1 (0.6)	- (-)	18 (1.3)	15 (3.4)	34 (1.6)
電台／電視台新聞部 (1 730) <sup>+</sup>	- (-)	9 (3.1)	46 (4.6)	11 (2.8)	66 (3.8)
新聞通訊社 (251) <sup>+</sup>	- (-)	- (-)	2 (1.2)	- (-)	2 (0.8)
<b>小計 (7 915)<sup>+</sup></b>	<b>1 (0.3)</b>	<b>9 (1.0)</b>	<b>75 (1.5)</b>	<b>33 (1.9)</b>	<b>118 (1.5)</b>
<b>廣告與公共關係業</b>					
公共關係業機構 (1 812) <sup>+</sup>	6 (2.0)	34 (6.5)	76 (7.6)	- (-)	116 (6.4)
傳媒機構內廣告／公共關係／市場部 (2 301) <sup>+</sup>	2 (0.5)	10 (1.3)	31 (2.8)	- (-)	43 (1.9)
廣告業機構 (13 301) <sup>+</sup>	11 (1.0)	61 (2.0)	338 (3.7)	2 (3.4)	412 (3.1)
公司／機構內企業傳訊／公共關係／廣告／市場部 (3 587) <sup>+</sup>	23 (2.6)	50 (5.8)	82 (4.6)	14 (29.2)	169 (4.7)
<b>小計 (21 001)<sup>+</sup></b>	<b>42 (1.5)</b>	<b>155 (3.0)</b>	<b>527 (4.1)</b>	<b>16 (15.1)</b>	<b>740 (3.5)</b>
<b>總數 (28 916)<sup>+</sup></b>	<b>43 (1.4)</b>	<b>164 (2.7)</b>	<b>602 (3.4)</b>	<b>49 (2.7)</b>	<b>858 (3.0)</b>

\* 佔該門類該技能等級職位總數百分率

# 佔該門類職位總數百分率

+ 該門類職位總數

註： 因四捨五入關係，各項數字相加或與總計數字略有出入

2.9 表 2.6 列出各行業、門類不同技能等級空缺額最多的主要職務：

表 2.6 空缺額最多的主要職務  
(按行業／門類及技能等級劃分)

技能等級	行業	門類內空缺額 最多的主要職務	空缺額	(%)*
經理級	新聞業	副總編輯 (雜誌業) (66) <sup>+</sup>	1	(1.5)
	廣告與公共 關係業	企業傳訊／公共關係／公共事務經理 (公司機構內企業傳訊／公共關係／ 廣告／市場部) (203) <sup>+</sup>	8	(3.9)
督導級	新聞業	副採訪／策劃主任 (電台／電視台新聞部) (155) <sup>+</sup>	8	(5.2)
	廣告與公共 關係業	美術總監 (廣告業) (1 265) <sup>+</sup>	34	(2.7)
編採／製作／ 執行人員級	新聞業	資深(高級)記者／記者 (電台／電視台新聞部) (433) <sup>+</sup>	28	(6.5)
	廣告與公共 關係業	正稿製作員 (廣告業) (5 106) <sup>+</sup>	235	(4.6)
輔助／技術 人員級	新聞業	美術設計員 (雜誌業) (269) <sup>+</sup>	12	(4.5)
	廣告與公共 關係業	網頁製作員 (公司／機構內企業傳訊／公共關係／ 廣告／市場部) (40) <sup>+</sup>	14	(35.0)

\* 佔該門類該職稱職位總數百分率

+ 該門類該職稱職位總數

## 聘用自由工作者

2.10 據新聞及廣告公關兩行業僱主填報，調查期間聘用自由工作者擔任大眾傳播職務的公司數目如下：新聞業有公司 39 家（佔該業現有 170 家公司的 22.9%）；廣告與公共關係業有 931 家（佔該業現有 5 254 家公司的 17.7%）。就公司規模而言，僱員少於 10 名的廣告業公司是聘用大眾傳播自由工作者的主要僱主。

表 2.7 僱用大眾傳播自由工作者的公司數目  
(按門類及公司規模劃分)

門類		公司規模						總數
		1-9人	10-19人	20-49人	50-99人	100-199人	200人或以上	
新聞業	包括傳媒機構 內廣告/ 公共關係/ 市場部	-	1	-	1	-	-	2
雜誌業		7	9	8	5	-	-	29
電台/電視台 新聞部		-	-	-	3	2	-	5
新聞通訊社		1	-	1	1	-	-	3
公共關係業機構		36	21	4	-	-	-	61
廣告業機構		773	67	11	3	7	-	861
公司/機構內企業傳訊/ 公共關係/廣告/市場部		1	1	4	3	-	-	9
<b>總數</b>		<b>818</b>	<b>99</b>	<b>28</b>	<b>16</b>	<b>9</b>	<b>-</b>	<b>970</b>

註：因四捨五入關係，各項數字相加或與總計數字略有出入

2.11 表 2.8 顯示，如以門類及公司規模劃分，聘用大眾傳播自由工作者以廣告公司最多（2 254 人），其次是公共關係業機構（217 人）及雜誌業（188 人）。業內的自由工作者大部分是正稿製作員/美術設計員、翻譯員、撰稿員、草稿製作員、製作助理、編輯、記者及攝影記者。

表 2.8 受僱的大眾傳播自由工作者人數  
(按門類及公司規模劃分)

門 類		公司規模						總數
		1-9人	10-19人	20-49人	50-99人	100-199人	200人或以上	
新聞業	包括傳媒機構內廣告/ 公共關係/ 市場部	-	3	-	4	-	-	7
雜誌業		66	26	73	23	-	-	188
電台/電視台 新聞部		-	-	-	10	6	-	16
新聞通訊社		4	-	4	4	-	-	12
公共關係業機構		117	90	10	-	-	-	217
廣告業機構		1 869	308	38	5	34	-	2 254
公司/機構內企業傳訊/公共 關係/廣告/市場部		1	1	13	30	-	-	45
<b>總 數</b>		<b>2 057</b>	<b>428</b>	<b>138</b>	<b>76</b>	<b>40</b>	<b>-</b>	<b>2 739</b>

註： 因四捨五入關係，各項數字相加或與總計數字略有出入

### 往內地工作的大眾傳播業僱員

2.12 調查期間，53家公司(佔4 080家填覆公司的1.3%)已派遣/招聘僱員前往內地工作。表 2.9 顯示按門類劃分派遣僱員前往內地工作的公司，其中電台/電視台新聞部佔最多(42.1%)，其次是報紙業(16.7%)及公共關係業機構(4.3%)。

表 2.9 派遣／招聘本港僱員往內地工作的公司數目  
(按門類劃分)

門類		派遣／招聘本港僱員往內地工作的公司數目 (二〇〇八年二月)				
		有	(%)*	無	未有說明	總數
新聞業	包括傳媒機構 內廣告／ 公共關係／ 市場部	4	(16.7)	14	6	24
雜誌業		3	(3.1)	73	21	97
電台／電視台新聞部		8	(42.1)	7	4	19
新聞通訊社		-	(-)	11	1	12
公共關係業機構		12	(4.3)	256	11	279
廣告業機構		16	(0.5)	3 214	13	3 243
公司／機構內企業傳訊／公共關係／ 廣告／市場部		10	(2.5)	365	31	406
<b>總數</b>		<b>53</b>	<b>(1.3)</b>	<b>3 940</b>	<b>87</b>	<b>4 080</b>

\* 佔該門類公司數目百分率

2.13 表 2.10 顯示，105 名從事新聞業及 115 名從事廣告與公共關係業的僱員受派遣／招聘前往內地工作，大部分由本地公司發放薪金。附錄 12 載有按門類及技能等級劃分的詳細分析。

表 2.10 派遣／招聘前往內地工作的本港僱員人數  
(按行業、技能等級及公司規模劃分)

公司規模 技能等級	1-9人		10-19人		20-49人		50-99人		100-199人		200人 或以上		總數	
	L	M	L	M	L	M	L	M	L	M	L	M	L	M
<b>新聞業<sup>(1)</sup></b>														
經理級	-	-	-	-	5	-	-	-	-	-	-	-	5	-
督導級	-	-	-	-	6	-	3	-	3	-	-	-	12	-
編採／製作人員級	1	-	3	-	20	-	35	-	20	-	1	-	80	-
輔助／技術人員級	-	-	-	-	4	-	2	-	2	-	-	-	8	-
<b>小計</b>	<b>1</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>35</b>	<b>-</b>	<b>40</b>	<b>-</b>	<b>25</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>105</b>	<b>-</b>



公司規模 技能等級	1-9人		10-19人		20-49人		50-99人		100-199人		200人 或以上		總數	
	L	M	L	M	L	M	L	M	L	M	L	M	L	M
<b>廣告與公共關係業</b>														
經理級	12	-	2	-	7	2	1	-	10	2	-	-	32	4
主任級	21	-	1	-	6	-	-	-	8	-	-	-	36	-
執行人員級	37	-	2	-	4	-	-	-	-	-	-	-	43	-
輔助／技術人員級	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>小計</b>	<b>70</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>17</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>18</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>111</b>	<b>4</b>
<b>總數</b>	<b>71</b>	<b>-</b>	<b>8</b>	<b>-</b>	<b>52</b>	<b>2</b>	<b>41</b>	<b>-</b>	<b>43</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>216</b>	<b>4</b>

- 註： (1) 傳媒機構內廣告／公共關係／市場部派遣／招聘前往內地工作的本地大眾傳播業僱員人數已納入新聞業各個不同技能等級內
- (2) L = 由本地公司發放薪金
- (3) M = 由內地公司發放薪金
- (4) 因四捨五入關係，各項數字相加或與總計數字略有出入

## 過去十二個月僱員離職人數

2.14 如表 2.11 所示，根據僱主填報的資料，過去十二個月，新聞及廣告公關兩行業有 3 370 名僱員轉職，佔 28 916 個大眾傳播業職位的 11.7%。圖 3、4 分別列出過去十二個月這兩大行業僱員離職的人數（按門類劃分）。附錄 5 顯示過去十二個月大眾傳播業僱員的離職人數（按門類及技能等級劃分）。

表 2.11 過去十二個月大眾傳播業僱員離職人數  
(按行業、技能等級及公司規模劃分)

公司規模 技能等級	1-4人 (%)*	5-9人 (%)*	10-19人 (%)*	20-49人 (%)*	50-99人 (%)*	100人及 以上 (%)*	總數 (%)*
	<b>新聞業<sup>(1)</sup></b>						
經理級	- (-)	- (-)	1 (2.1)	12 (9.3)	6 (2.9)	5 (1.6)	24 (3.2)
督導級	- (-)	1 (3.3)	4 (8.3)	13 (9.0)	9 (3.1)	33 (2.9)	60 (3.6)
編採／製作人員級	10 (66.7)	5 (7.5)	25 (15.8)	118 (26.8)	89 (8.5)	347 (8.0)	594 (9.8)
輔助／技術人員級	5 (33.3)	- (-)	4 (14.8)	10 (9.3)	12 (4.9)	71 (5.5)	102 (6.0)
<b>小計</b>	<b>15</b> <b>(30.6)</b>	<b>6</b> <b>(4.2)</b>	<b>34</b> <b>(12.1)</b>	<b>153</b> <b>(18.6)</b>	<b>116</b> <b>(6.5)</b>	<b>456</b> <b>(6.4)</b>	<b>780</b> <b>(7.6)</b>

公司規模 技能等級	廣告與公共關係業						
	1-4人 (%)*	5-9人 (%)*	10-19人 (%)*	20-49人 (%)*	50-99人 (%)*	100人及 以上 (%)*	總數 (%)*
經理級	27 (8.5)	25 (5.2)	21 (3.8)	53 (9.3)	- (-)	67 (28.5)	193 (8.3)
主任級	165 (13.6)	59 (5.4)	112 (15.6)	108 (13.8)	49 (16.7)	78 (24.9)	571 (13.0)
執行人員級	276 (7.2)	525 (15.9)	441 (22.2)	297 (20.5)	114 (13.7)	128 (25.8)	1 781 (15.0)
輔助／技術人員級	- (-)	1 (4.4)	6 (26.1)	38 (71.7)	- (-)	- (-)	45 (42.5)
<b>小計</b>	<b>468 (8.8)</b>	<b>610 (12.5)</b>	<b>580 (17.7)</b>	<b>496 (17.4)</b>	<b>163 (12.7)</b>	<b>273 (26.1)</b>	<b>2 590 (13.9)</b>
<b>總計</b>	<b>483 (14.3)<sup>#</sup> (9.0)</b>	<b>616 (18.3)<sup>#</sup> (12.2)</b>	<b>614 (18.2)<sup>#</sup> (17.2)</b>	<b>649 (19.3)<sup>#</sup> (17.7)</b>	<b>279 (8.3)<sup>#</sup> (9.1)</b>	<b>729 (21.6)<sup>#</sup> (8.9)</b>	<b>3 370 (100.0)<sup>#</sup> (11.7)</b>

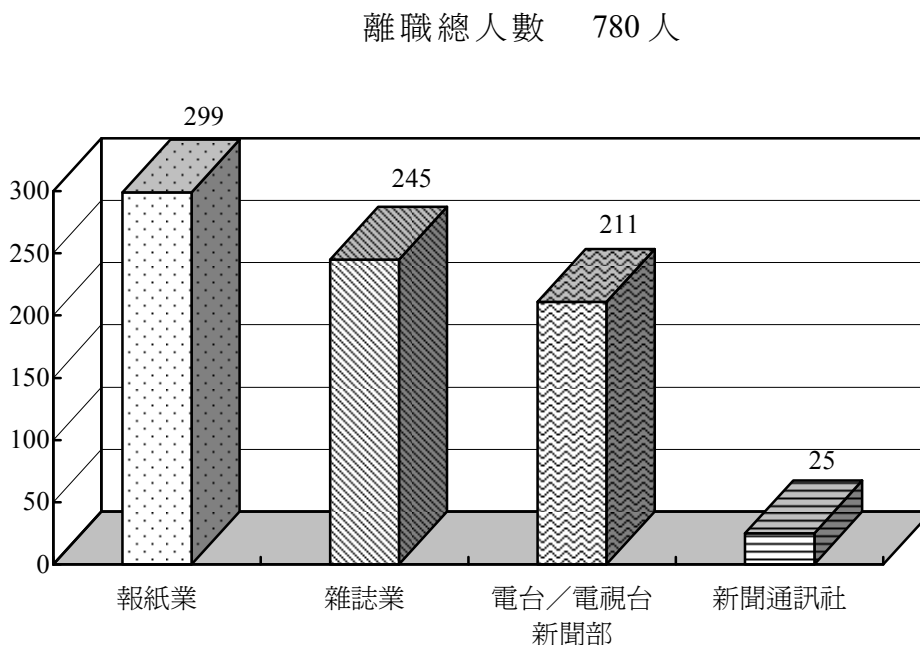
\* 佔大眾傳播業僱員總數的百分率（按行業、技能等級及公司規模劃分）

# 佔過去十二個月大眾傳播業僱員離職總數的百分率

註：(1) 傳媒機構內廣告／公共關係／市場部的大眾傳播業僱員離職人數已納入新聞業各個技能等級內

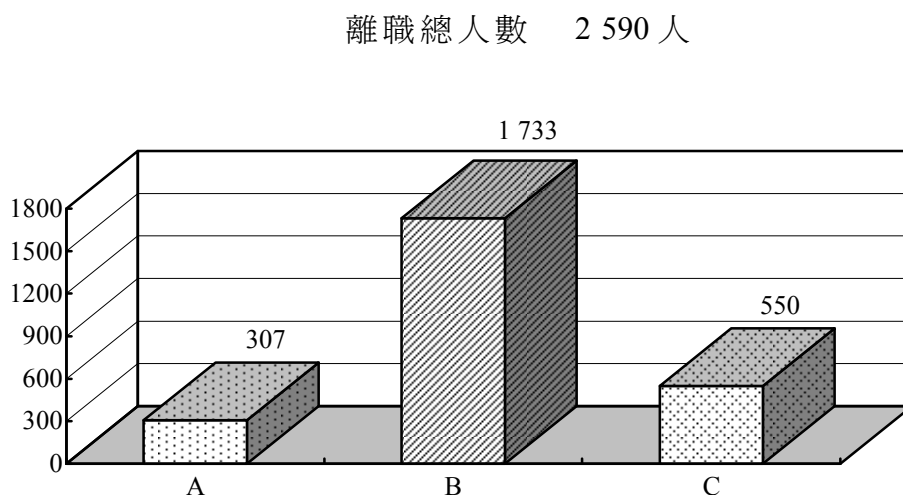
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入

圖 3 過去十二個月新聞業<sup>(1)</sup>各門類離職僱員人數



註：(1) 傳媒機構內廣告／公共關係／市場部的僱員流動人數已納入新聞業各個門類內

圖 4 過去十二個月廣告與公共關係業各門類的僱員離職人數



圖解： A -- 公共關係業機構  
 B -- 廣告業機構  
 C -- 公司/機構內企業傳訊/公共關係/廣告/市場部

### 過去十二個月內部晉升情況

2.15 調查顯示，過去十二個月，共有 448 名大眾傳播業僱員經內部晉升至新設或原有職位，晉升者佔現有 28 916 名僱員的 1.6%。表 2.12 摘要列出各門類的內部晉升模式。

表 2.12 過去十二個月各門類內部晉升僱員人數

門類	內部晉升	晉升模式				晉升總數 (%)*
		由督導級晉升經理級	由編採/製作/執行人員級晉升督導級	由輔助/技術人員級晉升編採/製作/執行人員級	由其他職級晉升輔助/技術人員級	
報紙業 (4 768) <sup>+</sup>	包括傳媒機構內廣告/公共關係/市場部	7	20	58	23	108 (2.3)
雜誌業 (3 072) <sup>+</sup>		6	5	3	-	14 (0.5)
電台/電視台新聞部 (2 099) <sup>+</sup>		1	30	34	-	65 (3.1)
新聞通訊社 (277) <sup>+</sup>		-	-	-	-	- (-)
公共關係業機構 (1 812) <sup>+</sup>		10	35	20	-	65 (3.6)

門類	內部晉升				晉升總數 (%)*
	由督導級 晉升經理級	由編採/ 製作/ 執行人員級 晉升督導級	由輔助/ 技術人員級 晉升編採/ 製作/ 執行人員級	由其他職級 晉升輔助/ 技術人員級	
廣告業機構 (13 301) <sup>+</sup>	32	86	17	-	135 (1.0)
公司/機構內企業傳訊/ 公共關係/廣告/市場部 (3 587) <sup>+</sup>	21	26	14	-	61 (1.7)
<b>總數 (28 916)<sup>+</sup></b>	<b>77</b>	<b>202</b>	<b>146</b>	<b>23</b>	<b>448 (1.6)</b>

\* 佔該門類大眾傳播業僱員總數百分率

+ 各門類大眾傳播業僱員總數

註：因四捨五入關係，各項數字相加或與總計數字略有出入

## 過去十二個月的招聘來源

2.16 調查顯示，二〇〇七/〇八年度招聘了 3 166 名大眾傳播業僱員（佔僱員總人數的 11.0%），包括 2 662 名（9.2%）有經驗者及 504 名（1.7%）無經驗者（包括應屆畢業生）。下表顯示過去十二個月各門類招聘僱員的來源。

表 2.13 過去十二個月各門類  
招聘僱員的來源

門類	招聘來源				招聘總人數 (%)*	
	本業有經驗僱員 (%)*		本業無經驗僱員 (包括應屆畢業生) (%)*			
報紙業 (4 768) <sup>+</sup>	包括傳媒 機構內廣告/ 公共關係/ 市場部	257	(5.4)	98	(2.1)	355 (7.5)
雜誌業 (3 072) <sup>+</sup>		186	(6.1)	55	(1.8)	241 (7.9)
電台/電視台新聞部 (2 099) <sup>+</sup>		125	(6.0)	51	(2.4)	176 (8.4)
新聞通訊社 (277) <sup>+</sup>		22	(7.9)	1	(0.4)	23 (8.3)
公共關係業機構 (1 812) <sup>+</sup>		247	(13.6)	56	(3.1)	303 (16.7)
廣告業機構 (13 301) <sup>+</sup>		1 343	(10.1)	228	(1.7)	1 571 (11.8)
公司/機構內企業傳訊/ 公共關係/廣告/市場部 (3 587) <sup>+</sup>		482	(13.4)	15	(0.4)	497 (13.9)
<b>總數 (28 916)<sup>+</sup></b>		<b>2 662</b>	<b>(9.2)</b>	<b>504</b>	<b>(1.7)</b>	<b>3 166 (11.0)</b>

\* 佔該門類大眾傳播業僱員總數百分率

+ 各門類大眾傳播業僱員總數

註：因四捨五入關係，各項數字相加或與總計數字略有出入

## 過去十二個月面對的主要招聘困難

2.17 調查要求過去十二個月曾招聘／嘗試招聘僱員的機構，回答招聘過程中的主要困難。表 2.14 摘要列出曾有招聘困難的公司百分率（按排序及公司規模劃分）。附錄 9 有各門類更詳細的結果分析。

表 2.14 過去十二個月曾有招聘困難的公司百分率  
(按排序及公司規模劃分)

招聘大眾傳播業 僱員面對的困難	公司規模							排序	
	1-9 人 %*	10-19 人 %*	20-49 人 %*	50-99 人 %*	100-199 人 %*	200 人 或以上 %*	整體 百分率 %*	2008 年 2 月時	2005 年 12 月時
應徵者缺乏相關 經驗	32.9	31.1	45.3	48.4	68.4	42.9	35.1	1	1
應徵者並無相關 技能／知識	21.2	20.8	20.5	25.8	31.6	-	21.2	2	2
應徵者性格／ 態度欠佳	20.2	18.4	9.4	12.9	-	-	17.9	3	3
應徵者認為薪酬 欠吸引	9.6	11.3	25.6	29.0	47.4	-	13.1	4	5
應徵者語文能力 (包括普通 話) 不夠水平	11.5	9.0	9.4	3.2	15.8	14.3	10.6	5	4
應徵者未具相關 學歷	3.2	3.8	4.3	16.1	5.3	14.3	3.9	6	6
應徵者不願意 長時間輪班工 作	1.4	5.2	9.4	12.9	10.5	42.9	3.9	6	-
應徵者缺乏相關 管理／督導技 能	1.9	1.4	10.3	6.5	26.3	14.3	3.4	7	-
應徵者認為辦公 室地點離家太 遠	4.0	-	1.7	3.2	-	-	2.8	8	-

註：%\* =  $\frac{\text{填覆該答案的公司數目 (按公司規模劃分)}}{\text{過去十二個月招聘／嘗試招聘大眾傳播業僱員的公司總數 (按公司規模劃分)}} \times 100\%$

## 大眾傳播業僱員宜有的教育程度

2.18 調查顯示，就絕大多數技能等級而言，僱主大都希望僱員持有學士學位，但輔助／技術人員級僱員則例外，只需文憑／高級證書／證書學歷便可。表 2.15 列出大部分僱主對各行業不同技能等級僱員宜有教育程度的意見。按門類及職稱劃分的詳細分析見附錄 6。

表 2.15 僱主意見：各行業不同技能等級僱員宜有的教育程度

技能等級	行業	宜有教育程度	佔該行業該技能等級僱員人數百分率
經理級	新聞業 (313)*	學士學位 (210) <sup>#</sup>	67.1%
	廣告與公共關係業 (2 718)*	學士學位 (2 125) <sup>#</sup>	78.2%
督導級	新聞業 (910)*	學士學位 (621) <sup>#</sup>	68.2%
	廣告與公共關係業 (5 007)*	學士學位 (2 950) <sup>#</sup>	58.9%
編採／製作／ 執行人員級	新聞業 (4 905)*	學士學位 (2 121) <sup>#</sup>	43.2%
	廣告與公共關係業 (12 446)*	學士學位 (3 046) <sup>#</sup>	24.5%
輔助／技術人員級	新聞業 (1 669)*	文憑／高級證書／證書 (535) <sup>#</sup>	32.1%
	廣告與公共關係業 (90)*	文憑／高級證書／證書 (48) <sup>#</sup>	53.3%
<b>整體</b>	<b>新聞業 (7 797)*</b>	<b>學士學位 (3 060)<sup>#</sup></b>	<b>39.3%</b>
	<b>廣告與公共關係業 (20 261)*</b>	<b>學士學位 (8 141)<sup>#</sup></b>	<b>40.2%</b>

\* 該行業不同技能等級僱員總數

# 宜有該教育程度的僱員總數（按該行業不同技能等級劃分）

## 僱員宜有年資

2.19 調查顯示，僱主大多認為各技能等級僱員宜有下述年資。新聞業：經理級－十至十五年以下；督導級－七至十年以下；編採／製作人員級－五至七年以下；輔助／技術人員級－二至五年以下。廣告與公共關係業：經理級－七至十年以下；主任級－五至七年以下；執行及輔助／技術人員級－二至五年以下。各行業、門類不同技能等級僱員宜有年資摘要見表 2.16。按門類及職稱劃分的詳細分析載於附錄 7。

表 2.16 僱主意見：各行業、門類不同技能等級僱員宜有年資

技能等級 門類	經理級	督導級	編採／製作／ 執行人員級	輔助／ 技術人員級
<b>新聞業</b>				
報紙業	10 至 15 年以下	7 至 10 年以下	5 至 7 年以下	2 至 5 年以下
雜誌業	5 至 7 年以下	7 至 10 年以下	2 至 5 年以下	2 至 5 年以下
電台／電視台新聞部	15 年 或以上	7 至 10 年以下	5 至 7 年以下	2 至 5 年以下
新聞通訊社	10 至 15 年以下	7 至 10 年以下	5 至 7 年以下	2 至 5 年以下
<b>廣告與公共關係業</b>				
公共關係業機構	5 至 7 年以下	2 至 5 年以下	2 至 5 年以下	-
傳媒機構內廣告／公共關係／ 市場部	7 至 10 年以下	5 至 7 年以下	2 至 5 年以下	-
廣告業機構	5 至 7 年以下	5 至 7 年以下	2 至 5 年以下	2 至 5 年以下
公司／機構內企業傳訊／ 公共關係／廣告／市場部	7 至 10 年以下	5 至 7 年以下	2 至 5 年以下	2 至 5 年以下

## 收入幅度

2.20 業內僱員的平均每月總收入包括底薪、超時工作工資、生活津貼、膳食津貼、佣金及花紅。整體而言，新聞業僱員的月入情況如下：經理級—30,001至80,000元；督導級—30,001至50,000元；編採／製作人員級及輔助／技術人員級—12,001至20,000元。表2.17顯示新聞業各門類不同技能等級僱員的收入幅度。由於是次並非薪酬調查，所得資料僅供複查之用。

表 2.17 新聞業各門類不同技能等級僱員  
平均每月收入幅度

技能等級	僱員人數							未有說明
	\$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 或以上	
<b>報紙業</b>								
經理級	-	-	-	-	31	37	4	22
督導級	-	-	8	78	186	-	-	143
編採／製作人員級	-	21	1 093	221	238	1	-	819
輔助／技術人員級	-	191	329	32	-	-	-	310
<b>小計</b>	<b>-</b>	<b>212</b>	<b>1 430</b>	<b>331</b>	<b>455</b>	<b>38</b>	<b>4</b>	<b>1 294</b>
<b>雜誌業</b>								
經理級	-	-	1	17	45	28	8	67
督導級	-	-	10	21	57	-	-	64
編採／製作人員級	5	74	575	153	74	-	-	501
輔助／技術人員級	3	78	118	21	-	-	-	200
<b>小計</b>	<b>8</b>	<b>152</b>	<b>704</b>	<b>212</b>	<b>176</b>	<b>28</b>	<b>8</b>	<b>832</b>
<b>電台／電視台新聞部</b>								
經理級	-	-	-	-	3	18	14	3
督導級	-	-	-	116	102	65	-	-
編採／製作人員級	-	5	583	374	-	-	-	-
輔助／技術人員級	-	92	263	26	-	-	-	-
<b>小計</b>	<b>-</b>	<b>97</b>	<b>846</b>	<b>516</b>	<b>105</b>	<b>83</b>	<b>14</b>	<b>3</b>
<b>新聞通訊社</b>								
經理級	-	-	-	3	3	-	3	6
督導級	-	-	-	9	23	-	-	28
編採／製作人員級	-	4	13	16	92	-	-	43
輔助／技術人員級	-	5	1	-	-	-	-	-
<b>小計</b>	<b>-</b>	<b>9</b>	<b>14</b>	<b>28</b>	<b>118</b>	<b>-</b>	<b>3</b>	<b>77</b>
<b>總數 (7 797) #</b>	<b>8 (0.1)*</b>	<b>470 (6.0)*</b>	<b>2 994 (38.4)*</b>	<b>1 087 (13.9)*</b>	<b>854 (11.0)*</b>	<b>149 (1.9)*</b>	<b>29 (0.4)*</b>	<b>2 206 (28.3)*</b>

\* 佔新聞業僱員人數的百分率

# 新聞業僱員總人數



2.21 廣告與公共關係業大部分僱員的平均月入情況如下：經理級－30,001至50,000元；主任級－12,001至30,000元；執行人員級－8,001至20,000元；輔助／技術人員級－12,001至20,000元。表2.18顯示廣告與公共關係業各門類不同技能等級僱員的收入幅度。按門類及職稱劃分的詳細分析載於附錄8。

表 2.18 廣告與公共關係業各門類不同技能等級僱員  
平均每月收入幅度

僱員人數								
技能等級	\$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 或以上	未有說明
<b>公共關係業機構</b>								
經理級	-	-	-	48	63	69	39	68
主任級	-	1	89	190	130	-	-	76
執行人員級	2	271	388	94	7	-	-	161
<b>小計</b>	<b>2</b>	<b>272</b>	<b>477</b>	<b>332</b>	<b>200</b>	<b>69</b>	<b>39</b>	<b>305</b>
<b>傳媒機構內廣告／公共關係／市場部</b>								
經理級	-	-	3	52	90	101	27	166
主任級	-	-	162	203	84	-	-	298
執行人員級	2	226	414	35	7	-	-	388
<b>小計</b>	<b>2</b>	<b>226</b>	<b>579</b>	<b>290</b>	<b>181</b>	<b>101</b>	<b>27</b>	<b>852</b>
<b>廣告業機構</b>								
經理級	-	-	-	310	280	197	111	218
主任級	-	-	1 278	1 054	329	5	-	291
執行人員級	28	4 560	2 964	364	28	-	-	816
輔助／技術人員級	-	4	51	-	-	-	-	1
<b>小計</b>	<b>28</b>	<b>4 564</b>	<b>4 293</b>	<b>1 728</b>	<b>637</b>	<b>202</b>	<b>111</b>	<b>1 326</b>
<b>公司／機構內企業傳訊／公共關係／廣告／市場部</b>								
經理級	-	-	5	70	301	151	56	293
主任級	-	10	172	239	120	7	-	269
執行人員級	5	212	586	171	30	-	-	687
輔助／技術人員級	-	-	21	6	-	-	-	7
<b>小計</b>	<b>5</b>	<b>222</b>	<b>784</b>	<b>486</b>	<b>451</b>	<b>158</b>	<b>56</b>	<b>1 256</b>
<b>總數 (20 261)<sup>#</sup></b>	<b>37 (0.2)<sup>*</sup></b>	<b>5 284 (26.1)<sup>*</sup></b>	<b>6 133 (30.3)<sup>*</sup></b>	<b>2 836 (14.0)<sup>*</sup></b>	<b>1 469 (7.3)<sup>*</sup></b>	<b>530 (2.6)<sup>*</sup></b>	<b>233 (1.1)<sup>*</sup></b>	<b>3 739 (18.4)<sup>*</sup></b>

\* 佔廣告與公共關係業僱員人數的百分率

# 廣告與公共關係業僱員總數

## 僱主預測二〇〇九年二月時的人力需求

2.22 僱主預測，到二〇〇九年二月，大眾傳播業將提供職位 29 210 個，較現時 28 916 個職位多 1.0% (294 個)。各行業中，新聞業職位數目將增加 48 個，微升 0.6%；廣告與公共關係業職位數目亦略增 246 個，升幅 1.2%。表 2.19 顯示僱主對二〇〇九年二月時業內主要職務的人力需求預測（按行業及技能等級劃分）。按門類及職稱劃分的詳細分析載於附錄 4。

表 2.19 僱主預測：二〇〇九年二月時業內人力需求  
(按行業及技能等級劃分)

技能等級	二〇〇八年二月 人力需求 <sup>(1)</sup>	預測 二〇〇九年二月 人力增長率 (%)*		預測 二〇〇九年二月 人力需求
<b>新聞業</b>				
經理級	314	-	(-)	314
督導級	919	-1	(-0.1)	918
編採／製作人員級	4 980	41	(0.8)	5 021
輔助／技術人員級	1 702	8	(0.5)	1 710
<b>小計</b>	<b>7 915</b>	<b>48</b>	<b>(0.6)</b>	<b>7 963</b>
<b>廣告與公共關係業</b>				
經理級	2 760	10	(0.4)	2 770
主任級	5 162	36	(0.7)	5 198
執行人員級	12 973	199	(1.5)	13 172
輔助／技術人員級	106	1	(0.9)	107
<b>小計</b>	<b>21 001</b>	<b>246</b>	<b>(1.2)</b>	<b>21 247</b>
<b>總數</b>	<b>28 916</b>	<b>294</b>	<b>(1.0)</b>	<b>29 210</b>

\* 「增長率」乃相對於二〇〇八年二月時該行業該技能等級職位數目計算得出的百分率

註：(1) 人力需求包括現有僱員人數及空缺額

(2) 因四捨五入關係，各項數字相加或與總計數字略有出入

2.23 預計二〇〇九年二月時各行業不同技能等級人力增長最多的主要職務見表 2.20。

表 2.20 預測二〇〇九年二月人力增長最多的主要職務  
(按技能等級及行業劃分)

技能等級	行業	主要職務	僱員增長人數 (%)*	
經理級	新聞業	- (-)	-	(-)
	廣告與公共關係業	企業傳訊／公共關係／ 公共事務經理 (203) <sup>+</sup>	6	(3.0)
督導級	新聞業	- (-)	-	(-)
	廣告與公共關係業	副客戶總監／客戶經理 (1 251) <sup>+</sup>	11	(0.9)
編採／製作／ 執行人員級	新聞業	資深(高級)記者／記者 (1 826) <sup>+</sup>	39	(2.1)
	廣告與公共關係業	正稿製作員 (5 154) <sup>+</sup>	167	(3.2)
輔助／技術人員級	新聞業	資料室人員 (87) <sup>+</sup>	3	(3.4)
	廣告與公共關係業	製作助理 (13) <sup>+</sup>	1	(7.7)

\* 佔該行業該職稱總數的百分率

+ 該行業該職稱職位總數

## 現時大眾傳播業僱員須提升的技能／知識

2.24 調查顯示，業內僱主普遍滿意現時僱員的技能／知識。不過，部分僱主表示現時僱員的技能／知識須提升，以回應各種轉變，如香港轉型為知識型經濟體系、中國的「十一五」規劃等。表 2.21 以公司百分率摘列調查結果，顯示僱員所需提升的技能／知識（按普及程度降序排列）。按技能等級及門類劃分的詳細分析載於附錄 10。

表 2.21 表示僱員有需要提升技能／知識的公司百分率  
(以行業劃分，按普及程度降序排列)

技能／知識	整體		新聞業		廣告與公共關係業	
	排序	%*	排序	%*	排序	%*
普通話	1	64.7	1	69.4	1	64.6
英語會話	2	48.2	8	42.9	2	48.3
多媒體的知識及應用	3	44.2	13	30.6	3	44.6
創意性及文化的瞭解	4	39.7	13	30.6	4	39.9
市場管理	5	31.9	6	46.9	6	31.6
網站設計及支援技巧	6	31.7	17	20.4	5	32.0
英文書寫能力	7	31.4	6	46.9	7	31.0
在中國內地的行業常規	8	31.3	4	57.1	8	30.7
進入中國市場的法律和規條限制	9	28.5	5	49.0	9	28.0
製作管理	10	27.7	9	40.8	10	27.4
媒體的研究及應用	11	26.9	14	28.6	11	26.8
跨文化的知識	12	26.1	4	57.1	13	25.4
在中國內地的政治制度、社會和經濟發展	13	25.9	7	44.9	13	25.4
客戶與策略的規劃	14	25.7	13	30.6	12	25.6
中文書寫能力	15	23.2	10	38.8	14	22.8
市場調查的應用	16	22.6	17	20.4	15	22.6
策略計劃管理	17	22.1	6	46.9	16	21.5
企業傳訊／公共關係／公共事務管理	18	18.2	6	46.9	17	17.6
客戶資料庫管理	19	15.9	16	22.4	18	15.8
危機管理	20	13.7	6	46.9	19	12.9

技能／知識	整體		新聞業		廣告與公共關係業	
	排序	%*	排序	%*	排序	%*
翻譯	21	13.0	13	30.6	21	12.5
項目管理	21	13.0	15	26.5	20	12.6
公關的諮詢技巧	22	12.3	16	22.4	22	12.0
傳媒規劃及市場研究	23	11.6	13	30.6	23	11.1
財務管理	24	11.3	11	36.7	24	10.7
人力資源管理	25	9.6	7	44.9	25	8.8
印刷／電視／媒體製作技巧	26	6.5	10	38.8	26	5.7
電腦應用技巧	27	5.3	9	40.8	27	4.4
創新傳媒科技產品	28	5.0	9	40.8	28	4.1
新傳媒科技在編採工作上的應用	29	4.5	3	59.2	29	3.1
編採技巧	30	3.6	2	67.3	30	2.1
受眾調查	31	2.3	14	28.6	31	1.6
批判性思考技巧及跨學科知識	32	2.1	6	46.9	33	1.0
互聯網與新聞的結合	33	2.0	11	36.7	32	1.2
傳媒法規與操守	34	1.9	5	49.0	35	0.7
新科技與新聞工作流程結合	35	1.6	12	34.7	34	0.8
新聞規劃	36	1.1	12	34.7	37	0.3
其他語文能力 (法語、荷蘭語、日語或西班牙語)	37	0.7	18	12.2	36	0.4
其他行業相關技能 (知識產權及版權法、表達及印刷技能)	38	0.1	19	2.0	38	0.1

\* 佔填覆公司百分率（按行業劃分）

## 現職員工培訓需求

2.25 調查顯示，僱主計劃於未來十二個月資助 10 612 名僱員（以人次計）修讀大眾傳播業短期培訓課程。表 2.22 列出未來十二個月僱主計劃資助的僱員進修人數（以人次計、按各行業不同技能等級及技能／知識類型劃分）。各門類按不同技能等級及技能／知識類型劃分的詳細分析見附錄 11。

表 2.22 未來十二個月僱主計劃資助的僱員進修人數  
（以人次計、按各行業不同技能等級及技能／  
知識類型劃分）

技能／ 知識 類型  技能等級	管理 技能	中國 相關 知識	語文 技能	創新傳媒科技		業內專業技能		其他*	整體
				新聞業	廣告與 公共 關係業	新聞業	廣告與 公共 關係業		
<b>新聞業<sup>(1)</sup></b>									
經理級	43	29	18	20	25	14	17	1	167
督導級	129	90	41	103	31	79	31	27	531
編採／製作人員級	233	263	234	316	39	296	63	79	1 523
輔助／技術人員級	76	-	97	129	11	9	18	6	346
<b>小計</b>	<b>481</b>	<b>382</b>	<b>390</b>	<b>568</b>	<b>106</b>	<b>398</b>	<b>129</b>	<b>113</b>	<b>2 567</b>
<b>廣告與公共關係業</b>									
經理級	2 295	145	133	40	115	24	120	15	2 887
主任級	398	213	448	52	268	25	402	-	1 806
執行人員級	148	176	1 000	119	953	101	760	70	3 327
輔助／技術人員級	-	6	3	-	11	3	2	-	25
<b>小計</b>	<b>2 841</b>	<b>540</b>	<b>1 584</b>	<b>211</b>	<b>1 347</b>	<b>153</b>	<b>1 284</b>	<b>85</b>	<b>8 045</b>
<b>總數</b>	<b>3 322</b>	<b>922</b>	<b>1 974</b>	<b>779</b>	<b>1 453</b>	<b>551</b>	<b>1 413</b>	<b>198</b>	<b>10 612</b>

\* 其他包括銷售／市場推廣策略規劃及電腦應用技巧

註：(1) 未來十二個月傳媒機構內廣告／公共關係／市場部由僱主資助的員工培訓僱員人數（以人次計），已納入新聞業各技能等級內。

## 第三章

### 結 論

#### 大眾傳播業整體人力情況

3.1 本會分析調查結果後，認為所得資料大致能反映於調查期間大眾傳播業的人力情況。調查顯示，二〇〇八年二月時，新聞業有僱員 7 797 人。廣告與公共關係業有僱員 20 261 人。大眾傳播業的就業率將於二〇〇九年二月創出新高，預測職位將增長 1.0%，達 29 210 個。大眾傳播各行業不同技能等級僱員人數、空缺數目及人力增長預測的摘要載於表 3.1。大眾傳播業僱員於二〇〇一年十二月至二〇〇八年二月期間佔勞動人口的比率見圖 5。

表 3.1 大眾傳播業人力、空缺及人力增長預測  
(按行業及技能等級劃分)

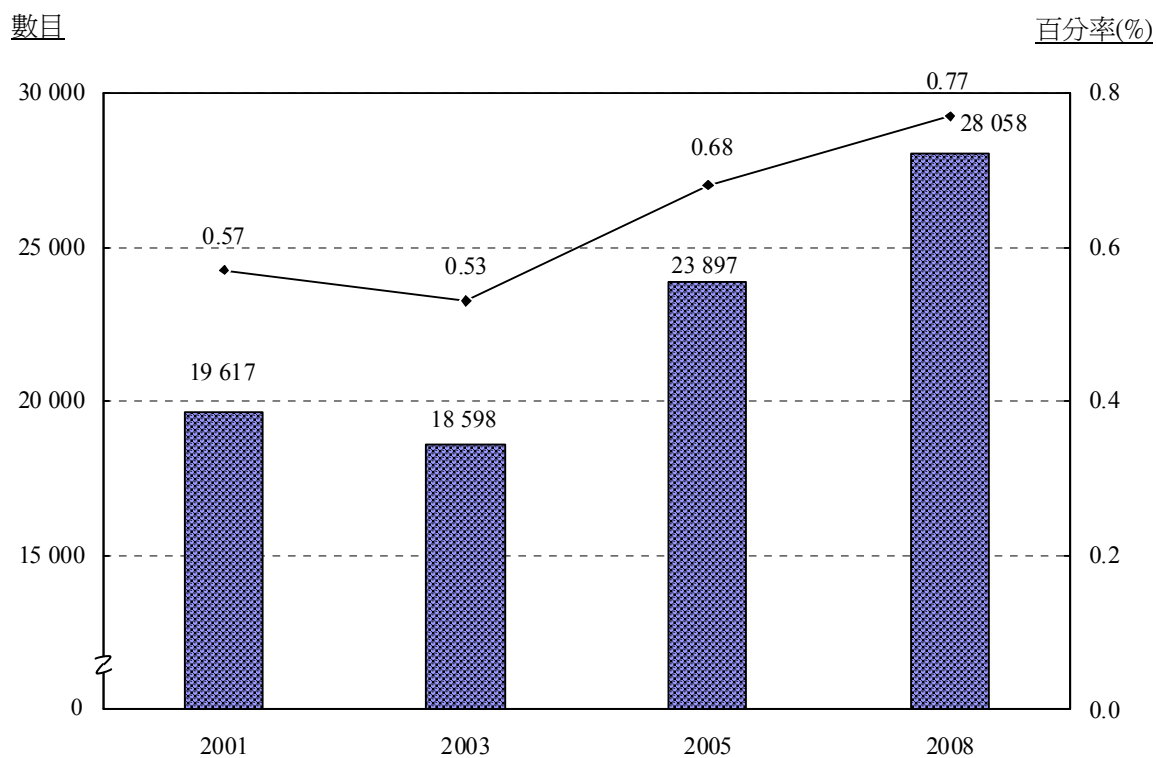
技能等級	二〇〇八年 二月 僱員人數	二〇〇八年 二月 空缺數目	二〇〇八年 二月 人力需求 <sup>(1)</sup>	二〇〇九年 二月 僱主預測 人力增長 (%)*	二〇〇九年 二月 僱主預測 職位增長
<b>新聞業</b>					
經理級	313	1	314	- (-)	314
督導級	910	9	919	-1 (-0.1)	918
編採／製作人員級	4 905	75	4 980	41 (0.8)	5 021
輔助／技術人員級	1 669	33	1 702	8 (0.5)	1 710
<b>小計</b>	<b>7 797</b>	<b>118</b>	<b>7 915</b>	<b>48 (0.6)</b>	<b>7 963</b>
<b>廣告與公共關係業</b>					
經理級	2 718	42	2 760	10 (0.4)	2 770
主任級	5 007	155	5 162	36 (0.7)	5 198
執行人員級	12 446	527	12 973	199 (1.5)	13 172
輔助／技術人員級	90	16	106	1 (0.9)	107
<b>小計</b>	<b>20 261</b>	<b>740</b>	<b>21 001</b>	<b>246 (1.2)</b>	<b>21 247</b>
<b>總計</b>	<b>28 058</b>	<b>858</b>	<b>28 916</b>	<b>294 (1.0)</b>	<b>29 210</b>

\* 佔該行業該技能等級二〇〇八年二月時職位總數的百分率


註：(1) 人力需求包括現有僱員及空缺數目


(2) 因四捨五入關係，各項數字相加或與總計數字略有出入

圖 5 大眾傳播業僱員在勞動人口中的百分率  
(二〇〇一年十二月至二〇〇八年二月)



	二〇〇一年十二月	二〇〇三年十二月	二〇〇五年十二月	二〇〇八年二月
勞動人口* ('000)	3 450.0	3 486.4	3 537.9	3 653.5
大眾傳播業僱員	19 617	18 598	23 897	28 058
大眾傳播業僱員在勞動人力中的百分率%	0.57	0.53	0.68	0.77

 大眾傳播業僱員

 大眾傳播業僱員在勞動人口中的百分率

\* 資料來源：香港政府統計處



3.2 大眾傳播業的人力市場在二〇〇五年十二月顯著改善（較二〇〇三年十二月增長 28.5%），二〇〇八年二月的增幅保持平穩，從業員總數上升至 28 058 人，較二〇〇五年十二月（23 897 人）增加 17.4%，較二〇〇一年十二月（19 617 人）增加 43.0%。然而由於整體勞動人口均有較大增幅，因此二〇〇五年十二月至二〇〇八年二月間，大眾傳播業僱員佔勞動人口的百分率穩定維持在 0.7% 左右。

### 按僱員人數劃分的公司及僱員分布百分率

3.3 大眾傳播業僱員中，受聘於員工少於 50 人的公司，在新聞業約佔 12.6%，在廣告與公共關係業則大概佔 87.4%，後者幾乎十居其九為小規模公司，僱員人數少於 10 名。有關統計資料載於圖 6 及圖 7。

圖 6 按僱員人數劃分的公司及新聞業僱員分布百分率  
(二〇〇八年二月)

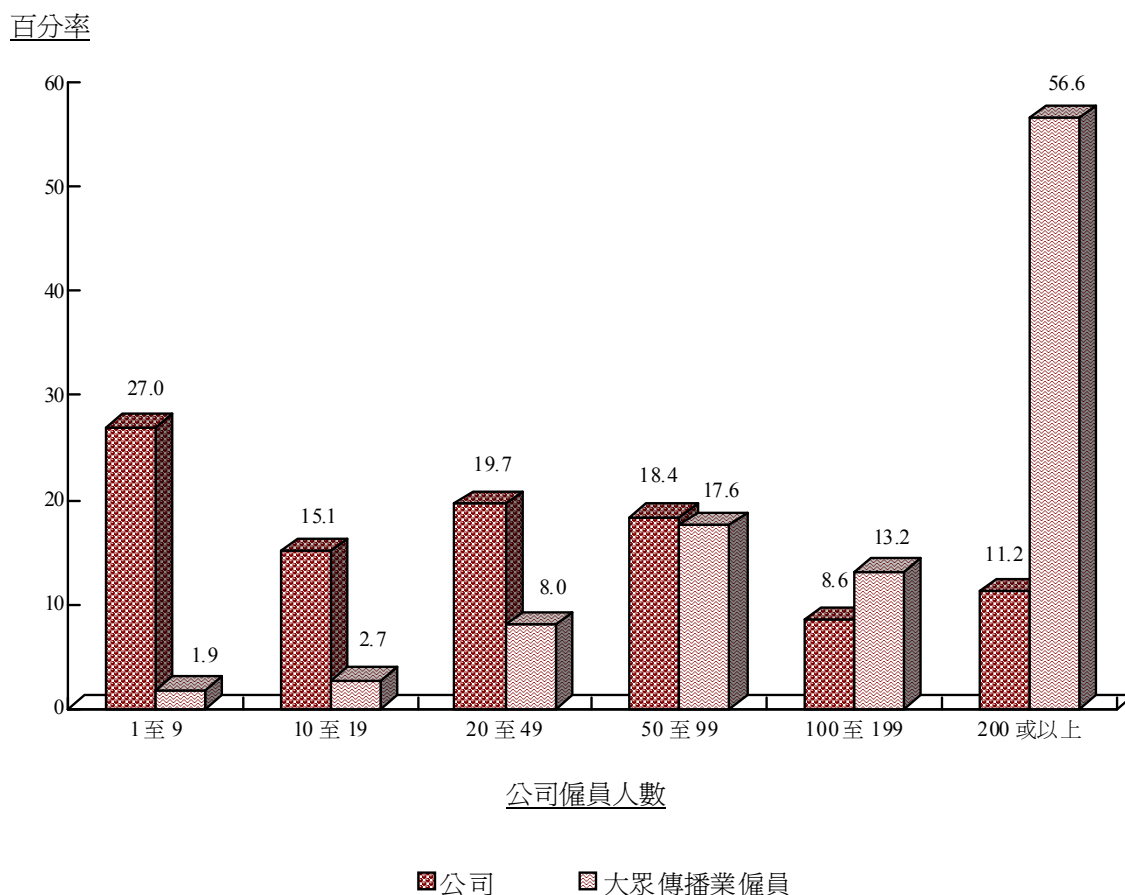
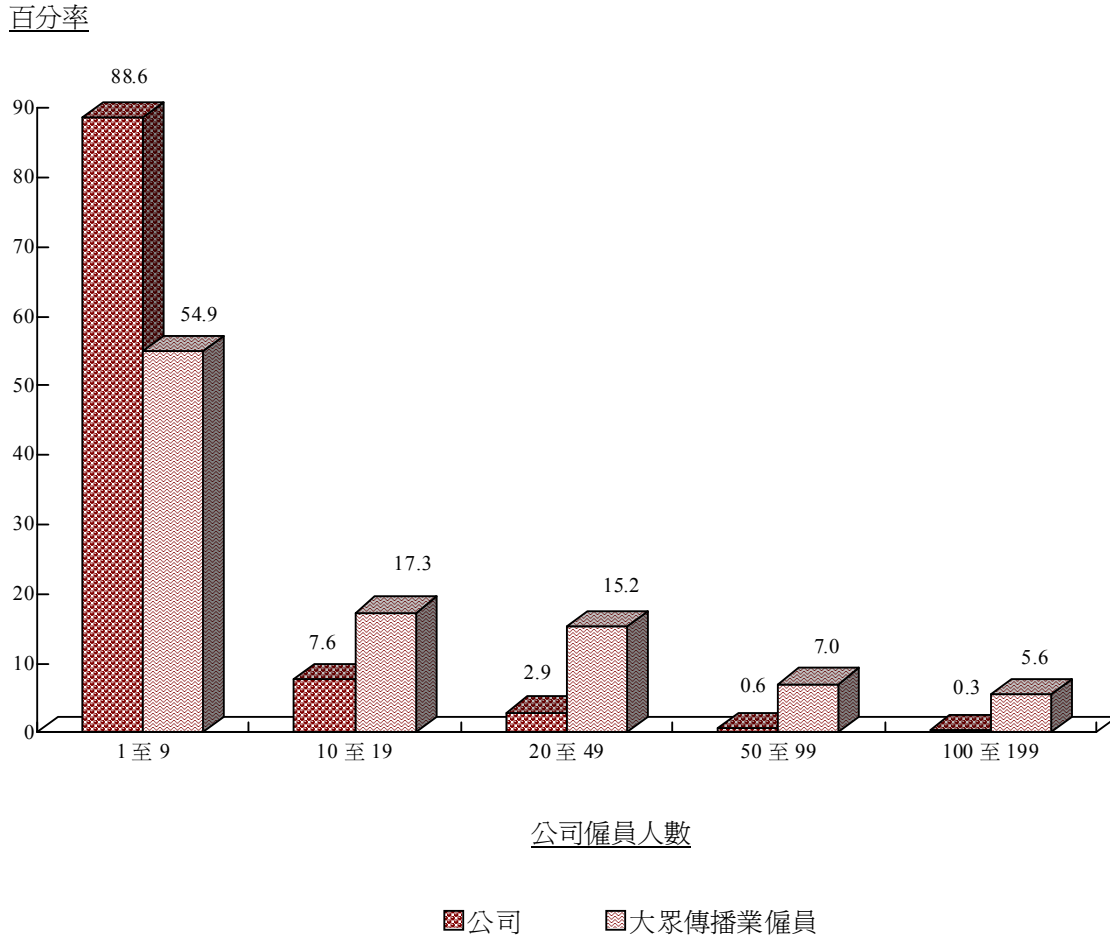


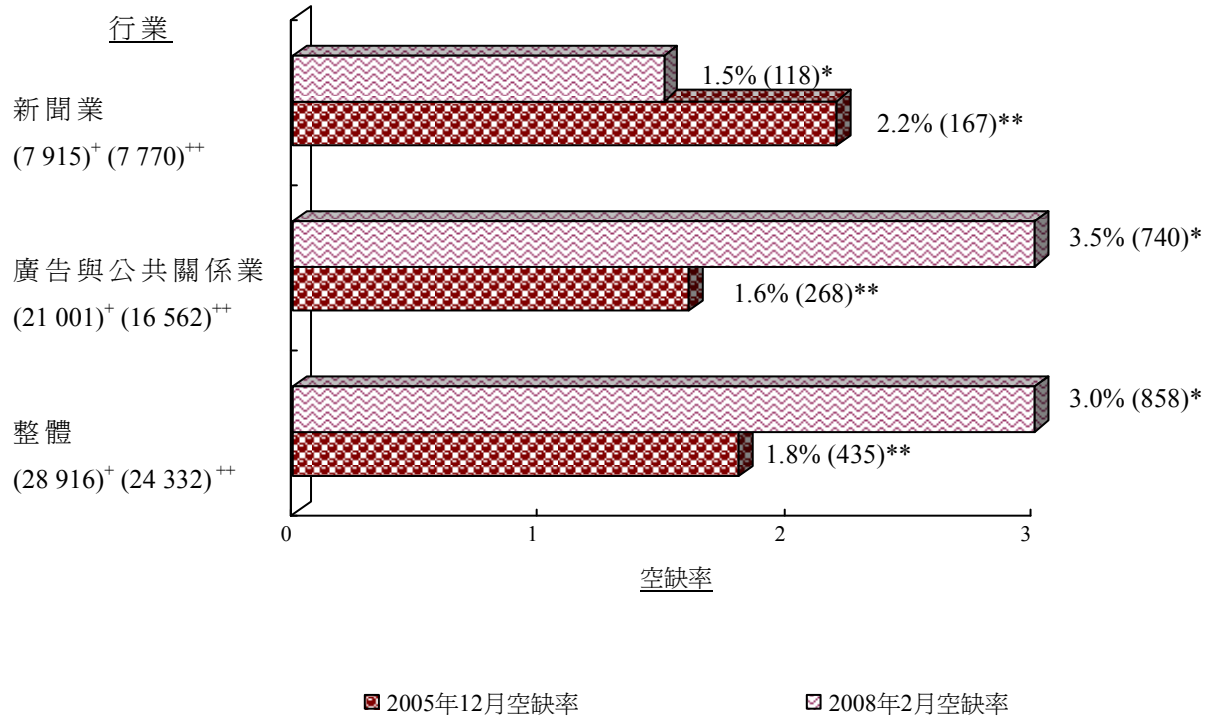
圖 7 按僱員人數劃分的  
公司及廣告公關業僱員分布百分率  
(二〇〇八年二月)



### 空缺率

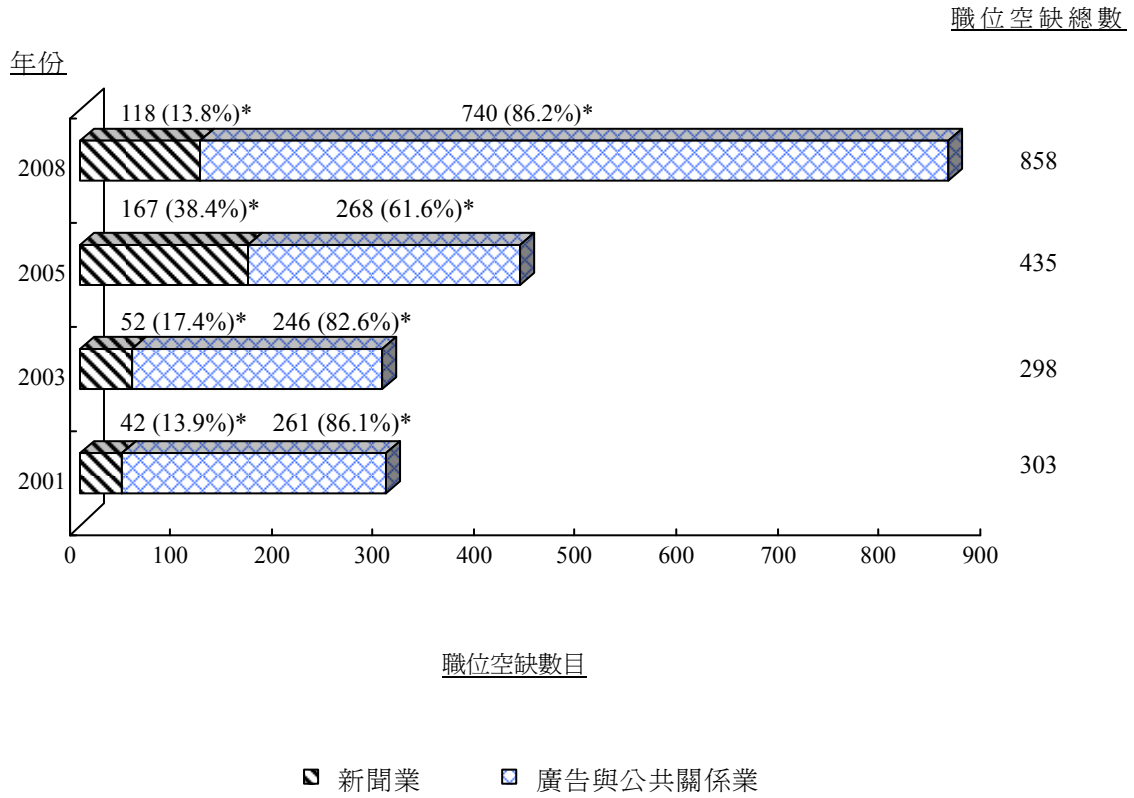
3.4 過去兩年，在穩健的經濟增長帶動下，大眾傳播業幾乎各技能等級的空缺率均保持強勁增長。二〇〇八年二月，兩個門類錄得較高的空缺率：公共關係業機構（6.4%）及公司／機構內企業傳訊／公共關係／廣告／市場部（4.7%）（見 2.8 段表 2.5）。與二〇〇五年的調查結果比較，新聞業內的大眾傳播職位總數百分率從 2.2%（167 個）輕微下降至 1.5%（118 個），廣告與公共關係業方面，則由 1.6%（268 個）大升至 3.5%（740 個）。（大眾傳播職位總數是業內僱員總人數加職位空缺的總和。）圖 8 列出過去兩年各行業空缺率的比較，圖 9 則列出二〇〇一年十二月至二〇〇八年二月各行業職位空缺的分布情況。

圖 8 空缺率比較（按行業劃分）  
（二〇〇五年十二月至二〇〇八年二月）



- \* 各行業二〇〇八年二月空缺數目
  - \*\* 各行業二〇〇五年十二月空缺數目
  - + 各行業二〇〇八年二月職位總數
  - ++ 各行業二〇〇五年十二月職位總數
- 註： 因四捨五入關係，各項數字相加或與總計數字略有出入

圖 9 各行業職位空缺分布  
 (二〇〇一年十二月至二〇〇八年二月)

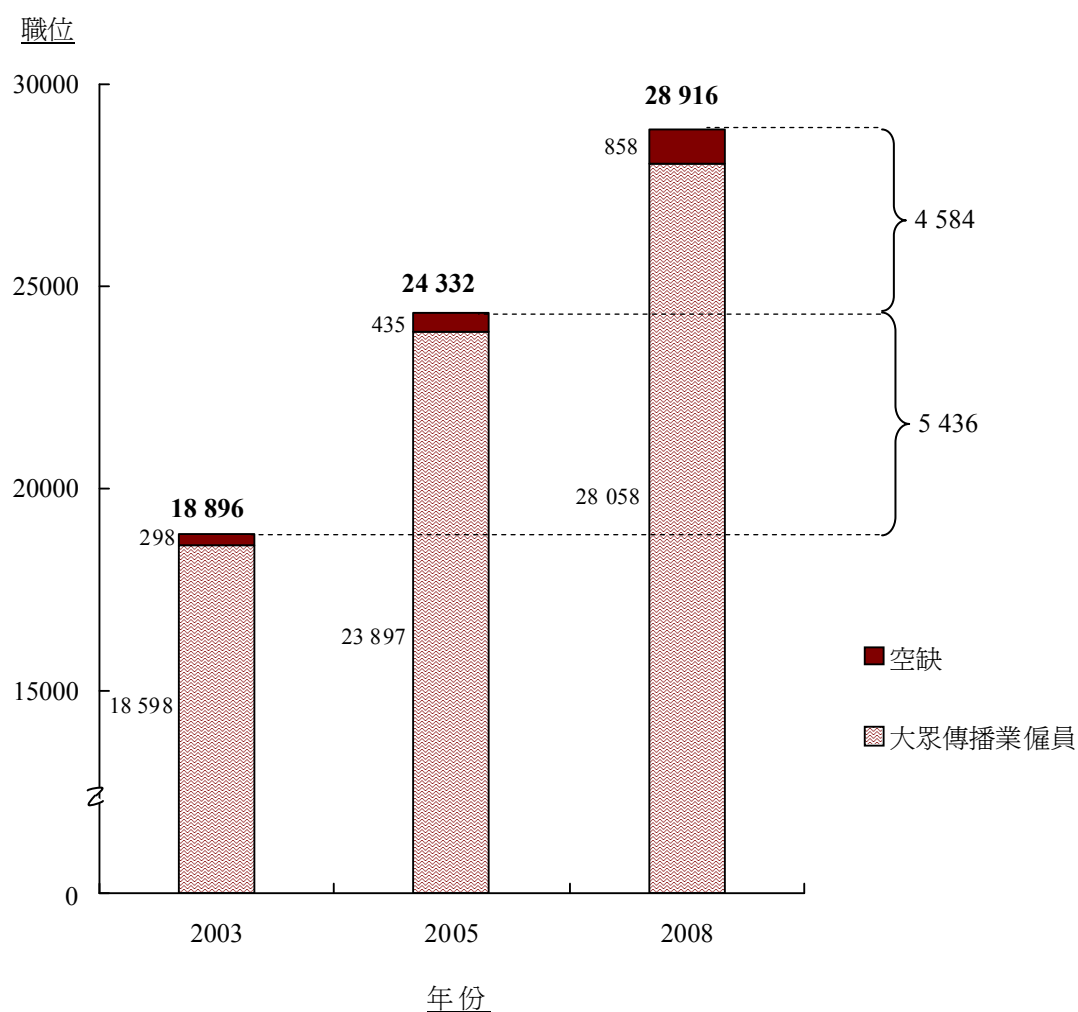


\* 佔該次調查空缺總數的百分率

## 職位總數

3.5 持續而堅實的經濟擴張，繼續支持大眾傳播業創造職位。整體而言，在計算受僱人數及空缺數目後，二〇〇五年十二月共有職位 24 332 個，而二〇〇八年二月共有 28 916 個，業內職位增長幅度達 18.8%（4 584 個），詳情見圖 10。

圖 10 包括受僱人數及空缺在內的職位總數  
(二〇〇三年十二月至二〇〇八年二月)



## 於內地工作的僱員

3.6 內地經濟於過去數十年突飛猛進，是次共錄得 53 間公司（佔 4 080 間回覆公司中的 1.3%）派遣／僱用 220 名大眾傳播業僱員（佔 28 058 名本業僱員中 0.8%）到內地工作，加強與內地市場的接觸。本會觀察到香港擁有大量具才華的新聞及廣告公關從業員，他們熟悉內地的大眾傳播產品及服務、當地語言及商業文化（附錄 12）。隨著愈來愈多海外公司在香港設立地區業務，作為進軍內地市場的第一步，以及《內地與香港關於建立更緊密經貿關係的安排》（CEPA）帶來的新商機，派遣／招聘員工到內地工作的公司數目將保持穩定增長。

## 各技能等級的人力變化

3.7 新聞業僱員總數由二〇〇五年十二月 7 603 人增至二〇〇八年二月 7 797 人，該兩年共增加 194 人，增幅為 2.6%。廣告與公共關係業僱員總數，則由二〇〇五年十二月 16 294 人增至二〇〇八年二月的 20 261 人，共增加 3 967 人，增幅達 24.4%。大眾傳播業由二〇〇五年十二月至二〇〇八年二月間的人力變化（按行業及技能等級劃分）見表 3.2。

表 3.2 大眾傳播業人力變化按行業及技能等級劃分  
(二〇〇五年十二月至二〇〇八年二月)

技能等級	僱員人數			
	二〇〇五年十二月	二〇〇八年二月	增／減	變化百分率 (%)
<b>新聞業</b>				
經理級	312	313	1	0.3
督導級	834	910	76	9.1
編採／製作人員級	4 867	4 905	38	0.8
輔助／技術人員級	1 590	1 669	79	5.0
<b>小計</b>	<b>7 603</b>	<b>7 797</b>	<b>194</b>	<b>2.6</b>
<b>廣告與公共關係業</b>				
經理級	3 098	2 718	-380	-12.3
主任級	5 113	5 007	-106	-2.1
執行人員級	7 998	12 446	4 448	55.6
輔助／技術人員級	85	90	5	5.9
<b>小計</b>	<b>16 294</b>	<b>20 261</b>	<b>3 967</b>	<b>24.4</b>
<b>總數</b>	<b>23 897</b>	<b>28 058</b>	<b>4 161</b>	<b>17.4</b>

註：因四捨五入關係，各項數字相加或與總計數字略有出入

3.8 調查結果顯示，大眾傳播業僱員由二〇〇五年十二月月的 23 897 人增至二〇〇八年二月月的 28 058 人，整體增幅達 17.4%，本會認為頗能反映大眾傳播業於調查期間的人力情況。與二〇〇三年十二月至二〇〇五年十二月相比（由 18 598 人增至 23 897 人，整體增幅 28.5%），本會認為大眾傳播業的人力市場過去兩年已有整固跡象。

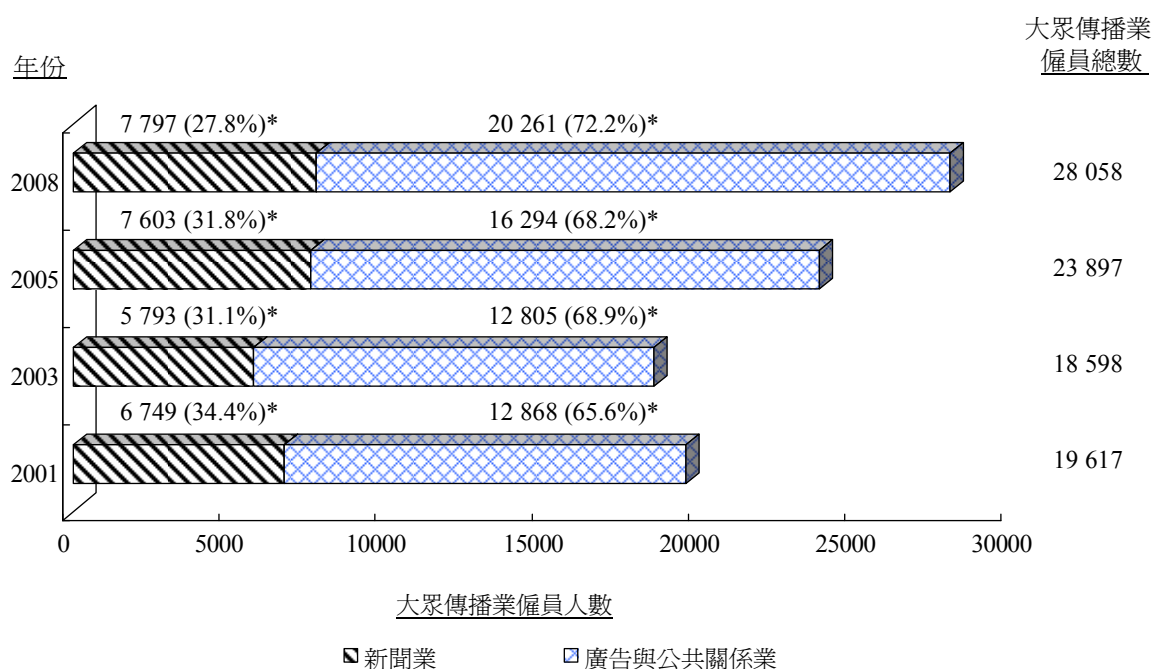
3.9 各技能等級僱員中，廣告與公共關係業的經理級僱員人數跌幅最大，達 12.3%。本會認為主要原因是廣告業機構的執行創作總監／創作總監及董事經理／總經理人數大幅減少所致，為減省公司營運開支，他們的職務／職責為其他現職的管理人員分擔。

3.10 本會發現，廣告與公共關係業的執行人員級僱員由二〇〇五年十二月月的 7 998 人增加至二〇〇八年二月月的 12 446 人（55.6%），原因是廣告業機構為應付日常業務，大量增聘正稿製作員和客戶主任。

### 各行業和門類的人力變化

3.11 二〇〇一年十二月至二〇〇八年二月各大眾傳播行業的人力分布見圖 11。二〇〇五年十二月至二〇〇八年二月按行業和門類劃分業內僱員人數變化見表 3.3。

圖 11 大眾傳播各行業僱員分布  
(二〇〇一年十二月至二〇〇八年二月)



\* 佔該次調查大眾傳播業僱員人數百分率

表 3.3 大眾傳播各行業及門類僱員人數變化  
(二〇〇五年十二月至二〇〇八年二月)

門類	僱員人數			
	二〇〇五年 十二月	二〇〇八年 二月	增／減	變化 百分率 (%)
<b>新聞業</b>				
報紙業	4 117	3 764	-353	-8.6
雜誌業	1 643	2 120	477	29.0
電台／電視台新聞部	1 647	1 664	17	1.0
新聞通訊社	196	249	53	27.0
<b>小計</b>	<b>7 603 (31.8%)<sup>#</sup></b>	<b>7 797 (27.8%)<sup>#</sup></b>	<b>194</b>	<b>2.6</b>
<b>廣告與公共關係業</b>				
公共關係業	1 340	1 696	356	26.6
傳媒機構內廣告／ 公共關係／市場部	1 673	2 258	585	35.0
廣告業機構	10 942	12 889	1 947	17.8
公司／機構內企業傳訊／ 公共關係／廣告／市場部	2 339	3 418	1 079	46.1
<b>小計</b>	<b>16 294 (68.2%)<sup>#</sup></b>	<b>20 261 (72.2%)<sup>#</sup></b>	<b>3 967</b>	<b>24.4</b>
<b>總數</b>	<b>23 897 (100.0%)<sup>#</sup></b>	<b>28 058 (100.0%)<sup>#</sup></b>	<b>4 161</b>	<b>17.4</b>

# 佔該次調查大眾傳播業僱員人數百分率

- 註： (1) 網上傳媒已歸納到新聞業不同門類中  
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入



3.12 過去兩年，從事廣告與公關工作的大眾傳播業僱員於二〇〇八年二月錄得新高，佔 72.2%（20 261 人），二〇〇五年十二月則為 68.2%（16 294 人）。受惠於利好經濟，受僱於公司／機構內企業傳訊／公共關係／廣告／市場部的人數，在二〇〇五年十二月至二〇〇八年二月期間錄得 46.1% 的增長（1 079 人），為最大增幅。另一方面，過去兩年報社的業務下調，共錄得 353 個職位（8.6%）流失。

### 大眾傳播業發展趨勢

3.13 本會根據二〇〇五年與二〇〇八年兩次人力調查期間的人力轉變，以及其他觀察所得，歸納出大眾傳播業的發展趨勢如下：

#### 新聞業

- (i) 由於新聞業依賴廣告收益，故編輯、記者及美術設計員等職位數目易受經濟上揚或下滑影響。
- (ii) 雜誌出版蓬勃，從專門刊物到一般消閒娛樂雜誌均有，分門別類，為滿足不同興趣的人度身訂做。
- (iii) 新媒體的世界不斷擴張（如按節目收費的 IPTV、網上報章／雜誌等），為應徵者提供最佳就業機會。本地的報章／雜誌與電台／電視台亦為有志成為記者和編輯的人士提供更好的事業發展途徑。
- (iv) 雜誌門類中，更多本地公司僱用自由工作者從事多種大眾傳媒職務（如編輯、攝影、記者、撰稿員、校對、排版員與美術設計員等），以應付人手及技能不足的問題，同時減省開支。
- (v) 網上／新媒體及其服務／工作的數目和複雜程度均增加，刺激對正稿製作員、美術設計員、撰稿員、記者及編輯的需求，特別是具備網絡經驗的僱員。
- (vi) 新媒體世界中，部分職位會合併或取消；為回應這些發展，目前的大眾傳播從業員須擁有多重技能，以便能勝任各種不同職務。

- (vii) 傳媒機構有更多大眾傳播業僱員需要參與公共關係／廣告／市場／銷售活動。
- (viii) 業內對負責沖曬照片的黑房技術人員的需求，隨著有關工序電腦化而降低。

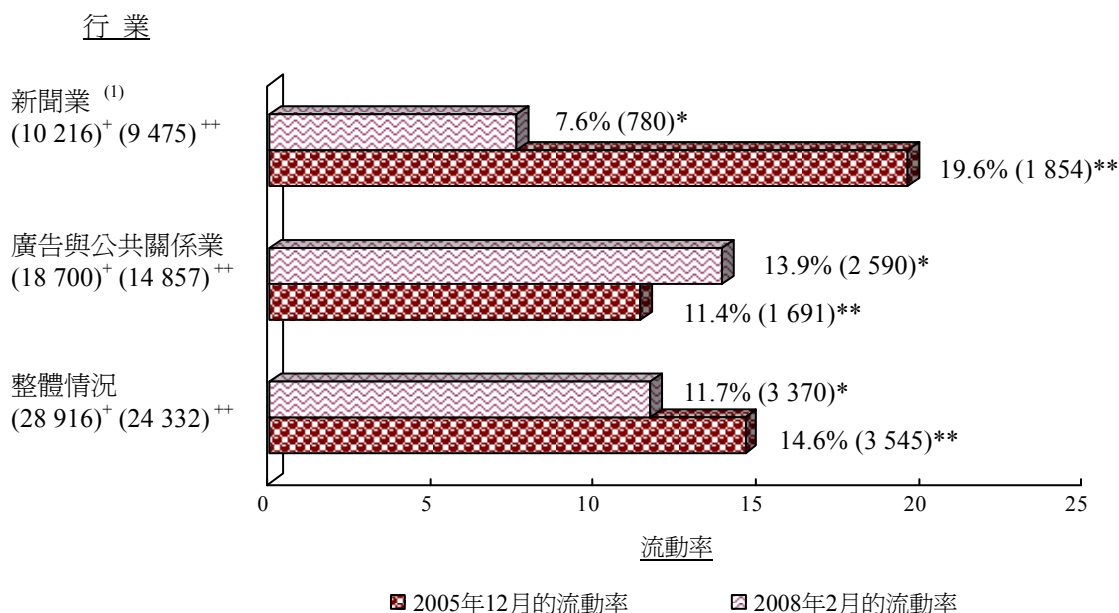
#### 廣告與公共關係業

- (ix) 於競爭愈趨激烈的營商環境，需要有良好的公共關係，這將促使不同類型和規模的機構對有關從業員的需求上升。市場亦對能操其他語言的從業員需求殷切。
- (x) 更多本地公司明白廣告、品牌建立及企業形象的重要，將更著重市場情報，以應付愈趨激烈的競爭，滿足要求更高的顧客。
- (xi) 更多外地傳媒機構及國際廣告與公關公司，將在香港設立辦事處／地區辦事處，作為進軍內地市場的第一步。
- (xii) 更多本地廣告與公關公司將支援／技術相關的職務（如草圖設計及印刷等）外判，以便專注核心業務、迅速拓展新領域、解決人力及技能不足的問題、同時減省成本。
- (xiii) 更多公關／廣告／市場推廣僱員與媒介伙伴緊密合作，舉辦宣傳研討會／活動，務求增加媒體渠道的數目和種類，接觸目標顧客。
- (xiv) 互動網站／電視與數碼平台將促進電子宣傳活動的發展，同時為公關／廣告從業員帶來更多就業機會。
- (xv) 對各類必要技能（如美術設計、美術製作、市場／產品發展、客戶統籌、報導及公關顧問）的需求將持續，以發揮不同的公關／市場／銷售功能。
- (xvi) 更多公司／機構內的企業傳訊／公關／廣告／市場部會喜歡招聘具經驗的新聞從業員，執行公關／廣告／市場／銷售工作。

## 僱員流動率

3.14 本會發現，相對於業內職位，僱員流動率由二〇〇五年十二月月的14.6%（3 545人），輕微下降至二〇〇八年二月的11.7%（3 370人）。本會認為業內過去兩年的僱員流動率保持穩定，部分原因是業務興旺，加上歲晚期間人力需求上升。廣告與公共關係業的流動率從二〇〇五年的11.4%（1 691人），增加至二〇〇八年的13.9%（2 590人）。另一方面，新聞業的業務發展下調，流動率則從二〇〇五年的19.6%（1 854人）顯著下降至二〇〇八年的7.6%（780人），蓋過廣告與公共關係業出現的升幅。圖12列出過去兩年各行業僱員流動率的比較。

圖12 各行業僱員流動率比較  
(二〇〇五年十二月至二〇〇八年二月)

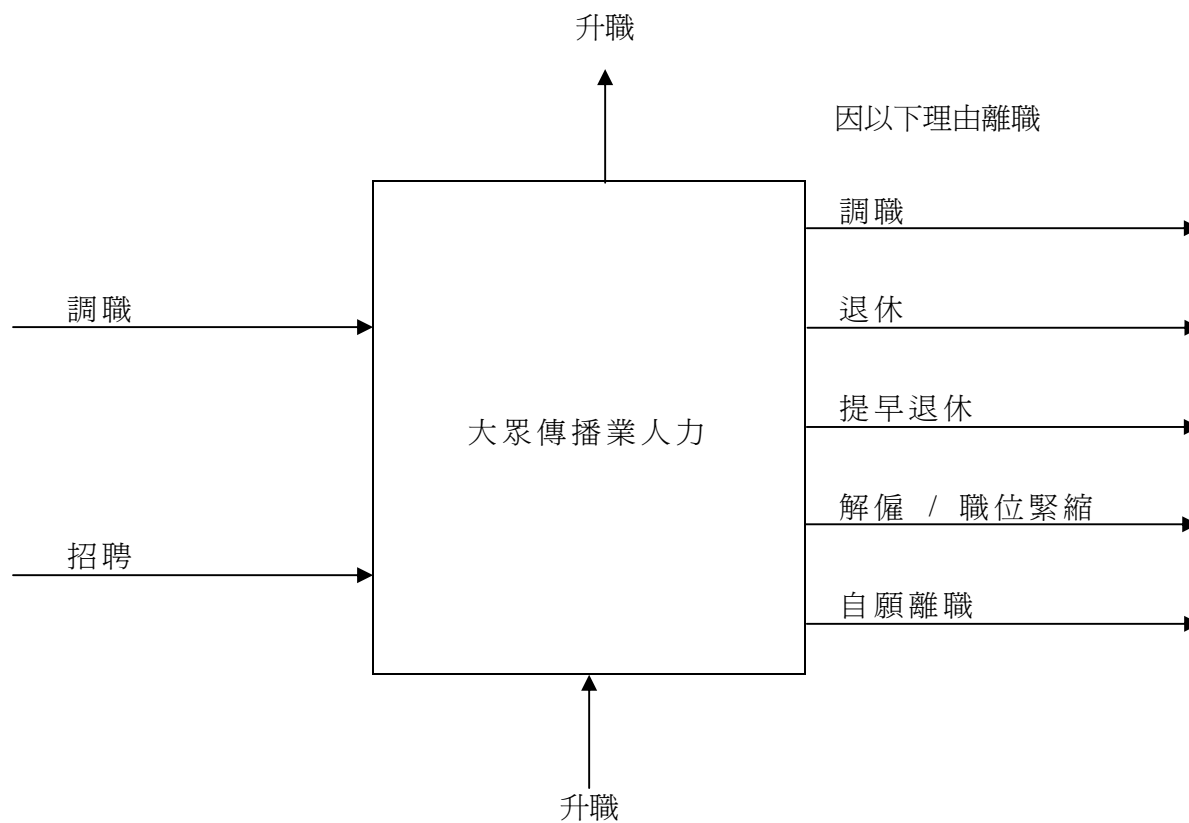


- \* 二〇〇八年二月該行業離職僱員人數
- \*\* 二〇〇五年十二月該行業離職僱員人數
- + 二〇〇八年二月該行業職位總數
- ++ 二〇〇五年十二月該行業職位總數

註：(1) 傳媒機構內的廣告銷售／公關／市場部的離職僱員已納入新聞業各個門類內  
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入

3.15 除了因增聘人手而增加職位外，本會觀察到部分空缺來自資深僱員退休、轉職或離開人力市場。人力流失情況見圖 13。

圖 13 大眾傳播業僱員流失流程

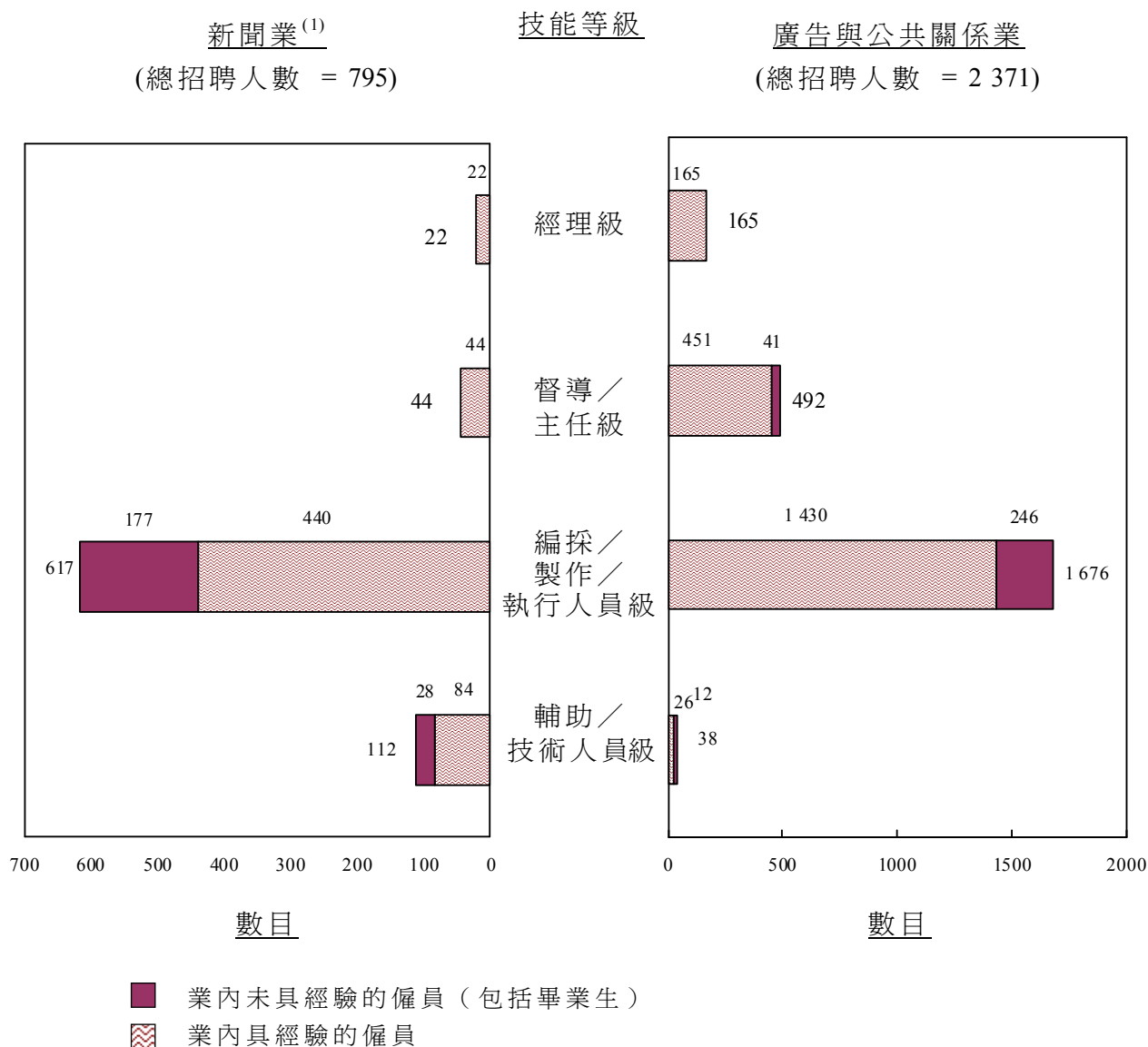


3.16 本會亦觀察到有業內僱員在公司服務多年，取得相當經驗後離職。在正常的員工流動情況下，有關經驗可以傳授給新人；但由於部分職位凍結，斷層將逐漸浮現，影響經驗傳承。

## 招聘模式

3.17 據 2.16 段表 2.13，本會觀察到具相關經驗與未具經驗僱員（包括畢業生）的僱用比例，新聞業為 3:1，廣告與公共關係業為 7:1，顯示過去兩年，僱主傾向僱用較多具經驗人士來填補空缺。各行業及技能等級僱員的招聘來源比較見圖 14。

圖 14 各行業及技能等級僱員的招聘來源比較



- 註： (1) 傳媒機構內的廣告銷售／公關／市場部的僱員已納入新聞業不同技能等級中  
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入

## 招聘僱員時的主要困難

3.18 在招聘僱員方面，調查顯示（見 2.17 段表 2.14），於二〇〇七／〇八年度，35.1%僱主難以招聘具備相關經驗的僱員，21.2%難以招聘具相關技能／專業知識的僱員。（二〇〇五年的調查：36.2%及 27.2%）。本會認為，由於新媒體和行業專用技能漸趨流行，大部分僱主普遍希望僱員掌握各種科技的最新發展。

## 晉升情況

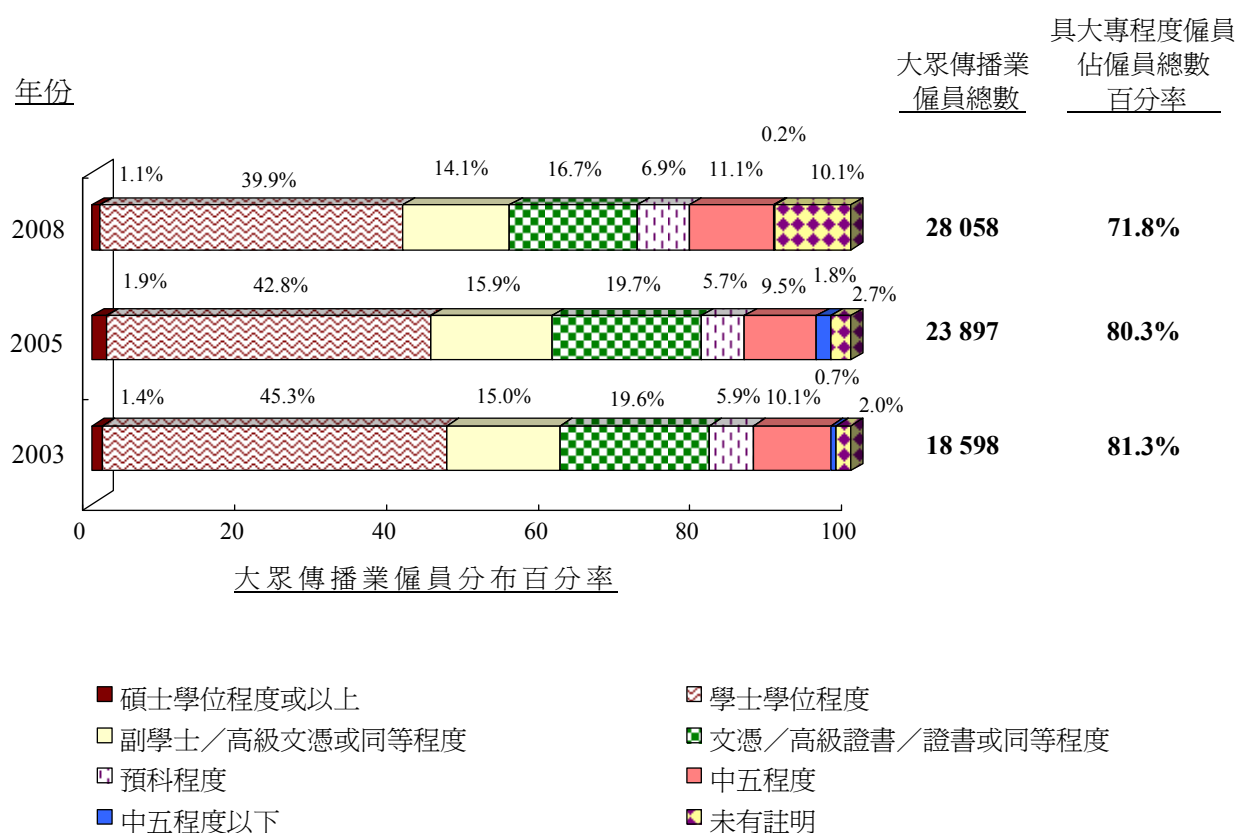
3.19 調查亦顯示（見 2.15 段表 2.12），經內部晉升而填補的新設或原有職位分布如下：經理級 77 個職位（佔該技能等級僱員 2.5%）；督導／主任級 202 個職位（3.4%）；編採／製作／執行人員級 146 個職位（0.8%）；輔助／技術人員級 23 個職位（1.3%）。根據本會觀察所得，大眾傳播業僱主頗樂意給予僱員適當的晉升機會，以挽留現有人才。本會鼓勵僱主給予僱員更多晉升機會，並加強僱員培訓，以利他們的事業發展和終身學習。

## 宜有教育程度

3.20 本會發現，僱主普遍認為業內僱員（71.8%）宜有大專程度學歷（如文憑／高級證書／證書或以上學歷）。例如：78.9% 及 4.6% 客戶服務總監分別需擁有學士學位及副學士／高級文憑程度（二〇〇五年調查結果：69.3%及 13.3%）。各門類及職稱的僱員宜有教育程度詳見附錄 6。

3.21 過去四年，僱主對僱員宜有教育程度的要求分別不大。二〇〇八年的調查顯示，僱主認為 41.0%僱員宜有學士學位或更高學歷，30.8%僱員宜有副學士／高級文憑／高級證書／文憑／證書學歷（二〇〇五年調查結果：44.7% 及 35.6%）。有關比例遠高於 15 歲及以上，且擁有大專學歷的勞動人口比率（20.8%達學士學位程度、9.9%達非學士學位程度）（資料來源：摘自《綜合住戶統計調查按季統計報告書》的人力統計數字 - 二〇〇八年一月至三月，香港政府統計處出版）。本會認為大眾傳播業屬知識密集型行業，需要聘用更多受過高深教育的人才。圖 15 比較過去四年僱主對僱員宜有教育程度的要求。

圖 15 大眾傳播業僱員宜有教育程度  
(二〇〇三年十二月至二〇〇八年二月)



### 宜有相關年資

3.22 至於僱員宜有相關年資，新聞業僱主一般認為編採／製作人員／執行人員級僱員宜有五年至七年以下相關年資，廣告與公共關係業僱主則認為，這些技能等級的僱員宜有二年至五年以下相關年資。例如：42.7%資深記者／記者職位要求僱員具五年至七年以下相關年資，21.5%要求僱員具二年至五年以下相關年資（二〇〇五年調查結果：53.2%及 33.2%）。附錄 7 按門類及職稱列出僱員宜有相關年資的詳細分析。

### 僱員薪酬分布

3.23 業內僱員薪酬自二〇〇五年十二月起一直穩定上揚。過去兩年業內僱員的薪酬分布比較見表 3.4。附錄 8 為按門類及職稱列出的僱員平均每月薪酬分布情況。

表 3.4 大眾傳播各行業僱員薪酬分布情況  
(二〇〇五年十二月至二〇〇八年二月)

年份	平均月入							
	\$8,000 或以下 (%)*	\$8,001 - \$12,000 (%)*	\$12,001 - \$20,000 (%)*	\$20,001 - \$30,000 (%)*	\$30,001 - \$50,000 (%)*	\$50,001 - \$80,000 (%)*	\$80,001 或以上 (%)*	未有註明 (%)*
<b>新聞業</b>								
2005 (7 603) #	20 (0.3)	996 (13.1)	2 791 (36.7)	1 119 (14.7)	571 (7.5)	272 (3.6)	105 (1.4)	1 729 (22.7)
2008 (7 797) #	8 (0.1)	470 (6.0)	2 994 (38.4)	1 087 (13.9)	854 (11.0)	149 (1.9)	29 (0.4)	2 206 (28.3)
<b>廣告與公共關係業</b>								
2005 (16 294) #	374 (2.3)	3 152 (19.3)	5 072 (31.1)	2 779 (17.1)	1 630 (10.0)	469 (2.9)	472 (2.9)	2 346 (14.4)
2008 (20 261) #	37 (0.2)	5 284 (26.1)	6 133 (30.3)	2 836 (14.0)	1 469 (7.3)	530 (2.6)	233 (1.1)	3 739 (18.4)

\* 佔該年大眾傳播各行業僱員人數的百分率

# 該年大眾傳播各行業僱員總人數

3.24 政府統計處較近期的《綜合住戶統計調查》數據顯示，於二〇〇八年首季，按貨幣計算整體平均每月就業入息（不包括外傭）加速增長，按年增幅 7.1%。本會觀察到於二〇〇五年十二月至二〇〇八年二月期間，業內幾乎所有技能等級均曾略有加薪。然而由於供求情況有異，新聞業以及廣告與公共關係業各門類各技能等級的平均月入幅度並不相同(第 2.20 及 2.21 段表 2.17 及 2.18)。受惠於蓬勃的金融市場，金融機構內負責提供廣告與公共關係服務的本業僱員繼續享有最大的薪酬升幅。

### **需要提升的技能和知識**

3.25 根據本會觀察，新聞及廣告公關兩行業大部分公司均表示，他們的大眾傳播業僱員需提升技能和知識，以回應各種轉變（包括香港轉型至知識型經濟，以及中國的「十一五」規劃）。本會認為，大眾傳播業能否在全球資訊型經濟中競爭和取得成功，取決於人力的質素和技能。因此培養技術與專業操守兼備的人才，對香港的長遠發展是不可或缺的。大眾傳播從業員有待加強的基礎技能／知識（按普及程度降序排列）比較見表 3.5。



表 3.5 各行業首選基礎技能／知識的比較  
(按普及程度降序排列)

排序	新聞業	廣告與公共關係業
1	普通話	普通話
2	編採技巧	英語會話
3	新傳媒科技在編採工作上的應用	多媒體的知識及應用
4	在中國內地的行業常規	創意性及文化的瞭解
	跨文化的知識	
5	進入中國市場的法律及規條限制	網站設計及支援技巧
	傳媒法規與操守	
6	市場管理	市場管理
	英文書寫能力	
	策略計劃管理	
	企業傳訊／公共關係／公共事務管理	
	危機管理	
	批判性思考技巧及跨學科知識	
7	在中國內地的政治制度、社會和經濟發展	英文書寫能力
	人力資源管理	
8	英語會話	在中國內地的行業常規

3.26 本會觀察到新聞及廣告公關兩行業同樣最重視普通話這項技能，亦觀察到首選八項基礎技能中包含多種管理技巧，反映出公司更重視發展管理技能，以增加在全球市場的競爭力。

### **業內僱員培訓**

3.27 調查顯示，業界僱主計劃於未來十二個月向 10 612 名僱員（以人次計）提供／資助參加技能和知識培訓（第 2.25 段表 2.22）。大量僱員有需要進修，肯定了本會的看法，即僱主認為大眾傳播培訓很重要，有助保持公司競爭力。本會認為僱主應給予更多培訓機會，協助僱員為事業發展及終身學習打好基礎。未來十二個月，大眾傳播各行業僱主計劃資助接受各技能／知識類別的培訓（按普及程度降序排列）的僱員人數（以人次計）見表 3.6。

表 3.6 大眾傳播各行業僱主計劃於未來十二個月  
資助僱員受訓的技能／知識類別  
(按普及程度降序排列)

技能／知識類別	整體		新聞業		廣告與公共關係業	
	排序	業界僱員 人數	排序	業界僱員 人數	排序	業界僱員 人數
管理技能	1	3 322	2	481	1	2 841
語文技能	2	1 974	4	390	2	1 584
創新媒體科技 (廣告與公共關係業)	3	1 453	8	106	3	1 347
業內專業技能 (廣告與公共關係業)	4	1 413	6	129	4	1 284
中國相關的知識	5	922	5	382	5	540
創新媒體科技 (新聞業)	6	779	1	568	6	211
業內專業技能 (新聞業)	7	551	3	398	7	153
其他(包括行銷／市場策略 規劃及電腦應用技巧)	8	198	7	113	8	85
<b>總數</b>	-	<b>10 612</b>	-	<b>2 567</b>	-	<b>8 045</b>

## 二〇〇九年二月的人力增長預測

3.28 僱主預測，新聞業職位總數（見 3.1 段表 3.1）將有輕微增長，由二〇〇八年二月的 7 915 個增加至二〇〇九年二月的 7 963 個（0.6%）；廣告與公共關係業將有溫和增長，由二〇〇八年二月的 21 001 個增加至二〇〇九年二月的 21 247 個（1.2%）。僱主預測業內的整體人力增幅為 1.0%（294 個）。最高的預測增幅為 1.5%（199 個），見於廣告與公共關係業的執行人員級，或意味著更多業內僱員將從事廣告設計工作，以應付市場需求。

## 二〇〇九年二月額外人力需求

3.29 根據僱主對二〇〇九年二月時的人力增長預測(見 2.22 段表 2.19)，以及每年流失率 3.0% 的估計，本會已推算出二〇〇九年二月時新聞及廣告公關兩行業(按門類及技能等級劃分)的額外人力需求，詳情見表 3.7 及表 3.8。

表 3.7 二〇〇九年二月新聞業的額外人力需求  
(按門類及技能等級劃分)

技能等級	二〇〇八年 二月的 大眾傳播業僱員 總數	僱主預測 二〇〇九年 二月的 人力增長	為填補流失* 空缺而須增聘 的僱員人數	預計二〇〇九年 二月的 額外人力需求
<b>新聞業</b>				
經理級	94	-	3	3
督導級	415	-	12	12
編採／製作人員級	2 393	44	72	116
輔助／技術人員級	862	7	26	33
<b>小計</b>	<b>3 764</b>	<b>51</b>	<b>113</b>	<b>164</b>
<b>雜誌業</b>				
經理級	166	-	5	5
督導級	152	-	5	5
編採／製作人員級	1 382	9	41	50
輔助／技術人員級	420	1	13	14
<b>小計</b>	<b>2 120</b>	<b>10</b>	<b>64</b>	<b>74</b>
<b>電台／電視台新聞部</b>				
經理級	38	-	1	1
督導級	283	-	8	8
編採／製作人員級	962	-12	29	17
輔助／技術人員級	381	-	11	11
<b>小計</b>	<b>1 664</b>	<b>-12</b>	<b>49</b>	<b>37</b>
<b>新聞通訊社</b>				
經理級	15	-	-	-
督導級	60	-1	2	1
編採／製作人員級	168	-	5	5
輔助／技術人員級	6	-	-	-
<b>小計</b>	<b>249</b>	<b>-1</b>	<b>7</b>	<b>6</b>
<b>總數</b>	<b>7 797</b>	<b>48</b>	<b>233</b>	<b>281</b>

\* 假定每年流失率為 3.0%

表 3.8 二〇〇九年二月廣告與公關業的額外人力需求  
(按門類及技能等級劃分)

技能等級	二〇〇八年 二月的 大眾傳播業 僱員總數	僱主預測 二〇〇九年 二月的人力增長	為填補流失* 空缺而須增聘 的僱員人數	預計 二〇〇九年 二月的額外 人力需求
<b>公共關係業</b>				
經理級	287	-1	9	8
主任級	486	11	15	26
執行人員級	923	13	28	41
<b>小計</b>	<b>1 696</b>	<b>23</b>	<b>52</b>	<b>75</b>
<b>傳媒機構內廣告／公共關係／市場部</b>				
經理級	439	-	13	13
主任級	747	-	22	22
執行人員級	1 072	-1	32	31
<b>小計</b>	<b>2 258</b>	<b>-1</b>	<b>67</b>	<b>66</b>
<b>廣告業機構</b>				
經理級	1 116	1	33	34
主任級	2 957	11	89	100
執行人員級	8 760	172	263	435
輔助／技術人員級	56	1	2	3
<b>小計</b>	<b>12 889</b>	<b>185</b>	<b>387</b>	<b>572</b>
<b>公司／機構內企業傳訊／公共關係／廣告／市場部</b>				
經理級	876	10	26	36
主任級	817	14	25	39
執行人員級	1 691	15	51	66
輔助／技術人員級	34	-	1	1
<b>小計</b>	<b>3 418</b>	<b>39</b>	<b>103</b>	<b>142</b>
<b>總數</b>	<b>20 261</b>	<b>246</b>	<b>609</b>	<b>855</b>

\* 假定每年流失率為 3.0%

- 註： (1) 「流失率」是指轉行以及其他原因離開本業者佔業內僱員總數的百分率  
(2) 因四捨五入關係，各項數字相加或與總計數字略有出入

## 二〇〇八至一二年的額外人力需求預測

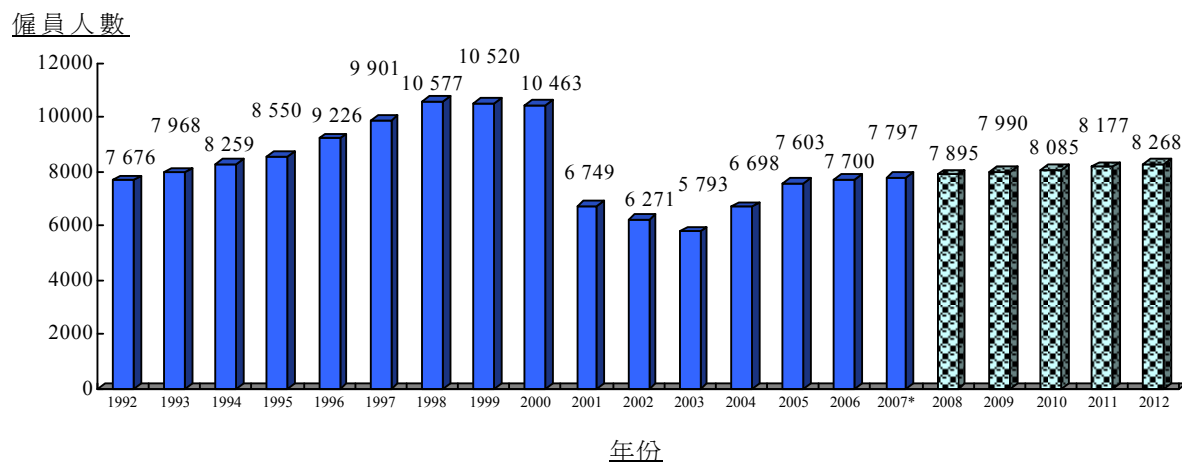
3.30 在推算大眾傳播業人力需求時，我們必須考慮勞工市場情況，以及社會和經濟的迅速轉變。評估未來人力需求的工作殊不容易，須先作若干假設，衡量各項經濟因素。預測大眾傳播業人力需求的基本假設如下：

- (i) 經濟活動和就業情況持續維持於較好水平；
- (ii) 科技不斷進步，生產方式、教育培訓服務及消費模式隨之改變；
- (iii) 本港並無發生戰亂或其他動盪，經濟增長情況不致大變。

3.31 大眾傳播業發展迅速，準確的人力預測方法有助業界未雨籌謀，確定人才培育計劃。由於教育及培訓業界人才需時經年，實有必要盡早預測行業需求，抓緊時間培養合適人才；否則，大眾傳播業如缺乏所需優秀人才，便可能會令本港經濟發展受到嚴重影響。

3.32 本會採用調節過濾法，根據過去及今次調查結果（對較近期的數據給予較大比重），推算新聞業二〇〇八至一二年間每年人力需求。本會經考慮行業前景及整體社會和經濟發展、僱主所作一年預測及僱員每年流失率等因素，選出最適當的推算數字，再由此計算出二〇〇八至一二年間的每年人力需求，詳情見圖 16。

圖 16 二〇〇八至一二年新聞業的人力預測  
(採用調節過濾方法推算)

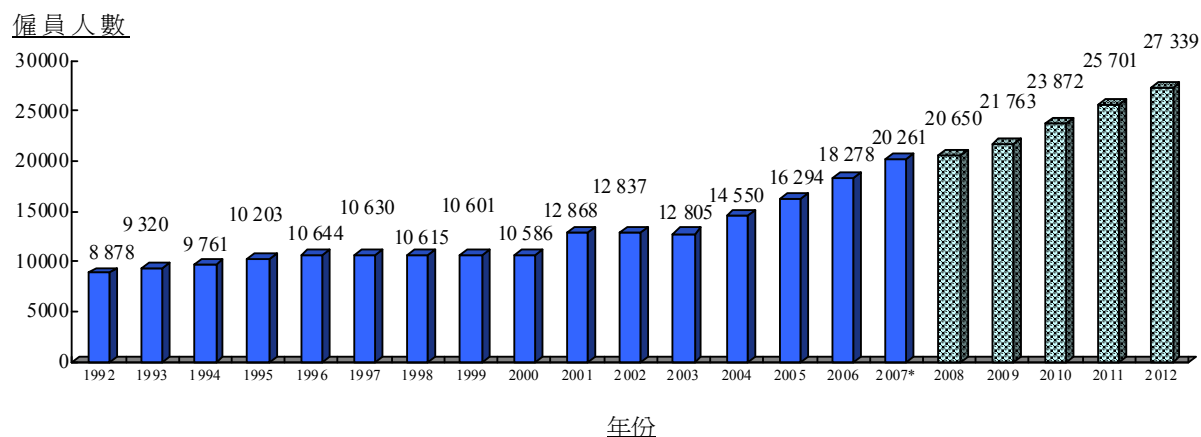


\* 二〇〇七年的數字為翌年一月及二月的真實調查數據

註：一九九三年、一九九五年、一九九七年、一九九九年、二〇〇一年、二〇〇三年及二〇〇五年的數字為當年十一及十二月的真實調查數據

3.33 此外，本會亦採用人力市場分析方法（LMA），預測廣告與公共關係業每年人力需求，方法是審視一組反映本港經濟、人口及人力市場轉變情況的主要統計數據／經濟指標，而這些數據或指標均由信譽可靠的獨立機構蒐集所得。之後，再採用「主要因素分析」的變數篩選方法，從多個經濟指標選取和決定變數／因子，從而建立和維持統計模型。廣告及公共關係業二〇〇八至一二年的預測（採用人力市場分析方法）見圖 17，詳情見附錄 13。

圖 17 二〇〇八至一二年廣告與公共關係業的人力預測  
(採用人力市場分析方法推算)



\* 二〇〇七年的數字為翌年一月及二月的真實調查數據

註：一九九三年、一九九五年、一九九七年、一九九九年、二〇〇一年、二〇〇三年及二〇〇五年的數字為當年十一及十二月的真實調查數據

3.34 本會相信，如香港經濟復甦周期持續，加上《內地與香港關於建立更緊密經貿關係的安排》(CEPA)及泛珠江三角洲合作帶動的內需，長遠來說大眾傳播業人力需求將會持續增長。表 3.9 以圖 16、17 的數據為基礎列出各行業於二〇〇八至一二年的每年額外人力需求。

表 3.9 二〇〇八至一二年各行業額外人力需求預測

行 業	每年平均 人力需求預測 (A)	每年平均 人力增長預測 (B)	為填補流失* 空缺而須增聘 的僱員人數 (C) = (A) x 0.03	每年額外 人力需求預測 (D) = (B) + (C)
新聞業	8 083	94	242	336
廣告與公共關係業	23 865	1 416	716	2 132
<b>總 數</b>	<b>31 948</b>	<b>1 510</b>	<b>958</b>	<b>2 468</b>

\* 假設每年的流失率為 3.0%

註： 因四捨五入關係，各項數字相加或與總計數字略有出入

### 預測二〇〇八至一二年每年額外人力需求分布情況 (按行業及宜有教育程度劃分)

3.35 本會根據 3.21 段和附錄 6 中顯示的大眾傳播業僱員宜有教育程度，預測二〇〇八至一二年的每年額外人力需求分布情況（按行業及宜有教育程度劃分），詳情見表 3.10。

表 3.10 預測二〇〇八至一二年每年額外人力需求分布情況  
(按行業及宜有教育程度劃分)

行 業 \ 教育程度	碩士 學位 或以上	學士 學位	高級 文憑/ 副學士	高級 證書/ 文憑/ 證書	預科	中五 畢業	中五 以下	總數
新聞業	4	149	53	62	26	41	1	336
廣告與公共關係業	25	946	335	396	164	262	4	2 132
<b>總 數 (%)*</b>	<b>29 (1.2)</b>	<b>1 095 (44.4)</b>	<b>388 (15.7)</b>	<b>458 (18.6)</b>	<b>190 (7.7)</b>	<b>303 (12.3)</b>	<b>5 (0.2)</b>	<b>2 468 (100.0)</b>

\* 大眾傳播業每年額外人力需求預測百分率

註： 未有註明宜有教育程度的僱員已按比例分配至各程度內

## 本地院校大眾傳播課程預計畢業生供應人數

3.36 根據大學教育資助委員會（UGC）院校、香港專業教育學院及其他專上學院提供的資料，表 3.11 及附錄 14、15 按教育程度，分類列出二〇〇八至一二年 UGC／政府資助及自負盈虧大眾傳播課程的預計畢業生人數。

表 3.11 二〇〇八至一二年 UGC／政府資助及自負盈虧  
大眾傳播課程的預計畢業生人數  
(按教育程度劃分)

年份 教育程度	二〇〇八年		二〇〇九年		二〇一〇年		二〇一一年		二〇一二年		預計平均 每年供應的 畢業生人數		
	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	GF	SF	總數
PgD	17	522	22	548	23	556	20	535	23	545	21	541	562
DEG	333	252	363	269	335	303	284	342	284	360	320	305	625
AD	-	101	-	90	-	86	-	50	-	54	-	76	76
HD	144	264	216	271	209	250	212	276	212	227	199	258	457
<b>全年總數</b>	<b>494</b>	<b>1 139</b>	<b>601</b>	<b>1 178</b>	<b>567</b>	<b>1 195</b>	<b>516</b>	<b>1 203</b>	<b>519</b>	<b>1 186</b>	<b>540</b>	<b>1 180</b>	<b>1 720</b>

DEG - 學士學位

AD - 副學士

GF - UGC／政府資助課程

PgD - 研究院學位／文憑／證書

HD - 高級文憑

SF - 自負盈虧課程



3.37 畢業生供應人數(包括入讀增修課程的從業員)與入職率有關;「入職率」指真正投身本業的大眾傳播課程畢業生的百分率。本會研究過圖 18 的全日制 UGC 院校畢業生就業調查後,認為於二〇〇八至一二年間,全日制學士畢業生的成功入職率不會低於 76.8%,而全日制副學位畢業生則不會低於 57.0%。根據有關數據,表 3.12 列出按教育程度預計大眾傳播課程畢業生(來自本地教育及培訓機構)的平均每年供應人數。

表 3.12 預計二〇〇八至一二年大眾傳播課程畢業生平均每年供應人數  
(按教育程度劃分)

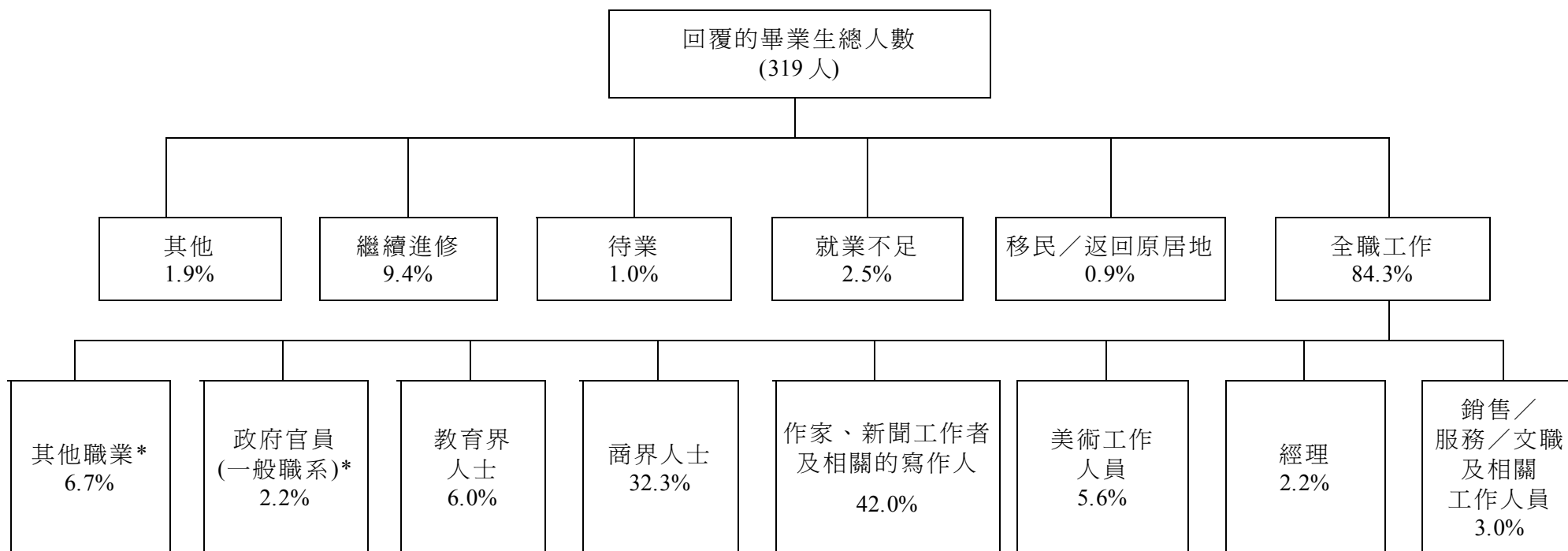
教育程度	預計平均每年的畢業生人數		平均* 成功入職率	預計平均每年供應量			
	GF	SF		GF	SF	總數	
研究學位/文憑/證書	21	541	0.60	13	325	338	819
學士學位	320	305	0.77	246	235	481	
副學士	-	76	0.57	-	43	43	303
高級文憑	199	258	0.57	113	147	260	
<b>總數</b>	<b>540</b>	<b>1 180</b>		<b>372</b>	<b>750</b>	<b>1 122</b>	

\* 根據二〇〇六/〇七年全日制 UGC 院校及香港專業教育學院畢業生就業調查

註： GF = UGC / 政府資助課程

SF = 自負盈虧課程

圖 18 全日制大眾傳播學士課程畢業生的初期就業情況



\* 與入職率無關的職業不在此列。因此計算出全日制學士課程畢業生的成功入職率為 76.8% (即 84.3% x 91.1%)

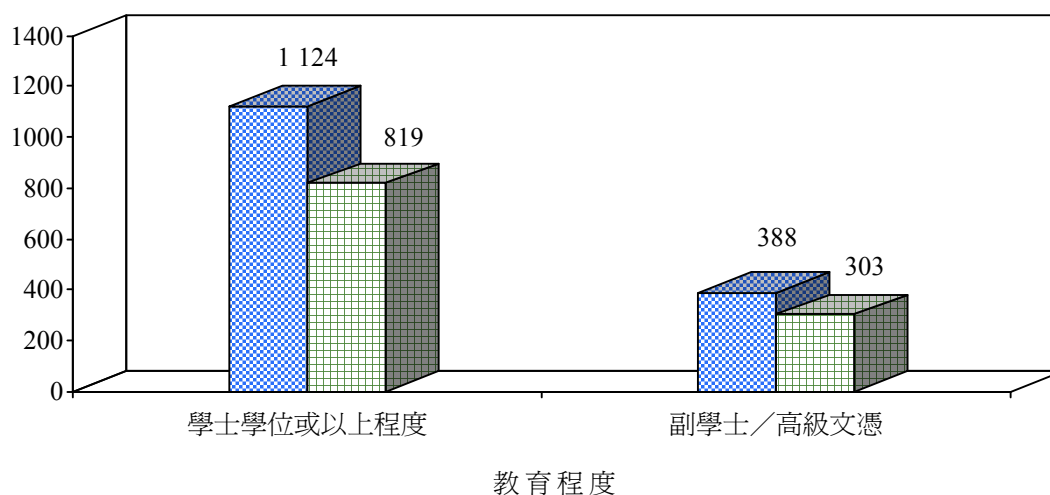
資料來源：二〇〇六／〇七年全日制 UGC 院校畢業生就業調查

## 人力供求分析

3.38 是項分析主要目的是根據僱員教育程度，評估大眾傳播業二〇〇八至一二年間每年的額外人力供求情況。詳情見圖 19。

圖 19 二〇〇八至一二年大眾傳播業每年額外人力供求情況  
(按教育程度劃分)

### 大眾傳播業人力



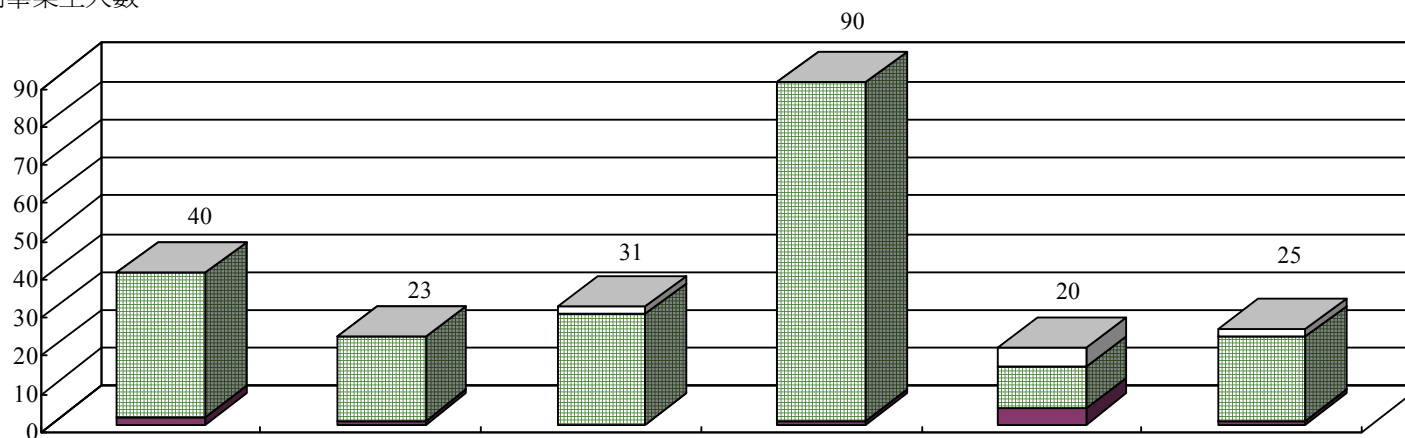
■ 每年額外人力需求    ■ 本地大眾傳播課程的每年畢業生入職人數

3.39 表 3.10、3.12 及圖 19 的資料顯示，本地學士或以上程度大眾傳播課程的畢業生每年平均只得 819 名，而業界預計每年需增聘 1 124 名同類學歷的僱員，故本地人力供應將不能滿足市場需求，而每年的 305 個額外空缺將由海外歸來的大眾傳播課程畢業生或曾受相關深入訓練的其他課程畢業生填補。圖 20 列出其他學科及教育程度畢業生受僱為作者、新聞工作者及相關寫作人的情況。

3.40 至於副學士／高級文憑及文憑／高級證書／證書程度的職位，預計每年有 85 個額外副學士／高級文憑程度人力空缺，以及每年有 458 個額外文憑／高級證書／證書程度人力空缺，一般可由其他學科畢業生填補。很多本地其他學科畢業生均願意修讀本地院校開辦的相關課程，然後加入大眾傳播行列。

圖 20 非大眾傳播學科畢業生受僱為作者、新聞工作者及相關寫作人的情況

全日制畢業生人數



教育程度 \ 學科	社會科學	商業與管理	人文學	語文及相關課程	藝術與設計/教育	其他*	總數
	研究院學位 □	-	-	2	-	5	2
學士學位 ■	38	22	29	89	11	22	211
副學位程度 ■	2	1	-	1	4	1	9
<b>總數</b>	<b>40</b>	<b>23</b>	<b>31</b>	<b>90</b>	<b>20</b>	<b>25</b>	<b>229</b>

\* 其他包括醫學、生物科學、物理科學、數學、工程與科技、建築及城市規劃等學科

資料來源：二〇〇六/〇七年全日制 UGC 院校畢業生就業調查

3.41 本業每年需招聘 498 人負責各項大眾傳播工作，這方面的需求可由中七或以下畢業生填補。但他們大多需要接受合適的相關技術訓練才能勝任工作要求。教育及培訓機構與僱主可為他們提供基本技能訓練。

## 業務展望

### 就業走勢

3.42 大眾傳播業在二〇〇〇年代經歷了穩定增長，僱員人數自二〇〇一年的 19 617 人增至二〇〇八年的 28 058 人，年均複合增長率達 6.2%，詳情載於表 3.13。

表 3.13 二〇〇一年十二月至二〇〇八年二月  
大眾傳播業僱員人數變化  
(按行業劃分)

	受僱人數				年均複合增長率		
	二〇〇一年 十二月	二〇〇三年 十二月	二〇〇五年 十二月	二〇〇八年 二月	二〇〇一年 至〇三年 (%)	二〇〇三年 至〇八年 (%)	二〇〇一年 至〇八年 (%)
大眾傳播業僱員	19 617	18 598	23 897	28 058	-2.7	10.8	6.2
包括：							
新聞業	6 749	5 793	7 603	7 797	-7.9	7.7	2.4
廣告與公共關係業	12 868	12 805	16 294	20 261	-0.2	12.2	7.9

註：因四捨五入關係，各項數字相加或與總計數字略有出入

3.43 全球經濟於二〇〇一至〇二年下滑，本港二〇〇三年爆發「沙士」疫症，但對大眾傳播業人力影響不大，僱員人數由二〇〇一年的 19 617 人微跌至二〇〇三年的 18 598 人，跌幅為 2.7%。

3.44 本港的經濟於二〇〇四至〇八年間均有高於趨勢的增長，本地生產總值增幅強勁（與一年前同季比較的實質增減率），二〇〇四年為 8.5%、二〇〇五年為 7.1%、二〇〇六年為 7.0%、二〇〇七年為 6.4%，二〇〇八年第一季則為 7.1%。受惠於強勁的境內旅遊業、蓬勃的金融市場活動和離岸貿易繼續上揚，失業率亦逐年下降，從二〇〇四年的 6.8%，降至二〇〇五年的 5.6%、二〇〇六年的 4.8%、二〇〇七年的 4.0%，以至二〇〇八年第一季的 3.4%（資料來源：政府統計處）。有見及此，更多大眾傳播業公司將願意僱用業內僱員填補現有及新增空缺，冀能於全球互聯的世界中加強本身的長遠競爭力。

## 新聞業

3.45 本港正發展為資訊主導型社會，本地傳媒的職能變得更重要。報章一直是為公眾報導世界大事發展及深入分析時事的主要媒介。其他資訊來源有電視、電台、線上媒體等。此外，還有林林種種的雜誌，涉及題材廣泛，包括專門項目、一般興趣與消閒等。本會認為更多廣告客戶將會採用雜誌作為推廣產品銷售的工具，導致更多出版商及報業機構考慮擴展雜誌業務。在這方面，乘着公眾對書本／雜誌和輔助產品創新設計的要求日增，對編輯人才的需求勢將上升。

3.46 二〇〇九年底推出的新聲音廣播服務，將惠及本地傳媒和整體經濟。新服務將向電台市場引進更多競爭，擴大綜合傳媒內容，促進新廣播技術的研究和發展，並創造就業機會。本會相信，向高要求的讀者及觀眾／聽眾提供新聞及娛樂甚富挑戰性，新聞業一直尋求這方面的幹練人才。

3.47 香港的地理位置獨特，與全球互相連繫，稅制簡單而稅率低，是重要的國際金融市場和地區商業樞紐，特別亦是通往中國的大門，資訊能自由流通，加上本地的新聞和言論自由，都是新聞報導的重要基礎，有關優勢將吸引更多外國傳媒機構在本地設立辦事處。

3.48 新聞從業員肩負社會及專業責任，故本會相信機構會採取措施建立公眾信心（包括提供訓練和重視專業操守），培養從業員的國際視野和適應能力，以配合萬變的傳媒環境。以數碼電視為例，自二〇〇七年底推出以來，即為新聞廣播帶來新發展，為公眾提供全新的數碼及多媒體內容，以及嶄新的影音體驗。

3.49 本會認為可能影響新聞業未來幾年增長率的因素包括業內機構整合、引進新科技、採用更多本業以外服務，以及來自其他媒體平台的競爭（例如採用網絡 2.0 和統一通訊模式的社交網站等）。

### 廣告與公共關係業

3.50 全球經濟一體化，知識型經濟時代已經降臨，《內地與香港關於建立更緊密經貿關係的安排》(CEPA)進一步開放服務業市場，以及內地迅速的經濟發展，為廣告和公共關係業提供龐大的發展機會。一項業內調查顯示，二〇〇八年的整體展望教人鼓舞，廣告客戶投放更多經費於本地廣告中，遍及不同媒體／頻道（如報章、雜誌、電視、戶外宣傳和互聯網）。為建構品牌和增加銷售業績，二〇〇八年的本地廣告開支較二〇〇七年平均多出 140 萬港元。本會相信，經濟增長將引進更多產品和服務，並增加對市場推廣和公關宣傳的需要，為接觸目標客戶而有的媒體宣傳數量和種類應運而生，從而創造新職位。

3.51 目前授權廣東省批准外資廣告服務的試行計劃，將為香港的廣告服務機構提供國內的新商機，進一步增加香港對海外投資者的吸引力。本會認為更多國際廣告與公關公司，將以外國獨資企業的模式進入中國市場，並加強與本地廣告與公關公司的合作。廣告與公共關係業具有充分優勢，既協助內地公司打入海外市場，也能助海外公司進入內地市場。此外，本地的廣告與公關公司將加速整合業務資源，並加強公司之間的合作，善用為香港打開大門的 CEPA、中國主辦的二〇〇八年北京奧運、二〇〇九年香港東亞運動會、二〇一〇年廣州亞運會，以及二〇一〇年上海世界博覽會等機會，開拓更蓬勃的業務。本會相信，有關盛事將刺激本地的專業公關服務和廣告市場，同時亦建議本地的大眾傳播從業員應學習中國相關的技能與知識（如語言，跨文化的知識及內地的行業常規等），確保他們在內地的項目和投資管理得宜。

3.52 本會亦觀察到，資訊科技和數碼平台將促進電子推廣業務發展（例如電郵、短訊及網上廣告），為廣告與公共關係業帶來商機，協助他們向客戶提供更多產品與服務。這將增加對大眾傳播業人力的需求。鑑於持續專業發展和終身學習的需求明顯，本會將致力擴展及提升轄下培訓工作的效益，協助香港躋身國際金融中心之列，以及提升整體競爭力。



## 第四章

### 建議

#### 每年額外培訓需求

4.1 根據僱主所預測的人力增長、預計的僱員流失率（見 3.34 段表 3.9）、近期大眾傳播業發展趨勢和業界人士的經驗，本會預期由二〇〇八至一二年各技能等級的每年額外培訓需求如下：

技能等級	預計每年額外培訓需求 (%)*	
<b>新聞業</b>		
經理級	11	(3.2)
督導級	31	(9.3)
編採／製作人員級	225	(66.9)
輔助／技術人員級	69	(20.6)
<b>小計</b>	<b>336</b>	<b>(100.0)</b>
<b>廣告與公共關係業</b>		
經理級	226	(10.6)
主任級	467	(21.9)
執行人員級	1 428	(67.0)
輔助／技術人員級	11	(0.5)
<b>小計</b>	<b>2 132</b>	<b>(100.0)</b>
<b>總數</b>	<b>2 468</b>	

\* 「每年額外培訓需求」乃根據該行業不同技能等級二〇〇九年二月額外僱員需求百分率分布計算

註： 因四捨五入關係，各項數字相加或與總計數字略有出入

## **配合 CEPA 落實、知識型經濟及全球經濟一體化的技能種類**

4.2 全球經濟一體化，知識型經濟的來臨，CEPA 的落實和內地迅速的經濟發展，為大眾傳播業帶來龐大的發展空間。如今大眾傳播業僱員的角色正在轉變，僱員需要學習語文技能（如普通話及英語）、多媒體的知識及應用、創意思維及文化觸覺、市場管理，以及網站設計及支援技巧，有關的培訓需求將大幅增加（見 2.24 段表 2.21）。

4.3 經濟結構轉型為大眾傳播業造就眾多機遇，並為從業員帶來不少未來發展的空間。本會預期更多從業員將獲派遣／受僱於本港以外地區，特別是中國內地工作，但仍會由本地公司支薪（見 2.13 段表 2.10）。為迎接未來的機遇及挑戰，包括本港經濟與內地進一步融合等，本會建議從業員應把握機會，接受更多培訓，掌握有關大眾傳播業管理，以及中國內地的行業常規／發展的經驗，為日後的事業發展鋪路。

### **本地教育及培訓機構**

4.4 以本會觀察，新聞系畢業生應接受深入的培訓，具備專門的大眾傳播技能（並非通用技能），方有助建立專業地位。業內僱員經年累月獲得的工作經驗，可以傳授予新晉。本會建議本地教育及培訓機構，應提供大眾傳播業相關的學位及副學位課程（包括多媒體技能，以及跨境與跨國媒體知識的培訓），以配合行業需要（根據 3.21 段圖 15 顯示，71.8%大眾傳播業僱員宜有文憑或以上學歷）。同時亦建議僱主聘用有關院校的大眾傳播學科畢業生，並透過提供內部培訓和外間課程提高他們的技能，加強公司的競爭力（見 2.25 段表 2.22）。

### **外間培訓課程**

4.5 本會一直與教育院校及專業團體合作，為大眾傳播業僱員開辦實用短期課程和研討會，協助在職人士提升相關工作技能，增加競爭力。本會相信，在加強僱員技術能力方面，開辦外間培訓課程是靈活而具成本效益的做法。這類在職培訓課程／研討會應繼續舉辦，尤其是與先進科技應用及業內運作典範有關的培訓。

## **跨境行業考察**

4.6 面對未來的機遇與挑戰，包括本港與內地經濟進一步融合，本會建議本港與內地業界人士定期舉辦跨境考察活動，交流業內知識和經驗。範圍包括現有的管理技能（包括市場推廣、製作、策略計劃，以及企業傳訊／公共關係／公共事務），以及中國相關的知識（如在中國內地的行業常規、進入中國市場的法律和規條限制、跨文化的知識、以及在中國內地的政治制度、社會和經濟發展等），有關需求將會增加。本地的教育及培訓機構應為從業員提供相關技能的短期課程／研討會或夜間課程（可採用課堂或網上授課），協助他們達成終身學習的目標。

## **與外地專家合作**

4.7 為提高訓練質素，滿足業界的培訓需求，本會將與不同國家／地區（包括內地）的業界專家／教育院校／專業學會合作，結合兩者資源，透過職訓局的外間培訓課程或研討會，為大眾傳播從業員提供進階訓練。

## **學生實習培訓計劃**

4.8 實習培訓有助學生汲取相關工作經驗，在大眾傳播學科的課程中一直需求甚殷。為解決僱主在招聘僱員時遇到的主要困難，特別是應徵者缺乏相關經驗與技能／專業知識（見 2.17 段表 2.14）這點，本會建議應向就讀有關學科的學生提供更多實習培訓計劃。本會相信，憑藉大專院校／香港專業教育學院與專業團體／行業組織間的緊密聯繫，安排實習培訓計劃可為學生帶來寶貴的學習機會，在實際的大眾傳播／商業環境中加強他們的技能，同時提升他們在就業市場上的受聘機會。本會建議僱主、專業團體／行業組織和政府全力支持這項計劃。

## **人力調查**

4.9 大眾傳播業發展迅速，採用的科技、產品及服務發展日新月異，本會認為目前蒐集電台／電視台新聞部的人力資料的做法，可以延伸至涵蓋其他大眾傳播業相關的部門，增加新聞業的代表性，以便涵蓋業內的主要門類，以及所需求的職務。

4.10 隨著更多公司派遣／招聘僱員從事與網上／新媒體相關的工作，本會建議在可行情況下，應在未來的調查中蒐集有關網上／新媒體發展對本港的業務及人力需求影響的資料。

4.11 由於有更多從業員可能以自僱或自由工作者的身分任職大眾傳播行業，本會建議未來的人力調查應蒐集自僱人士或自由工作者的相關資料。

## **Membership List**

### **Mass Communications Training Board** **(As in August 2008)**

Chairlady:

Ms CHAN Suk-mei, May, BBS, JP (Ad Personam)

Members:

Mr Winston CHAN (Nominated by the Hong Kong News Executives' Association)

Mr CHAN Yee-hon, Joseph (Nominated by a Local Tertiary Institution)

Dr CHEUNG Kwai-yeung (Representing the Director of Broadcasting)

Mr FUNG Tak-hung, William (Nominated by a Pay TV Station)

Mr HO Chun-hung, Keith (Nominated by The Association of Accredited Advertising Agents of Hong Kong)

Ms HO Ming-wai, Celine (Nominated by The Hong Kong Advertisers Association)

Mr IP Wai-kwok, William (Nominated by the Hong Kong Public Relations Professionals' Association)

Mr KAM Woon-ting, Keith (Nominated by The Newspaper Society of Hong Kong)

Mr KWAN Wai, Peter (Nominated by a Television Broadcasting Company)

Ms KWOK Yim-ming, Alice (Nominated by a Radio Broadcasting Company)

Mr LAI Ting-yiu (Nominated by a Local Magazine Organization)

Mr LAU Tin-chi (Ad Personam)

Prof LEE LAI Chun-hing, Annisa	(Nominated by a Local Tertiary Institution)
Dr LEE Yuet-lin, Alice	(Nominated by a Local Tertiary Institution)
Mr LO Kok-lun, Alan	(Nominated by a Local Newspaper)
Mr LUI Hong, Peace	(Representing the Executive Director of the Vocational Training Council)
Mr MAN Cheuk-fei	(Nominated by the Hong Kong Federation of Journalists)
Mr TAM Wai-chi, Marco	(Nominated by the Public Relations Association of Hong Kong)
Mr TSE Cheung-hing	(Representing the Director of Information Services)
Dr WONG Chung-ming, Peter	(Nominated by a Local Tertiary Institution)
Mr YIM Wai-kwong, Daniel	(Nominated by the Hong Kong Independent Advertising Agencies Association)

In Attendance:

Ms AU Shuk-ling, Michelle	(Nominated by the Hong Kong Journalists Association)
Ms HO Yuk-ha, Ida	(Vocational Training Council)
Mr TSANG Chiu-hok, Victor	(Hong Kong Institute of Vocational Education)

Secretary:

Mr SUEN Gar-yun, Garry	(Vocational Training Council)
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**Membership List**  
**Working Party on 2008 Manpower Survey**  
**of the Mass Communication Industry**  
**(As in August 2008)**

Convener:

Dr LEE Yuet-lin, Alice (Nominated by a Local Tertiary Institution)

Vice Convener:

Prof LEE LAI Chun-hing, Annisa (Nominated by a Local Tertiary Institution)

Members:

Ms AU Shuk-ling, Michelle (Nominated by the Hong Kong Journalists Association)

Mr CHAN Yee-hon, Joseph (Nominated by a Local Tertiary Institution)

Mr CHOI Peter, Kevin (Hong Kong Institute of Vocational Education)

Mr FUNG Tak-hung, William (Nominated by a Pay TV Station)

Mr HO Chun-hung, Keith (Nominated by The Association of Accredited Advertising Agents of Hong Kong)

Mr IP Wai-kwok, William (Nominated by the HK Public Relations Professionals' Association)

Mr KAM Woon-ting, Keith (Nominated by The Newspaper Society of Hong Kong)

Mr LAI Ting-yiu (Nominated by a Local Magazine Organization)

Mr LO Kok-lun, Alan (Nominated by a Local Newspaper)

Mr LUI Hong, Peace (Representing the Executive Director of the Vocational Training Council)

Mr TAM Wai-chi, Marco (Nominated by the Public Relations Association of Hong Kong)

Mr TSE Cheung-hing (Representing the Director of Information Services)

In Attendance:

Ms HO Yuk-ha, Ida

(Vocational Training Council)

Mr LAM Wai-lim, William

(Census and Statistics Department)

Secretary:

Mr SUEN Gar-yun, Garry

(Vocational Training Council)



大眾傳播業訓練委員會  
委員名單  
(二〇〇八年八月)

主席：

陳淑薇女士, BBS, JP (獨立人士)

委員：

陳衛中先生 (香港新聞行政人員協會提名)  
陳以衍先生 (某本地大專院校提名)  
張圭陽博士 (廣播處處長代表)  
馮德雄先生 (某收費電視台提名)  
何振鴻先生 (香港廣告商會提名)  
何明惠女士 (香港廣告客戶協會提名)  
葉衛國先生 (香港公共關係專業人員協會提名)  
甘煥騰先生 (香港報業公會提名)  
關偉先生 (某間電視廣播公司提名)  
郭艷明女士 (某間商業電台提名)  
黎廷瑤先生 (某本地雜誌機構提名)  
劉天賜先生 (獨立人士)  
李賴俊卿教授 (某本地大專院校提名)  
李月蓮博士 (某本地大專院校提名)  
盧覺麟先生 (某本地報社提名)  
呂康先生 (職業訓練局執行幹事代表)  
文灼非先生 (香港新聞工作者聯會提名)  
譚煒志先生 (香港公共關係學會提名)  
謝祥興先生 (政府新聞處處長代表)  
黃仲鳴博士 (某本地大專院校提名)  
嚴偉光先生 (香港人廣告協會提名)

列席者：

區淑玲女士

(香港記者協會提名)

何玉霞女士

(職業訓練局)

曾昭學先生

(香港專業教育學院)

秘書：

孫嘉恩先生

(職業訓練局)

大眾傳播業二〇〇八年  
人力調查工作小組

委員名單  
(二〇〇八年八月)

召集人：

李月蓮博士 (某本地大專院校提名)

副召集人：

李賴俊卿教授 (某本地大專院校提名)

委員：

區淑玲女士 (香港記者協會提名)  
陳以衍先生 (某本地大專院校提名)  
蔡紹勇先生 (香港專業教育學院提名)  
馮德雄先生 (某收費電視台提名)  
何振鴻先生 (香港廣告商會提名)  
葉衛國先生 (香港公共關係專業人員協會提名)  
甘煥騰先生 (香港報業公會提名)  
黎廷瑤先生 (某本地雜誌機構提名)  
盧覺麟先生 (某本地報社提名)  
呂康先生 (職業訓練局執行幹事代表)  
譚煒志先生 (香港公共關係學會提名)  
謝祥興先生 (政府新聞處處長代表)

列席者：

何玉霞女士 (職業訓練局)  
林瑋廉先生 (政府統計處)

秘書：

孫嘉恩先生 (職業訓練局)

## **Terms of Reference**

### **Mass Communications Training Board**

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

## 大眾傳播業訓練委員會

### 職權範圍

1. 確定業內的人力需求，包括收集、分析相關的人力和學生／學員統計數字，以及關於社會經濟、科技及人力市場發展的資料。
2. 評估及研究本業的人力供求是否平衡。
3. 就發展業內專業教育及訓練設施應付人力需求，向職業訓練局提供意見。
4. 就相關學科的課程發展方向及策略，向香港專業教育學院(IVE)、訓練及發展中心提出建議。
5. 就 IVE、訓練及發展中心的課程策劃、課程發展及質素保證制度提供意見。
6. 擬訂本業主要職務的工作範圍，界定所需的技能、知識及訓練。
7. 建議本業主要職務訓練方案，訂定每種技能所需的訓練期。
8. 對技術評估、技能測驗及證書頒發制度提供意見，以確定從業員、學徒及見習員的技能水平。
9. 就本業主要行業舉辦技能比賽提供意見，以推廣專業教育與訓練和派員參加國際賽事。
10. 就本業專業教育及訓練的發展與推廣事宜，與僱主、僱主聯會、工會、專業團體、訓練及教育機構、政府部門等聯絡。
11. 為本業舉辦有關專業教育及訓練的研討會與會議。
12. 就業內訓練委員會工作、有關職訓局專業教育及訓練課程的宣傳事宜提供意見。
13. 每年向局方呈交訓練委員會工作報告，以及相關學科課程發展策略建議。
14. 根據《職業訓練局條例》第 7 條，負責局方所委派的其他工作。

Headquarters Division 2 總辦事處二科

16F VTC Tower, 27 Wood Road, Wan Chai, Hong Kong 香港灣仔活道27號職業訓練局大樓16樓

www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號 MC/4/2 (2008)

Your Reference 來函檔號

21<sup>st</sup> December 2007

Dear Sir/Madam,

2008 Manpower Survey of the  
Mass Communication Industry

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

With the assistance of the Census and Statistics Department, the Training Board will conduct the manpower survey of the mass communication industry from 4<sup>th</sup> January 2008 to 4<sup>th</sup> February 2008. The purpose of this survey is to obtain accurate data concerning the present and future manpower situation and training information so as to enable the Training Board to formulate appropriate training plans to meet the needs of the industry. The survey findings will serve as reliable guidelines for employers' manpower planning and also advise on the training strategies of the companies. Your co-operation in supplying the information will be very much appreciated.

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

- (a) Questionnaire – Parts I and II (Appendix A);
- (b) Explanatory notes (Appendix B); and
- (c) Descriptions of principal jobs in the mass communication industry (Appendix C).

Please note that for Questions (4) and (5) of the Part II on the “employees’ skills/knowledge need to enhance” and the “manpower training and development plan”, you may wish to seek confirmation/advice from your relevant departments or personnel.

During the survey period, an officer of the Census and Statistics Department will call at your office to see you or your authorized representative. The interviewing officer will answer any questions you may have and collect the completed questionnaire for data processing.

You may wish to download the previous version of the Manpower Survey Report on the Mass Communication Industry from the VTC website at <http://mctb.vtc.edu.hk>. The 2008 Manpower Survey Report will also be uploaded when it is ready.

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

Should you have any questions regarding the survey, please contact the Manpower Statistics Section of the Census and Statistics Department by telephoning 2116 8505.

Yours faithfully,



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

CSMM/GS/ec



各位僱主：

大眾傳播業  
二〇〇八年人力調查

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

本會得政府統計處協助，將於二〇〇八年一月四日至二〇〇八年二月四日期間，進行大眾傳播業人力調查。是次調查旨在搜集現時及未來人力的準確數據及訓練資料，以便制定適當的訓練計劃，切合行業的需求。調查結果將會為僱主的人力規劃提供可靠指引，及向公司建議可行的訓練策略。為此，懇請貴公司惠予協助，提供資料。

……

現附上以下文件，以供參閱及填寫：

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

調查表第二部份第(4)、(5)題，填覆有關「僱員需加強的技能／知識」及「人力培訓及發展計劃」問題時，或需徵詢公司內有關部門或負責人的意見，核實所填寫的資料。

調查期間，政府統計處會派員造訪貴公司，與閣下或閣下的授權代表會晤，解答問題，並收回填妥的調查表作數據處理之用。

上一期出版的大眾傳播業人力調查報告已經上載於職業訓練局網頁（網址：<http://mctb.vtc.edu.hk>）；而二〇〇八年人力調查報告完成後，亦會上載於上述網址，歡迎下載。

是次調查所得資料絕對保密，只以摘要統計數字發表，並不會提及個別公司。如對是次調查有任何疑問，請致電 2116 8505 與政府統計處人力統計組聯絡。

陳淑薇 敬啟  
大眾傳播業訓練委員會主席  
陳淑薇

二〇〇七年十二月二十一日





PART I 第一部份

(A) Job 工作		(B) Monthly Income 每月 收入		(C) No. of Employees at Date of Survey 現有僱員 人數	(D) No. of Vacancies at Date of Survey 現有 空缺額	(E) Forecast of No. Employed 12 Months from Now 估計十二個 月後的僱員 人數	(F) Preferred Education of Employees 僱員宜有 的教育 程度	(G) Preferred Years of Relevant Experience 僱員宜有 的相關 年資	Enter in column (B) employee's monthly income range code as follows: 請將僱員每月收入幅度按下列編號 填入 (B) 欄內:  Code 編號 Monthly Income Range 每月收入幅度  1 \$8,000 or below 或以下 2 \$8,001 - \$12,000 3 \$12,001 - \$20,000 4 \$20,001 - \$30,000 5 \$30,001 - \$50,000 6 \$50,001 - \$80,000 7 \$80,001 or above 或以上
Title 職稱	Rec. Type	Job Code 職務編號	Code 編號				Code 編號	Code 編號	
(See Appendix C) (參閱附錄C)		8-10	11	12-15	16-18	19-22	23	24	
1.	2								
2.	2								
3.	2								Enter in column (F) the preferred education which an employee should have according to the following code 請將僱員宜有的教育程度按下列 編號填入 (F) 欄內:  Code 編號 Preferred Education 宜有的教育程度  1 Master Degree or above 碩士學位或以上 2 Bachelor Degree 學士學位 3 Associate Degree/ Higher Diploma or equivalent 副學士學位/高級文憑或 同等學歷 4 Diploma/Higher Certificate Certificate or equivalent 文憑/高級證書/證書或 同等學歷 5 Matriculation 大學預科 6 Secondary 5 中五 7 Below Secondary 5 中五以下
4.	2								
5.	2								
6.	2								
7.	2								
8.	2								
9.	2								
10.	2								
11.	2								
12.	2								
13.	2								
14.	2								
15.	2								Enter in column (G) the preferred experience which an employee should have according to the following code 請將僱員宜有的年資按下列編號 填入 (G) 欄內:  Preferred Years of Relevant Experience 宜有的相關年資  Code 編號 1 15 years or over 十五年或以上 2 10 years to less than 15 years 十年至十五年以下 3 7 years to less than 10 years 七年至十年以下 4 5 years to less than 7 years 五年至七年以下 5 2 years to less than 5 years 二年至五年以下 6 Less than 2 years 兩年以下 7 No experience required 無需經驗
16.	2								
17.	2								
18.	2								
19.	2								
20.	2								
21.	2								
22.	2								
23.	2								
24.	2								
25.	2								
26.	2								
27.	2								
28.	2								
29.	2								
30.	2								

**THE 2008 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY**

大眾傳播業二〇〇八年人力調查

**PART II 第二部份**

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此欄毋須填寫

Est. No. \_\_\_\_\_

Er. No. \_\_\_\_\_

**Number of Employees Leaving/Recruited/Promoted in the Industry**

離職／新聘／晉升的本業僱員人數

(1) Number of employees in the industry leaving your company and the number recruited or promoted in respect of new or existing posts during the past 12 months:

過去十二個月內離職的本業僱員人數，及新聘或晉升以填補增設職位或現有空缺的本業僱員人數：

<u>Job Level</u> <sup>(1)</sup> 職級 <sup>(1)</sup>	<u>Leaving</u> 離職	<u>Sources of Recruitment</u> 新聘僱員的來源		<u>Promotion</u> 晉升
	Number of Employees Leaving the Company 離職的僱員人數	Number of Experienced Employees Recruited in this Industry 具本業經驗的新聘僱員人數	Number of Non-experienced Employees (including Fresh Graduates) Recruited in this Industry 無本業經驗的新聘僱員 (包括應屆畢業生) 人數	Number of Internal Promotion 內部晉升人數
(a) Managerial 經理級	8	11	14	17
(b) Supervisory 督導／主任級	19	22	25	28
(c) Editorial/Production/ Executional 編採／製作／ 執行人員級	30	33	36	39
(d) Supporting/Technical 輔助／技術人員級	41	44	47	50
<u>Others (Please Specify)</u> 其他 (請註明)				
(e) _____	52	55	58	61
	63	64	65	66
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Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.  
新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

Major Difficulties Encountered in Recruitment

主要招聘困難

- (2) (a) Have your company recruited/tried to recruit any employees in the industry in the past 12 months?  
過去十二個月，貴公司是否有招聘／嘗試招聘本業僱員？

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Yes 有  
Please go to Q(2)(b) 請答第(2)(b)題

No 沒有  
Please go to Q(3) 請答第(3)題

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- (b) Did your company encounter any difficulties in recruitment of employees in the industry?  
在招聘本業僱員過程中，貴公司是否有遇上困難？

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Yes 有  
Please go to Q(2)(c) 請答第(2)(c)題

No 沒有  
Please go to Q(3) 請答第(3)題

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- (c) Please choose the difficulties encountered.  
(Your may tick up to three options for each job level.)  
請選擇所遇到的困難。(每職級可選最多三項。)

	<u>Job Level</u> <sup>(1)</sup>			
	<u>Managerial</u> 經理級	<u>Supervisory</u> 督導／主任級	<u>Editorial/ Production/ Executional</u> 編採／製作／ 執行人員級	<u>Supporting/ Technical</u> 輔助／技術 人員級
(i) Candidates lacked the relevant skills/expertise 應徵者並無相關技能／知識	<input type="checkbox"/> 74	<input type="checkbox"/> 75	<input type="checkbox"/> 76	<input type="checkbox"/> 77
(ii) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/> 78	<input type="checkbox"/> 79	<input type="checkbox"/> 80	<input type="checkbox"/> 81
(iii) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/> 82	<input type="checkbox"/> 83	<input type="checkbox"/> 84	<input type="checkbox"/> 85
(iv) Candidates lacked the relevant management/supervisory skills 應徵者缺乏相關管理／督導技能	<input type="checkbox"/> 86	<input type="checkbox"/> 87	<input type="checkbox"/> 88	<input type="checkbox"/> 89

	<u>Job Level</u> <sup>(1)</sup>			
	職 級 <sup>(1)</sup>			
	<u>Managerial</u> 經理級	<u>Supervisory</u> 督導／ 主任級	<u>Editorial/ Production/ Executorial</u> 編採／製作／ 執行人員級	<u>Supporting/ Technical</u> 輔助／技術 人員級
(v) Candidates' language skills (including Putonghua) were not up to the standard 應徵者語文能力（包括普通話） 不夠水平	<input type="text"/> 90	<input type="text"/> 91	<input type="text"/> 92	<input type="text"/> 93
(vi) Candidates' character/attitude was not up to the standard 應徵者性格／態度欠佳	<input type="text"/> 94	<input type="text"/> 95	<input type="text"/> 96	<input type="text"/> 97
(vii) Candidates found the remuneration package not attractive 應徵者認為薪酬欠吸引	<input type="text"/> 98	<input type="text"/> 99	<input type="text"/> 100	<input type="text"/> 101
(viii) Candidates were unwilling to work on shift for long hours 應徵者不願意長時間輪班工作	<input type="text"/> 102	<input type="text"/> 103	<input type="text"/> 104	<input type="text"/> 105
<u>Others</u> (Please Specify) 其他（請註明）				
(ix) _____	<input type="text"/> 106	<input type="text"/> 107	<input type="text"/> 108	<input type="text"/> 109
<u>For official use only</u> 此欄毋須填寫	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	110	111	112	114

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

**Local Employees Deployed/Recruited to Work in the Mainland**

本港僱員被派遣／招聘前往內地工作的情況

(3) (a) Does your company deploy/recruit any local employees to work in the Mainland<sup>(1)</sup>?

貴公司是否有派遣／招聘本港僱員前往內地工作？

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Yes 有

Please go to Q(3)(b) 請答第(3)(b)題

No 沒有

Please go to Q(4) 請答第(4)題

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(b) If yes, please give the number of local employees deployed/recruited to work in the Mainland.

如有，請說明被派遣／招聘前往內地工作的本港僱員人數。

Local Employees Deployed/Recruited to Work in the Mainland<sup>(1)</sup>

(As in January 2008)

二〇〇八年一月本港僱員被派遣／招聘前往內地工作的情況<sup>(1)</sup>

<u>Job Level<sup>(2)</sup></u> 職級 <sup>(2)</sup>	<u>Under the Payroll Record of the Local Company</u> 由本地公司 發放薪金	<u>Under the Payroll Record of the Mainland Company</u> 由內地公司 發放薪金
(i) Managerial 經理級	<input type="text" value="116"/>	<input type="text" value="119"/>
(ii) Supervisory 督導／主任級	<input type="text" value="122"/>	<input type="text" value="125"/>
(iii) Editorial/Production/Executorial 編採／製作／執行人員級	<input type="text" value="128"/>	<input type="text" value="131"/>
(iv) Supporting/Technical 輔助／技術人員級	<input type="text" value="134"/>	<input type="text" value="137"/>
<u>Others (Please Specify)</u> 其他 (請註明)		
(v) _____	<input type="text" value="140"/>	<input type="text" value="143"/>

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此欄毋須填寫

Notes: (1) Local employees deployed/recruited to work in the Mainland refer to those full-time local employees who have stationed to work in the Mainland with permanent post and job title.  
註： 被派遣／招聘前往內地工作的本港僱員是指長駐在內地工作，有長期職位及職稱的全職本港僱員。

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

## Employees' Skills/Knowledge Need to Enhance

僱員需加強的技能／知識

(4) What types of skills and knowledge will your existing employees in the industry need to enhance in response to the various changes (including Hong Kong's transformation into a knowledge-based economy and China's 11th Five-Year Plan)?

(You may tick **more than one** option for each job level.)

為迎合各方面的轉變（包括香港轉型至知識型經濟及中國的《十一五規劃》），貴公司本業現職僱員需加強哪方面的技能／知識？

（每職級可選取多於一項。）

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Job Level <sup>(1)</sup> 職級 <sup>(1)</sup>			
		Managerial 經理級	Supervisory 督導／主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<b>Management Skills</b> 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"/> 148	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="checkbox"/> 151
102	Production management 製作管理	<input type="checkbox"/> 152	<input type="checkbox"/> 153	<input type="checkbox"/> 154	<input type="checkbox"/> 155
103	Marketing management 市場管理	<input type="checkbox"/> 156	<input type="checkbox"/> 157	<input type="checkbox"/> 158	<input type="checkbox"/> 159
104	Human resources management 人力資源管理	<input type="checkbox"/> 160	<input type="checkbox"/> 161	<input type="checkbox"/> 162	<input type="checkbox"/> 163
105	Financial management 財務管理	<input type="checkbox"/> 164	<input type="checkbox"/> 165	<input type="checkbox"/> 166	<input type="checkbox"/> 167
106	Strategic planning management 策略計劃管理	<input type="checkbox"/> 168	<input type="checkbox"/> 169	<input type="checkbox"/> 170	<input type="checkbox"/> 171
107	Crisis management 危機管理	<input type="checkbox"/> 172	<input type="checkbox"/> 173	<input type="checkbox"/> 174	<input type="checkbox"/> 175
108	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 176	<input type="checkbox"/> 177	<input type="checkbox"/> 178	<input type="checkbox"/> 179
<b>China-related Knowledge</b> 有關中國的知識					
201	Political system, social and economic development in the mainland of China 在中國內地的政治制度、社會和經濟發展	<input type="checkbox"/> 181	<input type="checkbox"/> 182	<input type="checkbox"/> 183	<input type="checkbox"/> 184
202	Cross-cultural knowledge 跨文化的知識	<input type="checkbox"/> 185	<input type="checkbox"/> 186	<input type="checkbox"/> 187	<input type="checkbox"/> 188
203	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和規條限制	<input type="checkbox"/> 189	<input type="checkbox"/> 190	<input type="checkbox"/> 191	<input type="checkbox"/> 192
204	Industry practices in the mainland of China 在中國內地的行業常規	<input type="checkbox"/> 193	<input type="checkbox"/> 194	<input type="checkbox"/> 195	<input type="checkbox"/> 196
205	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 197	<input type="checkbox"/> 198	<input type="checkbox"/> 199	<input type="checkbox"/> 200
					<input type="checkbox"/> 201

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Job Level <sup>(1)</sup> 職級 <sup>(1)</sup>			
		Managerial 經理級	Supervisory 督導／主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<b><u>Language Skills</u></b> <b>語文技能</b>					
301	Spoken English 英語會話	<input type="checkbox"/> 202	<input type="checkbox"/> 203	<input type="checkbox"/> 204	<input type="checkbox"/> 205
302	Putonghua 普通話	<input type="checkbox"/> 206	<input type="checkbox"/> 207	<input type="checkbox"/> 208	<input type="checkbox"/> 209
303	Written English 英文書寫能力	<input type="checkbox"/> 210	<input type="checkbox"/> 211	<input type="checkbox"/> 212	<input type="checkbox"/> 213
304	Written Chinese 中文書寫能力	<input type="checkbox"/> 214	<input type="checkbox"/> 215	<input type="checkbox"/> 216	<input type="checkbox"/> 217
305	Translation 翻譯	<input type="checkbox"/> 218	<input type="checkbox"/> 219	<input type="checkbox"/> 220	<input type="checkbox"/> 221
306	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 222	<input type="checkbox"/> 223	<input type="checkbox"/> 224	<input type="checkbox"/> 225
					<input type="checkbox"/> 226
<b><u>Innovative Media Technology (Journalism Sector)</u></b> <b>創新傳媒科技（新聞業）</b>					
401	Innovative media technology products 創新傳媒科技產品	<input type="checkbox"/> 227	<input type="checkbox"/> 228	<input type="checkbox"/> 229	<input type="checkbox"/> 230
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission) 新傳媒科技在編採工作上的應用 （如數碼拍攝、數碼製作、網路傳輸等）	<input type="checkbox"/> 231	<input type="checkbox"/> 232	<input type="checkbox"/> 233	<input type="checkbox"/> 234
403	Computer literacy skills (e.g. digital graphics and Chinese typing) 電腦應用技巧（數碼圖象處理、中文輸入法等）	<input type="checkbox"/> 235	<input type="checkbox"/> 236	<input type="checkbox"/> 237	<input type="checkbox"/> 238
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"/> 239	<input type="checkbox"/> 240	<input type="checkbox"/> 241	<input type="checkbox"/> 242
405	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 243	<input type="checkbox"/> 244	<input type="checkbox"/> 245	<input type="checkbox"/> 246
					<input type="checkbox"/> 247
<b><u>Innovative Media Technology (Advertising and Public Relations Sector)</u></b> <b>創新傳媒科技（廣告與公共關係業）</b>					
501	Web site design and supporting skills 網站設計及支援技巧	<input type="checkbox"/> 248	<input type="checkbox"/> 249	<input type="checkbox"/> 250	<input type="checkbox"/> 251
502	Market research applications 市場調查的應用	<input type="checkbox"/> 252	<input type="checkbox"/> 253	<input type="checkbox"/> 254	<input type="checkbox"/> 255
503	Consumer database management 客戶資料庫管理	<input type="checkbox"/> 256	<input type="checkbox"/> 257	<input type="checkbox"/> 258	<input type="checkbox"/> 259
504	Media research and applications 媒體的研究及應用	<input type="checkbox"/> 260	<input type="checkbox"/> 261	<input type="checkbox"/> 262	<input type="checkbox"/> 263
505	Multimedia knowledge and applications 多媒體的知識及應用	<input type="checkbox"/> 264	<input type="checkbox"/> 265	<input type="checkbox"/> 266	<input type="checkbox"/> 267
506	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 268	<input type="checkbox"/> 269	<input type="checkbox"/> 270	<input type="checkbox"/> 271
					<input type="checkbox"/> 272



Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Job Level <sup>(1)</sup> 職級 <sup>(1)</sup>			
		Managerial 經理級	Supervisory 督導／主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<b>Industry Specific Skills (Journalism Sector)</b> <b>業內專業技能（新聞業）</b>					
601	Reporting and editing skills 編採技巧	<input type="text"/> 273	<input type="text"/> 274	<input type="text"/> 275	<input type="text"/> 276
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	<input type="text"/> 277	<input type="text"/> 278	<input type="text"/> 279	<input type="text"/> 280
603	Media law and ethics 傳媒法規與操守	<input type="text"/> 281	<input type="text"/> 282	<input type="text"/> 283	<input type="text"/> 284
604	Strategic news planning 新聞規劃	<input type="text"/> 285	<input type="text"/> 286	<input type="text"/> 287	<input type="text"/> 288
605	Integration of the Internet with journalism 互聯網與新聞的結合	<input type="text"/> 289	<input type="text"/> 290	<input type="text"/> 291	<input type="text"/> 292
606	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	<input type="text"/> 293	<input type="text"/> 294	<input type="text"/> 295	<input type="text"/> 296
607	Audience research 受眾調查	<input type="text"/> 297	<input type="text"/> 298	<input type="text"/> 299	<input type="text"/> 300
608	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 301	<input type="text"/> 302	<input type="text"/> 303	<input type="text"/> 304
					<input type="text"/> 305
<b>Industry Specific Skills (Advertising and Public Relations Sector)</b> <b>業內專業技能（廣告與公共關係業）</b>					
701	Account and strategic planning 客戶與策略的規劃	<input type="text"/> 306	<input type="text"/> 307	<input type="text"/> 308	<input type="text"/> 309
702	Media planning and market research 傳媒規劃及市場研究	<input type="text"/> 310	<input type="text"/> 311	<input type="text"/> 312	<input type="text"/> 313
703	Creativity and cultural insights 創意性及文化的瞭解	<input type="text"/> 314	<input type="text"/> 315	<input type="text"/> 316	<input type="text"/> 317
704	PR consultation skills 公關的諮詢技巧	<input type="text"/> 318	<input type="text"/> 319	<input type="text"/> 320	<input type="text"/> 321
705	Event management 項目管理	<input type="text"/> 322	<input type="text"/> 323	<input type="text"/> 324	<input type="text"/> 325
706	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 326	<input type="text"/> 327	<input type="text"/> 328	<input type="text"/> 329
					<input type="text"/> 330

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

## Manpower Training and Development Plan

### 人力培訓及發展計劃

- (5) How many of your existing employees in the industry will you plan to provide/sponsor training in respect of 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／資助多少名本業現職僱員修讀各技能及知識的培訓課程？

Type of Skills and/or Knowledge 技能／知識的類別	Number of Employees (in terms of Man-Times) 僱員人數（以人次計）			
	<u>Managerial</u> 經理級	<u>Supervisory</u> 督導／主任級	<u>Editorial/ Production/ Executorial</u> 編採／製作／執行人員級	<u>Supporting/ Technical</u> 輔助／技術人員級
(a) Management Skills 管理技能	<input type="text" value="331"/>	<input type="text" value="335"/>	<input type="text" value="339"/>	<input type="text" value="343"/>
(b) China-related Knowledge 有關中國的知識	<input type="text" value="347"/>	<input type="text" value="351"/>	<input type="text" value="355"/>	<input type="text" value="359"/>
(c) Language Skills 語文技能	<input type="text" value="363"/>	<input type="text" value="367"/>	<input type="text" value="371"/>	<input type="text" value="375"/>
(d) Innovative Media Technology (Journalism Sector) 創新傳媒科技（新聞業）	<input type="text" value="379"/>	<input type="text" value="383"/>	<input type="text" value="387"/>	<input type="text" value="391"/>
(e) Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技（廣告與公共關係業）	<input type="text" value="395"/>	<input type="text" value="399"/>	<input type="text" value="403"/>	<input type="text" value="407"/>
(f) Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	<input type="text" value="411"/>	<input type="text" value="415"/>	<input type="text" value="419"/>	<input type="text" value="423"/>
(g) Industry Specific skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	<input type="text" value="427"/>	<input type="text" value="431"/>	<input type="text" value="435"/>	<input type="text" value="439"/>
<u>Others</u> (Please Specify) 其他（請註明）				
(h) _____	<input type="text" value="443"/>	<input type="text" value="447"/>	<input type="text" value="451"/>	<input type="text" value="455"/>
				<input type="text" value="459"/>

### Freelancer<sup>(1)</sup>

#### 自由工作者<sup>(1)</sup>

- (6) If your company employs freelancers to perform job duties as reported in Part I, please state the total number of freelancers in the following space:

如貴公司在第一部份填報的僱員中有聘用自由工作者協助工作，請提供以下的自由工作者人數：

No. of Freelancers 自由工作者人數	<input type="text" value="460"/>	<input type="text" value="464"/>
-------------------------------	----------------------------------	----------------------------------

Note: (1) 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 PR sector. Freelancers may charge by the day or hour, or on a per-project basis.

註：自由工作者是指於新聞業、廣告與公共關係業從事專業工作，但沒有與任何僱主有長期僱傭關係的人。

自由工作者的薪酬可以以日薪、時薪或以個別項目計算。



PART I 第一部份

(A) Job 工作		(B) Monthly Income 每月 收入		(C) No. of Employees at Date of Survey 現有僱員 人數	(D) No. of Vacancies at Date of Survey 現有 空缺額	(E) Forecast of No. Employed 12 Months from Now 估計十二個 月後的僱員 人數	(F) Preferred Education of Employees 僱員宜有 的教育 程度	(G) Preferred Years of Relevant Experience 僱員宜有 的相關 年資
Title 職稱	Rec. Type	Job Code 職務編號	Code 編號				Code 編號	Code 編號
(See Appendix C) (參閱附錄C)		8-10	11	12-15	16-18	19-22	23	24
1.	2							
2.	2							
3.	2							
4.	2							
5.	2							
6.	2							
7.	2							
8.	2							
9.	2							
10.	2							
11.	2							
12.	2							
13.	2							
14.	2							
15.	2							
16.	2							
17.	2							
18.	2							
19.	2							
20.	2							
21.	2							
22.	2							
23.	2							
24.	2							
25.	2							
26.	2							
27.	2							
28.	2							
29.	2							
30.	2							

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

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

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

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

Enter in column (G) the preferred experience which an employee should have according to the following code:  
請將僱員宜有的年資按下列編號填入 (G) 欄內:

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

THE 2008 MANPOWER SURVEY OF THE MASS COMMUNICATION INDUSTRY

大眾傳播業二〇〇八年人力調查

PART II 第二部份

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Est. No. \_\_\_\_\_

Er. No. \_\_\_\_\_

Number of Employees Leaving/Recruited/Promoted in the Industry

離職／新聘／晉升的本業僱員人數

(1) Number of employees in the industry leaving your company and the number recruited or promoted in respect of new or existing posts during the past 12 months:

過去十二個月內離職的本業僱員人數，及新聘或晉升以填補增設職位或現有空缺的本業僱員人數：

Job Level <sup>(1)</sup> 職級 <sup>(1)</sup>	<u>Leaving</u> 離職	<u>Sources of Recruitment</u> 新聘僱員的來源		<u>Promotion</u> 晉升
	Number of Employees Leaving the Company 離職的僱員人數	Number of Experienced Employees Recruited in this Industry 具本業經驗的新聘僱員人數	Number of Non-experienced Employees (including Fresh Graduates) Recruited in this Industry 無本業經驗的新聘僱員 (包括應屆畢業生) 人數	Number of Internal Promotion 內部晉升人數
(a) Managerial 經理級	8	11	14	17
(b) Supervisory 督導／主任級	19	22	25	28
(c) Editorial/Production/ Executional 編採／製作／ 執行人員級	30	33	36	39
(d) Supporting/Technical 輔助／技術人員級	41	44	47	50
<u>Others</u> (Please Specify) 其他 (請註明)				
(e) _____	52	55	58	61
	63	64	65	66
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Note: (1) Job titles and job descriptions under each of the job levels in the journalism sector and the advertising and public relations sector are shown at Appendix C.  
新聞業及廣告與公共關係業各職級的職稱及工作說明可參看附錄 C。

**Major Difficulties Encountered in Recruitment**

主要招聘困難

- (2) (a) Have your company recruited/tried to recruit any employees in the industry in the past 12 months?  
過去十二個月，貴公司是否有招聘／嘗試招聘本業僱員？

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Yes 有  
Please go to Q(2)(b) 請答第(2)(b)題

No 沒有  
Please go to Q(3) 請答第(3)題

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- (b) Did your company encounter any difficulties in recruitment of employees in the industry?  
在招聘本業僱員過程中，貴公司是否有遇上困難？

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Yes 有  
Please go to Q(2)(c) 請答第(2)(c)題

No 沒有  
Please go to Q(3) 請答第(3)題

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- (c) Please choose the difficulties encountered.  
(Your may tick up to three options for each job level.)  
請選擇所遇到的困難。(每職級可選最多三項。)

	<u>Job Level</u> <sup>(1)</sup>			
	<u>Managerial</u> 經理級	<u>Supervisory</u> 督導／主任級	<u>Editorial/ Production/ Executorial</u> 編採／製作／ 執行人員級	<u>Supporting/ Technical</u> 輔助／技術 人員級
(i) Candidates lacked the relevant skills/expertise 應徵者並無相關技能／知識	<input type="checkbox"/> 74	<input type="checkbox"/> 75	<input type="checkbox"/> 76	<input type="checkbox"/> 77
(ii) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/> 78	<input type="checkbox"/> 79	<input type="checkbox"/> 80	<input type="checkbox"/> 81
(iii) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/> 82	<input type="checkbox"/> 83	<input type="checkbox"/> 84	<input type="checkbox"/> 85
(iv) Candidates lacked the relevant management/supervisory skills 應徵者缺乏相關管理／督導技能	<input type="checkbox"/> 86	<input type="checkbox"/> 87	<input type="checkbox"/> 88	<input type="checkbox"/> 89

	<u>Job Level</u> <sup>(1)</sup>			
	職 級 <sup>(1)</sup>			
	<u>Managerial</u> 經理級	<u>Supervisory</u> 督導／主任級	<u>Editorial/ Production/ Executional</u> 編採／製作／執行人員級	<u>Supporting/ Technical</u> 輔助／技術人員級
(v) Candidates' language skills (including Putonghua) were not up to the standard 應徵者語文能力（包括普通話）不夠水平	<input type="text"/> 90	<input type="text"/> 91	<input type="text"/> 92	<input type="text"/> 93
(vi) Candidates' character/attitude was not up to the standard 應徵者性格／態度欠佳	<input type="text"/> 94	<input type="text"/> 95	<input type="text"/> 96	<input type="text"/> 97
(vii) Candidates found the remuneration package not attractive 應徵者認為薪酬欠吸引	<input type="text"/> 98	<input type="text"/> 99	<input type="text"/> 100	<input type="text"/> 101
(viii) Candidates were unwilling to work on shift for long hours 應徵者不願意長時間輪班工作	<input type="text"/> 102	<input type="text"/> 103	<input type="text"/> 104	<input type="text"/> 105
<u>Others</u> (Please Specify) 其他（請註明）				
(ix) _____	<input type="text"/> 106	<input type="text"/> 107	<input type="text"/> 108	<input type="text"/> 109
<u>For official use only</u> 此欄毋須填寫	<input type="text"/> 110	<input type="text"/> 111	<input type="text"/> 112	<input type="text"/> 113
	<input type="text"/> 114			

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

**Local Employees Deployed/Recruited to Work in the Mainland**

本港僱員被派遣／招聘前往內地工作的情況

(3) (a) Does your company deploy/recruit any local employees to work in the Mainland<sup>(1)</sup>?

貴公司是否有派遣／招聘本港僱員前往內地工作？

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Yes 有

Please go to Q(3)(b) 請答第(3)(b)題

No 沒有

Please go to Q(4) 請答第(4)題

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(b) If yes, please give the number of local employees deployed/recruited to work in the Mainland.

如有，請說明被派遣／招聘前往內地工作的本港僱員人數。

Local Employees Deployed/Recruited to Work in the Mainland<sup>(1)</sup>

(As in January 2008)

二〇〇八年一月本港僱員被派遣／招聘前往內地工作的情況<sup>(1)</sup>

<u>Job Level<sup>(2)</sup></u> 職級 <sup>(2)</sup>	<u>Under the Payroll Record of the Local Company</u> 由本地公司 發放薪金	<u>Under the Payroll Record of the Mainland Company</u> 由內地公司 發放薪金
(i) Managerial 經理級	<input type="text" value="116"/>	<input type="text" value="119"/>
(ii) Supervisory 督導／主任級	<input type="text" value="122"/>	<input type="text" value="125"/>
(iii) Editorial/Production/Executorial 編採／製作／執行人員級	<input type="text" value="128"/>	<input type="text" value="131"/>
(iv) Supporting/Technical 輔助／技術人員級	<input type="text" value="134"/>	<input type="text" value="137"/>
<u>Others (Please Specify)</u> 其他(請註明)		
(v) _____	<input type="text" value="140"/>	<input type="text" value="143"/>

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Notes: (1) Local employees deployed/recruited to work in the Mainland refer to those full-time local employees who have stationed to work in the Mainland with permanent post and job title.  
註：被派遣／招聘前往內地工作的本港僱員是指長駐在內地工作，有長期職位及職稱的全職本港僱員。

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



## Employees' Skills/Knowledge Need to Enhance

僱員需加強的技能／知識

(4) What types of skills and knowledge will your existing employees in the industry need to enhance in response to the various changes (including Hong Kong's transformation into a knowledge-based economy and China's 11th Five-Year Plan)?

(You may tick **more than one** option for each job level.)

為迎合各方面的轉變（包括香港轉型至知識型經濟及中國的《十一五規劃》），貴公司本業現職僱員需加強哪方面的技能／知識？

（每職級可選取多於一項。）

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Job Level <sup>(1)</sup> 職級 <sup>(1)</sup>			
		Managerial 經理級	Supervisory 督導／主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<b>Management Skills</b> <b>管理技能</b>					
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"/> 148	<input type="checkbox"/> 149	<input type="checkbox"/> 150	<input type="checkbox"/> 151
102	Production management 製作管理	<input type="checkbox"/> 152	<input type="checkbox"/> 153	<input type="checkbox"/> 154	<input type="checkbox"/> 155
103	Marketing management 市場管理	<input type="checkbox"/> 156	<input type="checkbox"/> 157	<input type="checkbox"/> 158	<input type="checkbox"/> 159
104	Human resources management 人力資源管理	<input type="checkbox"/> 160	<input type="checkbox"/> 161	<input type="checkbox"/> 162	<input type="checkbox"/> 163
105	Financial management 財務管理	<input type="checkbox"/> 164	<input type="checkbox"/> 165	<input type="checkbox"/> 166	<input type="checkbox"/> 167
106	Strategic planning management 策略計劃管理	<input type="checkbox"/> 168	<input type="checkbox"/> 169	<input type="checkbox"/> 170	<input type="checkbox"/> 171
107	Crisis management 危機管理	<input type="checkbox"/> 172	<input type="checkbox"/> 173	<input type="checkbox"/> 174	<input type="checkbox"/> 175
108	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 176	<input type="checkbox"/> 177	<input type="checkbox"/> 178	<input type="checkbox"/> 179
					<input type="checkbox"/> 180
<b>China-related Knowledge</b> <b>有關中國的知識</b>					
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"/> 181	<input type="checkbox"/> 182	<input type="checkbox"/> 183	<input type="checkbox"/> 184
202	Cross-cultural knowledge 跨文化的知識	<input type="checkbox"/> 185	<input type="checkbox"/> 186	<input type="checkbox"/> 187	<input type="checkbox"/> 188
203	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和規條限制	<input type="checkbox"/> 189	<input type="checkbox"/> 190	<input type="checkbox"/> 191	<input type="checkbox"/> 192
204	Industry practices in the mainland of China 在中國內地的行業常規	<input type="checkbox"/> 193	<input type="checkbox"/> 194	<input type="checkbox"/> 195	<input type="checkbox"/> 196
205	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 197	<input type="checkbox"/> 198	<input type="checkbox"/> 199	<input type="checkbox"/> 200
					<input type="checkbox"/> 201

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Job Level <sup>(1)</sup> 職級 <sup>(1)</sup>			
		Managerial 經理級	Supervisory 督導／主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<b><u>Language Skills</u></b> <b>語文技能</b>					
301	Spoken English 英語會話	<input type="checkbox"/> 202	<input type="checkbox"/> 203	<input type="checkbox"/> 204	<input type="checkbox"/> 205
302	Putonghua 普通話	<input type="checkbox"/> 206	<input type="checkbox"/> 207	<input type="checkbox"/> 208	<input type="checkbox"/> 209
303	Written English 英文書寫能力	<input type="checkbox"/> 210	<input type="checkbox"/> 211	<input type="checkbox"/> 212	<input type="checkbox"/> 213
304	Written Chinese 中文書寫能力	<input type="checkbox"/> 214	<input type="checkbox"/> 215	<input type="checkbox"/> 216	<input type="checkbox"/> 217
305	Translation 翻譯	<input type="checkbox"/> 218	<input type="checkbox"/> 219	<input type="checkbox"/> 220	<input type="checkbox"/> 221
306	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 222	<input type="checkbox"/> 223	<input type="checkbox"/> 224	<input type="checkbox"/> 225
					<input type="checkbox"/> 226
<b><u>Innovative Media Technology (Journalism Sector)</u></b> <b>創新傳媒科技（新聞業）</b>					
401	Innovative media technology products 創新傳媒科技產品	<input type="checkbox"/> 227	<input type="checkbox"/> 228	<input type="checkbox"/> 229	<input type="checkbox"/> 230
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission) 新傳媒科技在編採工作上的應用 （如數碼拍攝、數碼製作、網路傳輸等）	<input type="checkbox"/> 231	<input type="checkbox"/> 232	<input type="checkbox"/> 233	<input type="checkbox"/> 234
403	Computer literacy skills (e.g. digital graphics and Chinese typing) 電腦應用技巧（數碼圖象處理、中文輸入法等）	<input type="checkbox"/> 235	<input type="checkbox"/> 236	<input type="checkbox"/> 237	<input type="checkbox"/> 238
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"/> 239	<input type="checkbox"/> 240	<input type="checkbox"/> 241	<input type="checkbox"/> 242
405	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 243	<input type="checkbox"/> 244	<input type="checkbox"/> 245	<input type="checkbox"/> 246
					<input type="checkbox"/> 247
<b><u>Innovative Media Technology (Advertising and Public Relations Sector)</u></b> <b>創新傳媒科技（廣告與公共關係業）</b>					
501	Web site design and supporting skills 網站設計及支援技巧	<input type="checkbox"/> 248	<input type="checkbox"/> 249	<input type="checkbox"/> 250	<input type="checkbox"/> 251
502	Market research applications 市場調查的應用	<input type="checkbox"/> 252	<input type="checkbox"/> 253	<input type="checkbox"/> 254	<input type="checkbox"/> 255
503	Consumer database management 客戶資料庫管理	<input type="checkbox"/> 256	<input type="checkbox"/> 257	<input type="checkbox"/> 258	<input type="checkbox"/> 259
504	Media research and applications 媒體的研究及應用	<input type="checkbox"/> 260	<input type="checkbox"/> 261	<input type="checkbox"/> 262	<input type="checkbox"/> 263
505	Multimedia knowledge and applications 多媒體的知識及應用	<input type="checkbox"/> 264	<input type="checkbox"/> 265	<input type="checkbox"/> 266	<input type="checkbox"/> 267
506	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 268	<input type="checkbox"/> 269	<input type="checkbox"/> 270	<input type="checkbox"/> 271
					<input type="checkbox"/> 272

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Job Level <sup>(1)</sup> 職級 <sup>(1)</sup>			
		Managerial 經理級	Supervisory 督導／主任級	Editorial/ Production/ Executorial 編採／製作／ 執行人員級	Supporting/ Technical 輔助／技術 人員級
<b>Industry Specific Skills (Journalism Sector)</b> <b>業內專業技能（新聞業）</b>					
601	Reporting and editing skills 編採技巧	<input type="checkbox"/> 273	<input type="checkbox"/> 274	<input type="checkbox"/> 275	<input type="checkbox"/> 276
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	<input type="checkbox"/> 277	<input type="checkbox"/> 278	<input type="checkbox"/> 279	<input type="checkbox"/> 280
603	Media law and ethics 傳媒法規與操守	<input type="checkbox"/> 281	<input type="checkbox"/> 282	<input type="checkbox"/> 283	<input type="checkbox"/> 284
604	Strategic news planning 新聞規劃	<input type="checkbox"/> 285	<input type="checkbox"/> 286	<input type="checkbox"/> 287	<input type="checkbox"/> 288
605	Integration of the Internet with journalism 互聯網與新聞的結合	<input type="checkbox"/> 289	<input type="checkbox"/> 290	<input type="checkbox"/> 291	<input type="checkbox"/> 292
606	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	<input type="checkbox"/> 293	<input type="checkbox"/> 294	<input type="checkbox"/> 295	<input type="checkbox"/> 296
607	Audience research 受眾調查	<input type="checkbox"/> 297	<input type="checkbox"/> 298	<input type="checkbox"/> 299	<input type="checkbox"/> 300
608	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 301	<input type="checkbox"/> 302	<input type="checkbox"/> 303	<input type="checkbox"/> 304
					<input type="checkbox"/> 305
<b>Industry Specific Skills (Advertising and Public Relations Sector)</b> <b>業內專業技能（廣告與公共關係業）</b>					
701	Account and strategic planning 客戶與策略的規劃	<input type="checkbox"/> 306	<input type="checkbox"/> 307	<input type="checkbox"/> 308	<input type="checkbox"/> 309
702	Media planning and market research 傳媒規劃及市場研究	<input type="checkbox"/> 310	<input type="checkbox"/> 311	<input type="checkbox"/> 312	<input type="checkbox"/> 313
703	Creativity and cultural insights 創意性及文化的瞭解	<input type="checkbox"/> 314	<input type="checkbox"/> 315	<input type="checkbox"/> 316	<input type="checkbox"/> 317
704	PR consultation skills 公關的諮詢技巧	<input type="checkbox"/> 318	<input type="checkbox"/> 319	<input type="checkbox"/> 320	<input type="checkbox"/> 321
705	Event management 項目管理	<input type="checkbox"/> 322	<input type="checkbox"/> 323	<input type="checkbox"/> 324	<input type="checkbox"/> 325
706	Others (Please Specify) _____ 其他（請註明）	<input type="checkbox"/> 326	<input type="checkbox"/> 327	<input type="checkbox"/> 328	<input type="checkbox"/> 329
					<input type="checkbox"/> 330

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

## Manpower Training and Development Plan

### 人力培訓及發展計劃

- (5) How many of your existing employees in the industry will you plan to provide/sponsor training in respect of 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／資助多少名本業現職僱員修讀各技能及知識的培訓課程？

Number of Employees  
(in terms of Man-Times)

僱員人數（以人次計）

Type of Skills and/or Knowledge 技能／知識的類別	Managerial	Supervisory	Editorial/ Production/ Executorial	Supporting/ Technical
	經理級	督導／ 主任級	編採／製作／ 執行人員級	輔助／技術 人員級
(a) Management Skills 管理技能	<input type="text" value="331"/>	<input type="text" value="335"/>	<input type="text" value="339"/>	<input type="text" value="343"/>
(b) China-related Knowledge 有關中國的知識	<input type="text" value="347"/>	<input type="text" value="351"/>	<input type="text" value="355"/>	<input type="text" value="359"/>
(c) Language Skills 語文技能	<input type="text" value="363"/>	<input type="text" value="367"/>	<input type="text" value="371"/>	<input type="text" value="375"/>
(d) Innovative Media Technology (Journalism Sector) 創新傳媒科技（新聞業）	<input type="text" value="379"/>	<input type="text" value="383"/>	<input type="text" value="387"/>	<input type="text" value="391"/>
(e) Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技（廣告與公共關係業）	<input type="text" value="395"/>	<input type="text" value="399"/>	<input type="text" value="403"/>	<input type="text" value="407"/>
(f) Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）	<input type="text" value="411"/>	<input type="text" value="415"/>	<input type="text" value="419"/>	<input type="text" value="423"/>
(g) Industry Specific skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）	<input type="text" value="427"/>	<input type="text" value="431"/>	<input type="text" value="435"/>	<input type="text" value="439"/>
<u>Others</u> (Please Specify) 其他（請註明）				
(h) _____	<input type="text" value="443"/>	<input type="text" value="447"/>	<input type="text" value="451"/>	<input type="text" value="455"/>
				<input type="text" value="459"/>

### Freelancer<sup>(1)</sup>

#### 自由工作者<sup>(1)</sup>

- (6) If your company employs freelancers to perform job duties as reported in Part I, please state the total number of freelancers in the following space:

如貴公司在第一部份填報的僱員中有聘用自由工作者協助工作，請提供以下的自由工作者人數：

No. of Freelancers

自由工作者人數

Note: (1) 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 PR sector. Freelancers may charge by the day or hour, or on a per-project basis.  
註：自由工作者是指於新聞業、廣告與公共關係業從事專業工作，但沒有與任何僱主有長期僱傭關係的人。自由工作者的薪酬可以以日薪、時薪或以個別項目計算。

The 2008 Manpower Survey of the  
Mass Communication Industry

Explanatory Notes

1. Front Page of the Questionnaire

- (a) On the front page of the questionnaire, you are requested to fill in your company profile (including the principal line of business and the total number of persons engaged in the company).
- (b) The total number of persons engaged in the company covers the following categories:
  - (i) Full-time staff directly paid by the company who are either at work or temporarily absent from work, viz sick leave, maternity leave, annual vacation, casual leave or on strike;
  - (ii) Unpaid family workers;
  - (iii) Working/active proprietors; and
  - (iv) Temporary workers who have worked one hour or more on reference day.

2. Questionnaire (Part I)

- (a) Before completing the questionnaire, please read carefully the job titles and job descriptions in Appendix C.
- (b) Please complete columns (A) to (G) of the questionnaire and insert a zero (0) in any column which is not applicable.
- (c) Column (A) - Job Title
  - (i) Please enter into column (A) those job titles, together with their appropriate code numbers specified in Appendix C, applicable to your company in order of their job levels (i.e. Managerial level first, followed by supervisory level).
  - (ii) Please note that some of the job titles may not be the same as those used in your organization, but if the jobs have similar or related functions, please treat them as the same and supply the required information in the questionnaire.

- (iii) Please classify an employee according to his major duty irrespective of any additional secondary duties he may be required to perform.
- (iv) Please add in column (A) titles of any principal mass communication jobs not mentioned in Appendix C, and briefly describe them in respect of the appropriate job levels.

(d) Column (B) - Monthly Income of Employees

Please select and enter in this column the appropriate code number showing the average monthly income range for the employee(s). The monthly income should include basic salary, overtime pay, cost of living allowance, meal allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average figure for the month of December.

<u>Average Monthly Income</u>	<u>Code Number to be Entered into Column (B)</u>
\$8,000 or below	1
\$8,001 - \$12,000	2
\$12,001 - \$20,000	3
\$20,001 - \$30,000	4
\$30,001 - \$50,000	5
\$50,001 - \$80,000	6
\$80,001 or above	7

(e) Column (C) - Number of Employees at Date of Survey

Please fill in the total number of mass communication employees against each principal job at the time of the survey. The permanent employees include all those under the company's payroll, irrespective of whether the employees are deployed to work in offices outside Hong Kong (including Mainland China).

(f) Column (D) - Number of Vacancies at Date of Survey

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

(g) Column (E) - Forecast of Number Employed 12 Months from Now

The forecast of number employed means the number of employees you will be employing 12 months from now. The number given could be less than that in column (C) if a contraction is expected.

(h) Column (F) - Preferred Education of Employees

The purpose of this column is to solicit your view on the preferred education, which your organization requires an employee in a particular position to have by referring to the coding descriptions as shown below.

<u>Preferred Education</u>	<u>Code</u>
Master Degree or above	1
Bachelor Degree	2
Associate Degree / Higher Diploma or equivalent	3
Diploma / Higher Certificate / Certificate or equivalent	4
Matriculation	5
Secondary 5	6
Below Secondary 5	7

(i) Column (G) - Preferred Years of Relevant Experience

Please indicate the preferred years of relevant experience which your organization requires an employee in a particular position to have by referring to the coding descriptions as shown below.

<u>Preferred Years of Relevant Experience</u>	<u>Code</u>
15 years or over	1
10 years to less than 15 years	2
7 years to less than 10 years	3
5 years to less than 7 years	4
2 years to less than 5 years	5
Less than 2 years	6
No experience required	7

3. Questionnaire (Part II)

(a) Question (1) - Number of Employees

Leaving/Recruited/Promoted in the Industry

- (i) Please fill in the number of mass communication employees leaving / recruited / promoted in the past 12 months by job level based upon the job titles as prescribed at Appendix C.
- (ii) “Experienced Employees” should be regarded as employees with mass communication experience.
- (iii) Fresh graduates should include those Secondary 5 or above school leavers.
- (iv) If an employee has more than one promotion during the year in a company, only the last and one promotion should be counted.

(b) Question (2) – Major Difficulties Encountered in Recruitment

Please complete this question (by ticking up to 3 options) if you have encountered difficulties in recruitment of mass communication employees in the past 12 months as reported in Question (1) of Part II.

(c) Question (3) – Local Employees Deployed/Recruited to Work in the Mainland

“Local employees deployed/recruited to work in the Mainland” refers to those full-time local employees who have stationed to work in the Mainland with permanent post and job title.

(d) Question (4) – Employees’ Skills/Knowledge Need to Enhance

Please complete this question (by ticking more than one option for each job level) if your company requires employees’ skills and knowledge to be enhanced.

(e) Question (5) – Manpower Training and Development Plan

Please fill in the number of existing mass communication employees (in terms of man-times) against each type of skills and knowledge that your company will provide/sponsor training in the next 12 months.

(f) Question (6) – Freelancer

Please complete this question if your company employs freelancers to perform job duties as reported in Part I.

Note: The information received will be treated in strict confidence and will be published only in the form of statistical summaries without reference to any individual organization.



大眾傳播業  
二〇〇八年人力調查

附註

1. 調查表 (首頁)

- (a) 請在調查表首頁填上貴公司資料 (包括主要業務及僱員總人數)。
- (b) 貴公司僱員總人數包括以下各類員工：
  - (i) 由貴公司直接支付薪金的全職員工，包括現時仍在工作，或因病、放取產假、年假、事假、罷工而暫停工作的員工；
  - (ii) 非受薪的家庭成員；
  - (iii) 參與工作的東主；
  - (iv) 兼職員工 (當天工作最少一小時)。

2. 調查表 (第一部份)

- (a) 填寫調查表前，請先細心閱讀附錄 C 的職稱及工作說明。
- (b) 請填寫調查表內各欄 (A) 至 (G)，如不適用，請填上 (0)。
- (c) (A) 欄 — 職稱
  - (i) 請按職級先後 (例如先填經理級，後填督導級等)，在 (A) 欄填上適用於貴公司的各個職稱及編號 (見附錄 C)。
  - (ii) 調查表所列的部分職稱可能與貴公司所採用的有別，但如職務內容相同或類似，仍請歸類為同一職務，填上所需資料。
  - (iii) 請根據主要職務把僱員分類，無需考慮其所兼任的其他職務。
  - (iv) 請在 (A) 欄加上附錄 C 沒有提及的主要大眾傳播職稱，並簡述其所屬的職級。

(d) (B) 欄 — 僱員每月收入

請按下列編號選出適當的平均每月收入幅度，填入 (B) 欄內。僱員每月總收入包括底薪、超時工作工資、生活津貼、膳食津貼、佣金及花紅等。如多於一名僱員擔任同一職務，請填上十二月時的平均收入。

<u>平均每月收入</u>	<u>填入(B)欄的幅度編號</u>
\$8,000 或以下	1
\$8,001 - \$12,000	2
\$12,001 - \$20,000	3
\$20,001 - \$30,000	4
\$30,001 - \$50,000	5
\$50,001 - \$80,000	6
\$80,001 或以上	7

(e) (C) 欄 — 現有僱員人數

請填上調查期間每一主要大眾傳播職務的僱員總數。長期僱員包括在貴公司人事編制內的所有僱員，不論是否有調往其他地方工作 (包括內地)。

(f) (D) 欄 — 現有空缺額

請填入貴公司每一主要大眾傳播職務的現有空缺額。「現有空缺額」指該職位仍懸空，需立刻填補而現正積極招聘人員。

(g) (E) 欄 — 估計十二個月後的僱員人數

「估計十二個月後的僱員人數」指貴公司在十二個月後所將聘用的僱員人數。如估計屆時業務將會收縮，此欄所填人數可少於 (C) 欄。

(h) (F) 欄 — 僱員宜有的教育程度

此欄旨在調查僱員的宜有教育程度。請參閱下列的編號說明，填上貴公司對個別職務的要求。

<u>宜有的教育程度</u>	<u>編號</u>
碩士學位或以上	1
學士學位	2
副學士學位/高級文憑或同等學歷	3
文憑／高級證書／證書或同等學歷	4
大學預科	5
中五	6
中五以下	7

(i) (G) 欄 — 僱員宜有的相關年資

請按下列編號，填上貴公司各職務僱員宜有的相關工作年資。

<u>宜有的相關年資</u>	<u>編號</u>
十五年或以上	1
十年至十五年以下	2
七年至十年以下	3
五年至七年以下	4
二年至五年以下	5
兩年以下	6
無需經驗	7

### 3. 調查表 (第二部份)

#### (a) 第 (1) 題 — 離職／新聘／晉升的本業僱員人數

(i) 請填入貴公司在過去十二個月各職級離職／新聘／晉升的大眾傳播僱員人數 (各職稱可參見附錄C)。

(ii) 「具本業經驗僱員」指具有大眾傳播行業經驗的僱員。

(iii) 「應屆畢業生」包括中五或以上程度的離校生。

(iv) 如貴公司僱員在一年內有多過一次晉升機會，只需計算最後一次晉升在調查表內。

#### (b) 第 (2) 題 — 主要招聘困難

如貴公司在過去十二個月曾在招聘大眾傳播僱員過程中遇上困難 (見第二部份第(1)題)，請回答這問題 (最多可選擇三項)。

#### (c) 第 (3) 題 — 本港僱員被派遣／招聘前往內地工作的情況

「被派遣／招聘前往內地工作的本港僱員」指長駐於內地工作，有長期職位及職稱的全職本港僱員。

#### (d) 第 (4) 題 — 僱員需加強的技能／知識

如貴公司需要加強現職大眾傳播僱員的技能／知識，請回答這問題 (每職級可選取多於一項)。

#### (e) 第 (5) 題 — 人力培訓及發展計劃

請填寫貴公司在未來十二個月將會計劃提供／資助多少名現職大眾傳播僱員 (以人次計) 修讀各相關技能和知識的培訓課程。

#### (f) 第 (6) 題 — 自由工作者

如貴公司在第一部份填報的僱員中有聘用自由工作者協助工作，請回答這問題。

註： 調查所得資料絕對保密，只以統計摘要方式發表，絕不指明任何個別公司。

**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/organization on various issues. Ensures that articles conform to the policy of the publication/organization. Allocates priority to different news items. Undertakes the general administration of the Editorial Department. For magazine, duties also include commissioning features from correspondents, allocating stories to writers, liaising with printers, keeping deadline and editorial budgets.  決定編輯方針及刊物／機構對各項問題的立場；確保所發表的文章符合刊物／機構的宗旨；決定不同新聞項目的優先次序；負責編輯部的一般行政工作。雜誌社總編輯的職務包括約寫特稿、分派寫稿工作、與印刷商聯絡、定出截稿限期和預算。
102	Deputy Editor / Deputy Editor-in-Chief  副總編輯	Manages the day-to-day output and running of the Editorial Department. Helps the Editor/Executive Editor with budget controls and staff matters. Examines materials for conformity with established policy and standards and revises it as necessary.  負責編輯部的日常工作與管理；協助總編輯／執行總編輯控制預算及處理人事問題；審核發表資料，確保符合一貫方針及標準，必要時加以修改。
103	News Director  新聞總監	Manages the day-to-day operation and running of the news room. Helps the management with budget controls and staff matters. Examines material for conformity with established policy and standards and revises it as necessary.  負責新聞部的日常工作與管理；協助管理層控制預算及處理人事問題；審查發表資料，確保符合一貫方針及標準，必要時加以修改。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 督導級		
201	Managing Editor  編輯主任	Undertakes the works of various sections of a newspaper, magazine or website such as news, finance, sports, entertainment, cable etc. Selects, checks, revises and arranges material for publication.  負責報紙、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；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	Editor (World News)  編輯（世界新聞）	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；分派工作與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	Editor (China/National News)  編輯（中國／全國新聞）	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；分派工作與中國／全國新聞資料蒐集員／撰稿員；審核及修改中國／全國新聞稿件；與有關部門主管聯絡。
205	Assignment Editor (Photography)  攝影主任	Assigns work to news photographers.  負責分派新聞攝影工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 督導級		
206	Editorial / Leader Writer  主筆	Writes, in consultation with the editor, comments on topics of current interests to keep the public informed and to stimulate or mould public opinion in accordance with policies of the publication.  與編輯商議，依照刊物／機構的方針，撰寫時事評論，以引起或影響輿論。
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
301	Senior Editor / Editor  資深 (高級) 編輯／ 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；或需負責每頁的排版及設計。
303	Senior Reporter / Reporter  資深 (高級) 記者／ 記者	Collects, validates and analyses facts about news-worthy events by interview, investigation, or observation, and writes in conformity with prescribed editorial style and format.  以訪問、調查或觀察等方法蒐集、證實及分析具有新聞價值的資料，並依照既定的編輯風格及體裁撰寫文章。
304	Senior Press Photographer / Press Photographer  資深 (高級) 攝影記者 ／攝影記者	Takes pictures of people, places or events. Writes captions.  拍攝有關人、地、事件的照片，並撰寫圖片說明。
305	Senior Translator / Translator  資深 (高級) 翻譯員／ 翻譯員	Translates selected news items.  翻譯經選擇的新聞項目。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
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；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。
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、期刊及其他紀錄資料，供使用者隨時借閱。



Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPPORTING/TECHNICAL LEVEL 輔助／技術人員級		
407	Researcher 資料蒐集員	Conducts research according to editor's or reporter's requirements. 依照編輯或記者的要求，進行資料蒐集。
408	Webpage Producer 網頁製作員	Produces and updates the Web page in consultation with the Webmaster or Online Editor. 與網主或網絡編輯商議，製作和更新網頁。
409	Webmaster 網主	Acts as the coordinator between various function units and external parties to ensure smooth operation on Internet/Intranet website. Creates and updates Web page, and maintains the overall structure and design of the website. 擔任機構各部門與外界之間的協調，確保互聯網／內聯網網站運作暢順；負責網頁的製作及更新，維持網址的整體結構及設計。

**News Department in Radio and Television Stations**

**電台及電視台的新聞部**

Code No. 編號	Job Title 職稱	Job Description 工作說明
<b>MANAGERIAL LEVEL 經理級</b>		
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。
<b>SUPERVISORY LEVEL 督導級</b>		
211	Executive News 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, organizes and co-ordinates production of news, sports and public affairs programmes. Personally covers major events. Liaises with other department heads and the editorial/production desk.  指導下屬採訪本地新聞；分派記者採訪各類新聞；策劃工作，編寫採訪日誌；策劃、編排及統籌新聞、體育及公共事務節目的製作。親自採訪重要新聞；與其他部門主管及編輯部／製作部聯絡。
212	Deputy / Assistant News / Assignment / Planning Editor  副採訪 / 策劃主任	Assists the Executive News Editor in daily operation.  協助總採訪／策劃主任工作。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 督導級		
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 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 Managing / Assistant Managing Editor  副編輯主任	Assists the Managing Editor's work. Assists in compiling and editing news magazines and bulleting. Corrects sub-editors' copies and edits reporters' scripts.  協助編輯主任工作；協助編排新聞專輯(報導)之內容及次序；處理及修改稿件，審核記者來稿。
215	Executive Producer  執行監製／製作主任	Undertakes the overall production design and development (including its scale, cost and contents). Directs the producers to create the news programmes.  負責整個製作的設計及開發(包括其規模、成本及內容)；指導監製製作新聞節目。
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
311	Senior Sub-editor/ Sub-editor  高級編輯／編輯	Writes and edits news stories (local and international) for broadcast. Compiles news bulletins. Edits reporters' scripts.  編寫新聞廣播稿件（本地及國際新聞）；編排新聞報導內容及播出次序；審核記者稿件。
312	News Reader / Announcer  新聞報告員	Reads news, conducts interviews and acts as chairman of certain discussion programmes.  報告新聞、主持訪問以及討論節目。
313	News Translator  新聞翻譯員	Translates selected news items.  翻譯經選擇的新聞項目。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EDITORIAL / PRODUCTION / EXECUTIONAL LEVEL 編採／製作／執行人員級		
314	Senior Reporter / Reporter  高級記者／記者	Seeks and reports information of interests to the public. Analyses news releases. Interviews people. Attends public functions, visits scenes of accidents and obtains information from all relevant sources. Submits information in written or audio form. Conducts live or taped reports, or interviews.  採訪報導大眾關注的消息；分析新聞稿；進行個人訪問；參加公眾聚會，採訪意外現場及從各有關方面獲取資料；進行筆錄或錄音；進行現場或錄音報導、訪問。
315	Cameraman  電視攝影師	Uses motion picture, television, or video cameras to film a wide range of subjects, including commercial motion pictures, documentaries, music videos and news events.  使用電影、電視、或錄像攝影機攝製廣泛的主題，包括商業電影，記錄影片，音樂錄像，及新聞事件。
316	Senior Producer/Producer  高級監製／監製	Plans and develops live or taped productions, and determines how the show will look and sound. Selects the script, news reader, set, props, lighting, and other production elements. Also co-ordinates the activities of on-air personalities, production staff, and other personnel.  策劃及開發直播或錄影製作，以確保如何有一個可觀性及完美的節目；選擇稿件、新聞報告員、位置、道具、燈光及其他製作元素；並且協調廣播、製作及其他人員的活動。
SUPPORTING / TECHNICAL LEVEL 輔助／技術人員級		
411	Production Assistant/ Technician  製作助理	Assists the editors/reporters in all aspects in the production of news programme including manning of the panel.  在各方面協助編輯／記者製作節目，包括操控錄音儀器。

**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	Mobilizes account servicing team to prospect for new clients. Maintains liaison with key accounts and organizes PR activities for them. Manages staff of own team, which may include Account Manager, Account Executive and Account Coordinator.  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 & issues press releases for clients. Monitors the news and handles media enquiries on behalf of clients.  協助客戶服務總監策劃，設計及推行公關活動；與傳媒建立及維持良好關係；與客戶保持密切聯繫，聽取並傳達客戶意見予內部各部門；草擬及發放新聞稿；密切監察新聞消息，代客戶應付及處理傳媒諮詢。
232	Chief Editor / Editor  總編輯 / 編輯	Prepares, screens and approves all press releases, speeches and documents.  撰寫及審閱所有新聞稿、講詞及文件。

Code No. 編號	Job Title 職稱	Job Description 工作說明
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	Coordinates 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，及替客戶監察及剪存有關於新聞消息；準備新聞稿。
332	Multimedia / IT Manager  多媒體／資訊科技 經理	Undertakes the planning and setup of audio / visual and computer equipment in PR activities.  負責策劃及安排公關活動之音響、影視及電腦器材。
333	Account Co-ordinator  客戶總務	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剪存新聞消息。
334	Translator  翻譯員	Translates press releases, speeches and documents.  翻譯新聞稿、講詞及文件。

**Advertising Sales / PR / Marketing Department in Media Organizations**

**傳媒機構內的廣告／公共關係／市場部**

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
181	Publisher / Managing Director / President 社長／董事經理／總裁	Undertakes the overall management of all commercial operations. 負責所有商業業務的管理工作。
182	General Manager / Associate Publisher / Deputy Managing Director / Vice President 總經理／副社長／副董事經理／副總裁	Assumes overall responsibility for the management of the advertising sales, marketing/promotional functions, and/or circulation sales functions. 負責廣告銷售，市場推廣，和／或拓展銷量的管理工作。
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，市場推廣；或管理一批大客戶。
184	Circulation / 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，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，或是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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
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 organization, and co-ordinates with other media organizations. 負責管理公關計劃；擔任機構發言人，及協調其他媒體。
189	Art Director 美術總監	Assumes overall responsibility for the management and control of artwork and visual presentation. 負責管理及檢查美術稿及視覺顯示的有關製作。
SUPERVISORY LEVEL 督導級		
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 / 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，項目管理，數據分析；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 & 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 organizations. 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 主任級		
287	Sales Training / Sales Support Manager 銷售訓練／銷售支援經理	Undertakes sales training and sales material, and develops training and incentives programs for sales team. 負責銷售隊伍的訓練與銷售資料；為推銷員制定訓練與激勵計劃。
EXECUTIONAL LEVEL 執行人員級		
381	Advertising Sales Assistant / Executive / Account Executive 廣告銷售助理／主任／客戶主任	Assists Advertising Sales Manager/Director for advertising sales mostly from smaller revenue clients, or provides after sales services, advertising material traffic and clerical support functions. 協助廣告銷售總監推銷，主要負責小客戶，提供售後服務，廣告稿交收與文書支援工作。
382	Marketing Assistant / Executive 市場助理／主任	Assists Marketing Manager / Director for marketing activities, events, data collection and clerical support functions. 協助市場總監推行市場活動、項目、數據收集與文書支援工作。
383	Research Assistant / Executive 市場調查助理／主任	Assists Research Manager/Director for market researches, readership survey, data collection and clerical support functions. 協助市場調查總監進行市場調查、讀者調查、數據收集與文書支援工作。
384	Traffic Co-ordinator / Advertising Administration Assistant 聯絡員／廣告行政助理	Assists Traffic/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 coordinates with other media organizations 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。

**Advertising Companies, Agencies and Other Advertising Services**

**廣告業機構**

<b>Code No. 編號</b>	<b>Job Title 職稱</b>	<b>Job Description 工作說明</b>
MANAGERIAL LEVEL 經理級		
161	Managing Director / General Manager  董事經理／總經理	Undertakes the overall management and development of the advertising agency.  負責廣告公司整體的管理及業務發展事宜。
162	Director of Client Services / Account Servicing  客戶服務總監	Assumes an overall responsibility for the management of the account service function. Hires and supervises the account service personnel.  負責客戶服務部的管理事宜；挑選並監督屬員。
163	Group Account Director/ Account Director  客戶總監	Undertakes the overall account management and budget control of client's portfolio. Formulates client's marketing policies, and develops advertising objectives and strategies. Supervises account managers.  負責管理客戶帳目，並控制其廣告預算；制定客戶的市場推廣政策，並訂立廣告目標和策略；督導客戶經理。
164	Director of Strategic Planning  品牌策劃總監	Identifies business opportunities. Conducts market and attitude research. Formulates strategies and business plans for submission to the management.  確定業務的發展機會；進行市場及客戶意向調查；制定業務發展的策略及計劃，以便呈交管理階層。
165	Executive Creative Director  執行創作總監	Undertakes the overall responsibility (including standards setting) for the management of the creative department. Hires and supervises the creative personnel.  管理創作部，並制定工作標準；挑選並監督創作部屬員。
166	Creative Director  創作總監	Formulates creative strategies according to advertiser's requirements. Supervises the art directors and/or copy writers in the advertising creative process.  按廣告商要求，制定創作策略；督導美術總監及／或撰稿人員創作電視廣告及其他類型廣告。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
167	Creative Group Head  創作主任	Takes charge of a group of accounts and works with writers and art directors. Supervises staff members in the creative department.  負責一組客戶的創作事宜，並與撰稿員和美術總監合作；督導創作部的員工。
168	Head of TV Production  電視廣告製作主任	Plans, organizes and executes production of commercials and TV films according to scripts. Supervises staff members in TV production department.  根據劇本，策劃、組織並執行廣告與電視廣告片製作；督導電視廣告製作部的員工。
169	Media Planning Director  媒介策劃總監	Manages client's investments in media. Prepares strategic plans and media recommendations. Involves in new business pitches and presentations.  管理客戶的傳媒廣告費用；制定策略性計劃，並向客戶提供選用媒體的意見；參與發展新的業務計劃及其推介。
170	Media Buying Director  媒介採購總監	Undertakes the overall management of the media buying function and supervises all media buyers. Negotiates terms with various media.  負責全盤管理媒介採購工作，監督媒介採購員；與各不同媒體洽商有關條件。
171	Media Group Head / Group Director / Associate Director  媒介組主任／ 客戶總監／副總監	Approves the selection of media, space and schedule proposed by media planners.  批核由媒介策劃人員所建議的媒介、版面及時間編排。

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	Carries out work between client and agency. Attends client meetings, prepares contract reports, and liaises with creative and production personnel.  負責客戶與代理商之間的工作；與客戶商談；準備合約報告；並與創作部和製作部員工連繫。
262	Art Director  美術總監	Develops graphics and concepts. Involves in art direction of TV commercials, press advertisements and other art productions. Maintains the quality in graphic executions.  構思平面設計和構圖概念，督導電視廣告、平面廣告及其他美術製作；維持美術設計的水平。
263	Studio Manager  正稿製作經理	Supervises the production of advertising and promotional materials and artwork under a studio setting.  監督畫室內的廣告和宣傳資料製作及美術設計。
264	Production Manager  製作經理	Controls press and printing within the agency. Works closely with graphic artists and traffic personnel. Gives advices on print techniques.  監管廣告公司內部的印刷工作；與畫師及聯絡人員保持密切的合作，並就印刷技術提供意見。
265	Traffic Manager  流程統籌經理	Monitors the whole progress of advertising production.  協助監管整個廣告製作工作進度。
266	TV Producer  廣告製片	Negotiates and liaises with production houses to produce TV commercials under the direction of creative personnel.  按創作部屬員的指示製作廣告；與製作公司聯絡，並洽商製作事宜。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL 主任級		
267	Media Planning Manager  媒介策劃經理	Assists the Media Planning Director to undertake the client's investments in media. Negotiates terms with various media, makes strategic planning and client presentation. Involves in new business pitches and documentation.  協助媒介策劃總監管理客戶的傳媒廣告費用；與各傳媒機構洽商播放或刊登廣告的細節，制定策略性計劃，並向客戶提供新構思；參與發展新的業務計劃，並草擬有關文件。
268	Media Buying Manager  媒介採購經理	Assists the Media Buying Director in the management of media buying function, supervision of media buyers and negotiation of terms with various media.  協助媒介採購總監管理媒介採購工作；監督媒介採購員；與媒體洽商有關條件。
269	Research Manager / Strategic Planner  市場調查經理／策略策劃員	Plans and conducts market researches. Compiles and presents research reports.  策劃並進行市場調查；編制及講解調查報告。
EXECUTIONAL LEVEL 執行人員級		
361	Account Executive  客戶主任	Coordinates the agency's skills and maintains day-to-day communication with its clients.  協調廣告公司各部門的工作；並與客戶保持日常的連繫。
362	Visualiser  草稿製作員	Visualises and prepares storyboard for TV commercials. Produces layouts for press advertisements and all advertising production according to direction specified by art directors.  按照美術總監要求，繪畫及製作電視故事板、平面廣告及其他廣告製作的版樣或草圖。
363	Graphic Artist  正稿製作員	Produces artwork according to design specified by art directors. Compiles artwork from layout.  按照美術總監定下的設計，製作美術稿；將版樣整理為美術稿。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL 執行人員級		
364	Copy Writer 撰稿員	Writes advertising contents (copy) under the direction of Creative Director. 按照創作總監的指示，草擬廣告內容(稿件)。
365	Media Planner / Executive 媒介策劃員／媒介主任	Prepares media plans and schedule for a group of accounts. Assists in client presentation. 為一組客戶草擬有關傳媒計劃，及其推行的事宜；協助向客戶講解設計構思。
366	Media Buyer 媒介採購員	Negotiates with suppliers for press space or airtime according to the approved schedule and media plan. 根據核定的程序及傳媒計劃，與供應商洽談版面面積或播放時間的有關事宜。
367	Traffic Co-ordinator 流程統籌	Keeps track of work in progress. Collects and distributes layouts and artwork. 了解並控制工作的進度；收集與分發廣告草稿與畫稿。
368	Production Assistant 製作助理	Orders materials and controls their quality standards. Assists Production Manager in liaison with suppliers. 訂購物料，並控制其品質；協助製作經理與供應商聯絡。
369	Research Assistant 市場調查助理	Assists in planning and conducting researches. Collects information and data. 協助策劃及進行調查工作；蒐集資料及數據。
370	Photographer 廣告攝影師	Takes pictures of various subjects (such as buildings, models, merchandise and landscape) which are used in a variety of mediums, including books, reports, advertisements and catalogs, to advertise company/customer's products or services. 拍攝各類主題的照片(例如建築物、模特兒、商品及風景)用於各種媒介，包括書籍、報告、廣告及商品目錄，以宣傳公司／客戶的產品或服務。

**Corporate Communications / Public Relations / Advertising / Marketing  
Department in Companies / Institutions**  
公司／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 / Public Affairs  企業傳訊／公共關係／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/organization. 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 / Marketing Communications  廣告／市場傳訊總經理／總監／主管	Undertakes the management of an advertising or marketing communications department of a company/organization. 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 / Brand Management  市場／產品開發／品牌推廣總經理／總監／主管	Assumes an overall responsibility for the management of the marketing, product development and/or brand management function which <u>includes advertising</u> .  全盤負責包括廣告在內的市場、產品開發與／或品牌推廣活動。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
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/organization and supervises their implementation. Maintains good relations and regular liaison with the mass media and handles press enquiries. Prepares and issues press releases, and monitors news.  協助總經理 / 總監 / 主管策劃公共關係策略及制定目標；計劃公司 / 機構的各項傳訊 / 公關活動及督導執行；與傳媒保持密切連繫及處理傳媒查詢；草擬及發布新聞稿，及監察新聞。
145	Advertising / Marketing Communications Manager  廣告 / 市場傳訊經理	Assists General Manager/Director/Head to formulate advertising/marketing communications strategies and objectives. Makes plans for placing advertisements and monitoring their effectiveness.  協助總經理 / 總監 / 主管策劃廣告或市場推廣策略及制定目標。計劃公司的廣告媒介，監察廣告效果。
146	Marketing / Product / Brand Manager  市場 / 產品 / 品牌經理	Undertakes the implementation of marketing and/or product development activities which <u>include advertising</u> .  負責推行市場與 / 或產品推廣活動，其中 <u>包括廣告宣傳</u> 。
147	Community Relations Manager  社區關係經理	Develops and maintains good relations with the community.  發展與維持社區關係。
148	Market Research Manager  市場調查經理	Leads a team of researchers to plan, conduct and analyze market researches.  領導市場調查員策劃與進行市場調查工作，分析調查結果。
149	Publication Manager  出版經理	Plans and prepares publications. Assists in the preparation and distribution of reports and other publications.  編製刊物；協助製備及分發報告和其他刊物。



Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
150	Internal Communications Manager  內部傳訊經理	Establishes and manages internal channels to ensure effective communications within a company/organization. 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 / Public Affairs  企業傳訊／公共關係／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 / Marketing Communications  廣告／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 / Brand Management  市場／產品開發／品牌推廣助理經理／主任	Implements marketing and/or product development activities as directed by the Manager.  按照經理指示，推行市場與／或產品推廣活動。
244	Assistant Manager for Publication  助理出版經理	Assists the manager in preparing and distributing reports and other publications.  協助經理編製與分發報告和其他刊物。
245	Chief Editor / Editor  總編輯／編輯	Prepares, screens and approves all press releases, speeches and documents to ensure the delivery of consistent corporate messages.  撰寫及審閱所有新聞稿、講稿及文件以確保信息一致。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL 執行人員級		
341	Officer / Assistant for Corporate Communications / Public Relations / Public Affairs  企業傳訊／公共關係／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 / Marketing Communications  廣告／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 / Brand Management  市場／產品開發／品牌推广主任／助理	Performs clerical and administrative duties for the department. Carries out supportive role in all marketing and product development activities.  處理部門文書工作；支援市場與產品推廣活動。
344	Officer/Assistant for Community Relations  社區關係主任／助理	Assists in developing and maintaining relationship with the community.  協助發展與維持社區關係。
345	Officer / Assistant for Market Research  市場調查主任／助理	Assists in planning and conducting researches. Collects information and data.  協助策劃及進行調查工作；蒐集資料及數據。
346	Writer / Translator  撰稿／翻譯員	Prepares press release and scripts. Translates documents into different languages.  撰寫新聞稿與講稿；翻譯文件。
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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
EXECUTIONAL LEVEL 執行人員級		
348	Graphic Designer 廣告設計員	Prepares graphic designs for publications and promotional activities. 草擬刊物與宣傳活動的設計圖樣。
349	Photographer 攝影師	Takes photos for PR activities and publications. Writes captions. 拍攝照片，供公關工作及刊物之用；撰寫標題。
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	Webpage Producer 網頁製作員	Produces and updates the Web page. 製作和更新網頁。

**Table 1.1 MC Manpower, Vacancy and Forecast Growth by Job Title  
(Newspapers)**  
**表 1.1 各職稱大眾傳播人力情況、空缺數目及人力增長預測  
(報紙業)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月的 大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> <b>經理級</b>					
101	Editor-in-Chief / The Editor 總編輯	17	-	-	17
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	58	-	-	58
103	News Director 新聞總監	18	-	-	18
166	Creative Director 創作總監	1	-	-	1
<b>Sub-Total 小計</b>		<b>94</b>	<b>-</b>	<b>-</b>	<b>94</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>					
201	Managing Editor 編輯主任	100	-	-	100
202	News / Assignment Editor 總採訪／採訪主任	158	-	-	158
203	Editor (World News) 編輯 (世界新聞)	70	-	-	70
204	Editor (China/National News) 編輯 (中國／全國新聞)	51	-	-	51
205	Assignment Editor (Photography) 攝影主任	10	-	-	10
206	Editorial / Leader Writer 主筆	26	-	-	26
<b>Sub-Total 小計</b>		<b>415</b>	<b>-</b>	<b>-</b>	<b>415</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>					
301	Senior Editor / Editor 資深 (高級) 編輯／編輯	543	2	-	545
302	Sub-editor / Copy Editor 文稿編輯	221	1	4	226

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月的 大眾傳播 職位數目
<b>EDITORIAL / PRODUCTION LEVEL (Continued)</b> <b>編採／製作人員級 (續)</b>					
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	1 192	6	39	1 237
304	Senior Press Photographer / Press Photographer 資深 (高級) 攝影記者／ 攝影記者	227	-	1	228
305	Senior Translator / Translator 資深 (高級) 翻譯員／翻譯員	98	-	-	98
306	Online Editor 網絡編輯	24	-	-	24
307	Senior Designer 資深 (高級) 美術設計員	57	-	-	57
363	Graphic Artist 正稿製作員	31	-	-	31
<b>Sub-Total 小計</b>		<b>2 393</b>	<b>9</b>	<b>44</b>	<b>2 446</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>					
401	Designer 美術設計員	366	1	-	367
402	Typesetter 植字員	68	-	1	69
403	Layout Artist 排版員	176	5	-	181
404	Proof-Reader 校對員	116	-	3	119
405	Darkroom Person 黑房工作人員	3	-	-	3
406	Librarian 資料室人員	67	1	3	71
407	Researcher 資料蒐集員	23	-	-	23
408	Webpage Producer 網頁製作員	20	-	-	20
409	Webmaster 網主	23	-	-	23
<b>Sub-Total 小計</b>		<b>862</b>	<b>7</b>	<b>7</b>	<b>876</b>
<b>GRAND TOTAL 總計</b>		<b>3 764</b>	<b>16</b>	<b>51</b>	<b>3 831</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

**Table 1.2 MC Manpower, Vacancy and Forecast Growth by Job Title (Magazines)**

**表 1.2 各職稱大眾傳播人力情況、空缺數目及人力增長預測 (雜誌業)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月的 大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> 經理級					
101	Editor-in-Chief / The Editor 總編輯	94	-	-	94
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	65	1	-	66
103	News Director 新聞總監	1	-	-	1
166	Creative Director 創作總監	3	-	-	3
167	Creative Group Head 創作主任	3	-	-	3
<i>Sub-Total 小計</i>		<b>166</b>	<b>1</b>	<b>-</b>	<b>167</b>
<b>SUPERVISORY LEVEL</b> 督導級					
201	Managing Editor 編輯主任	94	-	-	94
202	News / Assignment Editor 總採訪／採訪主任	24	-	-	24
203	Editor (World News) 編輯 (世界新聞)	1	-	-	1
204	Editor (China/National News) 編輯 (中國／全國新聞)	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	21	-	-	21
206	Editorial / Leader Writer 主筆	12	-	-	12
<i>Sub-Total 小計</i>		<b>152</b>	<b>-</b>	<b>-</b>	<b>152</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> 編採／製作人員級					
301	Senior Editor / Editor 資深 (高級) 編輯／編輯	398	7	7	412
302	Sub-editor / Copy Editor 文稿編輯	93	-	-	93
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	507	8	-	515

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月的 大眾傳播 職位數目
<b>EDITORIAL / PRODUCTION LEVEL (Continued)</b> 編採／製作人員級（續）					
304	Senior Press Photographer / Press Photographer 資深（高級）攝影記者／ 攝影記者	284	3	2	289
305	Senior Translator / Translator 資深（高級）翻譯員／翻譯員	2	-	-	2
306	Online Editor 網絡編輯	7	-	-	7
307	Senior Designer 資深（高級）美術設計員	60	-	-	60
363	Graphic Artist 正稿製作員	23	-	-	23
364	Copy Writer 撰稿員	8	-	-	8
<b>Sub-Total 小計</b>		<b>1 382</b>	<b>18</b>	<b>9</b>	<b>1 409</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> 輔助／技術人員級					
401	Designer 美術設計員	257	12	-	269
402	Typesetter 植字員	24	-	-	24
403	Layout Artist 排版員	75	2	-	77
404	Proof-Reader 校對員	25	-	-	25
405	Darkroom Person 黑房工作人員	-	-	-	-
406	Librarian 資料室人員	10	-	-	10
407	Researcher 資料蒐集員	7	-	-	7
408	Webpage Producer 網頁製作員	10	-	1	11
409	Webmaster 網主	12	1	-	13
<b>Sub-Total 小計</b>		<b>420</b>	<b>15</b>	<b>1</b>	<b>436</b>
<b>GRAND TOTAL 總計</b>		<b>2 120</b>	<b>34</b>	<b>10</b>	<b>2 164</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

**Table 1.3 MC Manpower, Vacancy and Forecast Growth by Job Title  
(News Department in Radio and Television Stations)**

**表 1.3 各職稱大眾傳播人力情況、空缺數目及人力增長預測  
(電台及電視台的新聞部)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月的 大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> 經理級					
111	Vice President / Senior Vice President / Executive Director 副總裁／高級副總裁／執行董事	19	-	-	19
112	Controller / Deputy Controller / Assistant Controller / News Manager 總監／副總監／助理總監／ 新聞經理	19	-	-	19
<b>Sub-Total 小計</b>		<b>38</b>	<b>-</b>	<b>-</b>	<b>38</b>
<b>SUPERVISORY LEVEL</b> 督導級					
211	Executive News Editor 總採訪／策劃主任	41	1	-	42
212	Deputy / Assistant News / Assignment / Planning Editor 副採訪／策劃主任	147	8	-	155
213	Managing Editor 編輯主任	38	-	-	38
214	Deputy Managing / Assistant Managing Editor 副編輯主任	34	-	-	34
215	Executive Producer 執行監製／製作主任	23	-	-	23
<b>Sub-Total 小計</b>		<b>283</b>	<b>9</b>	<b>-</b>	<b>292</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> 編採／製作人員級					
306	Online Editor 網絡編輯	29	-	-	29
307	Senior Designer 資深 (高級) 美術設計員	2	-	-	2
311	Senior Sub-editor/ Sub-editor 高級編輯／編輯	155	11	-	166
312	News Reader / Announcer 新聞報告員	81	4	-	85



Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月的 大眾傳播 職位數目
<b>EDITORIAL / PRODUCTION LEVEL (Continued)</b> <b>編採／製作人員級（續）</b>					
313	News Translator 新聞翻譯員	21	-	-	21
314	Senior Reporter / Reporter 高級記者／記者	405	28	- 9	424
315	Cameraman 電視攝影師	200	1	-	201
316	Senior Producer/Producer 高級監製／監製	64	2	- 3	63
363	Graphic Artist 正稿製作員	5	-	-	5
<b>Sub-Total 小計</b>		<b>962</b>	<b>46</b>	<b>- 12</b>	<b>996</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>					
401	Designer 美術設計員	4	-	-	4
406	Librarian 資料室人員	6	-	-	6
408	Webpage Producer 網頁製作員	2	-	-	2
411	Production Assistant / Technician 製作助理	369	11	-	380
<b>Sub-Total 小計</b>		<b>381</b>	<b>11</b>	<b>-</b>	<b>392</b>
<b>GRAND TOTAL 總計</b>		<b>1 664</b>	<b>66</b>	<b>- 12</b>	<b>1 718</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

**Table 1.4 MC Manpower, Vacancy and Forecast Growth by Job Title  
(News Agencies)**

**表 1.4 各職稱大眾傳播人力情況、空缺數目及人力增長預測  
(新聞通訊社)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月的 大眾傳播 職位數目
<b>MANAGERIAL LEVEL 經理級</b>					
101	Editor-in-Chief / The Editor 總編輯	8	-	-	8
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	5	-	-	5
103	News Director 新聞總監	2	-	-	2
<i>Sub-Total 小計</i>		<i>15</i>	<i>-</i>	<i>-</i>	<i>15</i>
<b>SUPERVISORY LEVEL 督導級</b>					
201	Managing Editor 編輯主任	10	-	- 1	9
202	News / Assignment Editor 總採訪／採訪主任	43	-	-	43
203	Editor (World News) 編輯 (世界新聞)	-	-	-	-
204	Editor (China/National News) 編輯 (中國／全國新聞)	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	7	-	-	7
206	Editorial / Leader Writer 主筆	-	-	-	-
<i>Sub-Total 小計</i>		<i>60</i>	<i>-</i>	<i>- 1</i>	<i>59</i>
<b>EDITORIAL / PRODUCTION LEVEL 編採／製作人員級</b>					
301	Senior Editor / Editor 資深 (高級) 編輯／編輯	23	2	-	25
302	Sub-editor / Copy Editor 文稿編輯	16	-	-	16
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	115	-	-	115
304	Senior Press Photographer / Press Photographer 資深 (高級) 攝影記者／攝影記者	12	-	-	12

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月的 大眾傳播 職位數目
<b>EDITORIAL / PRODUCTION LEVEL (Continued)</b> <b>編採／製作人員級 (續)</b>					
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	2	-	-	2
<b>Sub-Total 小計</b>		<b>168</b>	<b>2</b>	<b>-</b>	<b>170</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>					
401	Designer 美術設計員	2	-	-	2
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	3	-	-	3
407	Researcher 資料蒐集員	-	-	-	-
<b>SUPPORTING / TECHNICAL LEVEL (Continued)</b> <b>輔助／技術人員級 (續)</b>					
408	Webpage Producer 網頁製作員	1	-	-	1
409	Webmaster 網主	-	-	-	-
<b>Sub-Total 小計</b>		<b>6</b>	<b>-</b>	<b>-</b>	<b>6</b>
<b>GRAND TOTAL 總計</b>		<b>249</b>	<b>2</b>	<b>-1</b>	<b>250</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

**Table 1.5 MC Manpower, Vacancy and Forecast Growth by Job Title  
(Public Relations Services Suppliers)**

**表 1.5 各職稱大眾傳播人力情況、空缺數目及人力增長預測  
(公共關係服務供應商)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月的 大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> 經理級					
131	Managing Director / General Manager 董事經理／總經理	117	1	-	118
132	Director of Client Services / Account Director 客戶服務總監	170	5	- 1	174
<b>Sub-Total 小計</b>		<b>287</b>	<b>6</b>	<b>- 1</b>	<b>292</b>
<b>SUPERVISORY LEVEL</b> 督導級					
231	Account Manager / Senior PR Consultant / PR Consultant 客戶服務經理／高級公關顧問／ 公關顧問	450	32	8	490
232	Chief Editor / Editor 總編輯／編輯	26	1	3	30
262	Art Director 美術總監	8	1	-	9
269	Research Manager / Strategic Planner 市場調查經理／策略策劃員	2	-	-	2
<b>Sub-Total 小計</b>		<b>486</b>	<b>34</b>	<b>11</b>	<b>531</b>
<b>EXECUTIONAL LEVEL</b> 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	601	65	12	678
332	Multimedia / IT Manager 多媒體／資訊科技經理	13	1	-	14
333	Account Co-ordinator 客戶總務	181	10	1	192
334	Translator 翻譯員	37	-	-	37
362	Visualiser 草稿製作員	10	-	-	10

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月的 大眾傳播 職位數目
<b>EXECUTIONAL LEVEL (Continued)</b> <b>執行人員級 (續)</b>					
363	Graphic Artist 正稿製作員	48	-	-	48
364	Copy Writer 撰稿員	12	-	-	12
368	Production Assistant 製作助理	4	-	-	4
369	Research Assistant 市場調查助理	17	-	-	17
<b>Sub-Total 小計</b>		<b>923</b>	<b>76</b>	<b>13</b>	<b>1 012</b>
<b>GRAND TOTAL 總計</b>		<b>1 696</b>	<b>116</b>	<b>23</b>	<b>1 835</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

**Table 1.6 MC Manpower, Vacancy and Forecast Growth by Job Title**  
**(Advertising Sales / PR / Marketing Department in Media Organizations)**  
**表 1.6 各職稱大眾傳播人力情況、空缺數目及人力增長預測**  
**(傳媒機構內的廣告/公共關係/市場部)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月 的大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> 經理級					
181	Publisher / Managing Director / President 社長/董事經理/總裁	69	-	-	69
182	General Manager / Associate Publisher/ Deputy Managing Director / Vice President 總經理/副社長/副董事經理/副總裁	63	-	-	63
183	Advertising / Advertising Sales / Account Director 廣告/廣告銷售/客戶總監	136	-	-	136
184	Circulation / Circulation Sales / Circulation Marketing Director 發行/銷售總監	22	-	-	22
185	Marketing / Marketing Services / Program Director 市場/市場服務/項目總監	46	1	-	47
186	Business Development Director 業務發展總監	28	-	-	28
187	Research Director 市場調查總監	2	-	-	2
188	Public Relations Director 公共關係總監	9	-	-	9
189	Art Director 美術總監	64	1	-	65
<b>Sub-Total 小計</b>		<b>439</b>	<b>2</b>	<b>-</b>	<b>441</b>
<b>SUPERVISORY LEVEL</b> 督導級					
281	Advertising / Advertising Sales / Account Manager 廣告/廣告銷售/客戶經理	468	6	-	474
282	Circulation / Circulation Sales / Circulation Marketing Manager 發行/銷售經理	82	1	-	83

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月 的大眾傳播 職位數目
<b>SUPERVISORY LEVEL (Continued)</b> <b>督導級 (續)</b>					
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	114	3	-	117
284	Research Manager 市場調查經理	5	-	-	5
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	45	-	-	45
286	Public Relations Manager 公共關係經理	31	-	-	31
287	Sales Training / Sales Support Manager 銷售訓練／銷售支援經理	2	-	-	2
<b>Sub-Total 小計</b>		<b>747</b>	<b>10</b>	<b>-</b>	<b>757</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>					
381	Advertising Sales Assistant / Executive / Account Executive 廣告銷售助理／主任／客戶主任	511	18	-	529
382	Marketing Assistant / Executive 市場助理／主任	226	3	-	229
383	Research Assistant / Executive 市場調查助理／主任	39	2	-	41
384	Traffic Co-ordinator / Advertising Administration Assistant 聯絡員／廣告行政助理	240	3	-	243
385	Public Relations Assistant / Executive 公共關係助理／主任	56	5	- 1	60
<b>Sub-Total 小計</b>		<b>1 072</b>	<b>31</b>	<b>- 1</b>	<b>1 102</b>
<b>GRAND TOTAL 總計</b>		<b>2 258</b>	<b>43</b>	<b>- 1</b>	<b>2 300</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

**Table 1.7 MC Manpower, Vacancy and Forecast Growth by Job Title**  
**(Advertising Companies, Agencies & Other Advertising Services)**  
**表 1.7 各職稱大眾傳播人力情況、空缺數目及人力增長預測**  
**(廣告業機構)**

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月 的大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> <b>經理級</b>					
161	Managing Director / General Manager 董事經理／總經理	298	-	1	299
162	Director of Client Services / Account Servicing 客戶服務總監	88	-	-	88
163	Group Account Director / Account Director 客戶總監	308	2	-	310
164	Director of Strategic Planning 品牌策劃總監	38	-	-	38
165	Executive Creative Director 執行創作總監	145	2	-	147
166	Creative Director 創作總監	92	2	-	94
167	Creative Group Head 創作主任	40	3	-	43
168	Head of TV Production 電視廣告製作主任	24	-	-	24
169	Media Planning Director 媒介策劃總監	40	1	-	41
170	Media Buying Director 媒介採購總監	14	-	-	14
171	Media Group Head / Group Director / Associate Director 媒介組主任／客戶總監／副總監	23	1	-	24
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	1	-	-	1
186	Business Development Director 業務發展總監	5	-	-	5
<b>Sub-Total 小計</b>		<b>1 116</b>	<b>11</b>	<b>1</b>	<b>1 128</b>



Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月 的大眾傳播 職位數目
<b>SUPERVISORY LEVEL</b> 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	10	-	-	10
261	Associate Account Director / Account Manager 副客戶總監／客戶經理	1 234	17	11	1 262
262	Art Director 美術總監	1 231	34	-	1 265
263	Studio Manager 正稿製作經理	55	-	-	55
264	Production Manager 製作經理	141	5	-	146
265	Traffic Manager 流程統籌經理	25	1	-	26
266	TV Producer 廣告製片	71	-	-	71
267	Media Planning Manager 媒介策劃經理	80	2	-	82
268	Media Buying Manager 媒介採購經理	46	1	-	47
269	Research Manager / Strategic Planner 市場調查經理／策略策劃員	36	1	-	37
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	14	-	-	14
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	1	-	-	1
286	Public Relations Manager 公共關係經理	5	-	-	5
287	Sales Training / Sales Support Manager 銷售訓練／銷售支援經理	8	-	-	8
<b>Sub-Total 小計</b>		<b>2 957</b>	<b>61</b>	<b>11</b>	<b>3 029</b>
<b>EXECUTIONAL LEVEL</b> 執行人員級					
301	Senior Editor / Editor 資深 (高級) 編輯／編輯	6	-	-	6
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	4	-	-	4
306	Online Editor 網絡編輯	16	-	-	16
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	4	-	-	4

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員數目	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月 的大眾傳播 職位數目
<b>EXECUTIONAL LEVEL (Continued)</b> <b>執行人員級 (續)</b>					
334	Translator 翻譯員	1	-	-	1
361	Account Executive 客戶主任	2 111	71	3	2 185
362	Visualiser 草稿製作員	349	-	-	349
363	Graphic Artist 正稿製作員	4 871	235	167	5 273
364	Copy Writer 撰稿員	466	8	-	474
365	Media Planner / Executive 媒介策劃員／媒介主任	141	3	-	144
366	Media Buyer 媒介採購員	91	2	-	93
367	Traffic Co-ordinator 流程統籌	139	8	-	147
368	Production Assistant 製作助理	337	6	2	345
369	Research Assistant 市場調查助理	44	-	-	44
370	Photographer 廣告攝影師	178	5	-	183
382	Marketing Assistant / Executive 市場助理／主任	2	-	-	2
<b>Sub-Total 小計</b>		<b>8 760</b>	<b>338</b>	<b>172</b>	<b>9 270</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>					
401	Designer 美術設計員	10	-	-	10
402	Typesetter 植字員	3	-	-	3
408	Webpage Producer 網頁製作員	9	1	-	10
409	Webmaster 網主	22	-	-	22
411	Production Assistant / Technician 製作助理	12	1	1	14
<b>Sub-Total 小計</b>		<b>56</b>	<b>2</b>	<b>1</b>	<b>59</b>
<b>GRAND TOTAL 總計</b>		<b>12 889</b>	<b>412</b>	<b>185</b>	<b>13 486</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

**Table 1.8 MC Manpower, Vacancy and Forecast Growth by Job Title  
(Corporate Communications / PR / Advertising /  
Marketing Department in Companies / Institutions)**  
表 1.8 各職稱大眾傳播人力情況、空缺數目及人力增長預測  
(公司機構內企業傳訊/公共關係/廣告/市場部)

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員人數	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月 的大眾傳播 職位數目
<b>MANAGERIAL LEVEL</b> <b>經理級</b>					
141	General Manager / Director / Head of Corporate Communications / Public Relations / Public Affairs 企業傳訊/公共關係/ 公共事務總經理/總監/主管	155	1	-	156
142	General Manager / Director / Head of Advertising / Marketing Communications 廣告/市場傳訊總經理/總監/主管	37	-	-	37
143	General Manager / Director / Head of Marketing / Product Development / Brand Management 市場/產品開發/品牌推廣 總經理/總監/主管	95	-	-	95
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊/公共關係/ 公共事務經理	195	8	6	209
145	Advertising / Marketing Communications Manager 廣告/市場傳訊經理	65	8	-	73
146	Marketing / Product / Brand Manager 市場/產品/品牌經理	268	6	4	278
147	Community Relations Manager 社區關係經理	19	-	-	19
148	Market Research Manager 市場調查經理	32	-	-	32
149	Publication Manager 出版經理	5	-	-	5
150	Internal Communications Manager 內部傳訊經理	5	-	-	5
<b>Sub-Total 小計</b>		<b>876</b>	<b>23</b>	<b>10</b>	<b>909</b>

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員人數	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月 的大眾傳播 職位數目
<b>SUPERVISORY LEVEL</b> 主任級					
241	Assistant Manager / Executive for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務 助理經理／主任	215	23	5	243
242	Assistant Manager / Executive for Advertising / Marketing Communications 廣告／市場傳訊助理經理／主任	191	-	-	191
243	Assistant Manager / Executive for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣 助理經理／主任	333	25	9	367
244	Assistant Manager for Publication 助理出版經理	12	1	-	13
245	Chief Editor / Editor 總編輯／編輯	51	1	-	52
266	TV Producer 廣告製片	15	-	-	15
<b>Sub-Total 小計</b>		<b>817</b>	<b>50</b>	<b>14</b>	<b>881</b>
<b>EXECUTIONAL LEVEL</b> 執行人員級					
306	Online Editor 網絡編輯	15	-	-	15
341	Officer / Assistant for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／ 公共事務主任／助理	494	28	- 3	519
342	Officer / Assistant for Advertising / Marketing Communications 廣告／市場傳訊主任／助理	233	14	-	247
343	Officer / Assistant for Marketing / Product Development / Brand Management 市場／產品開發／ 品牌推廣主任／助理	604	26	15	645
344	Officer/Assistant for Community Relations 社區關係主任／助理	54	-	-	54

Job Code 職務 編號	Job Title* 職稱	No. of Employees in Feb 2008 二〇〇八年 二月 的僱員人數	No. of Vacancies in Feb 2008 二〇〇八年 二月 的空缺數目	Employers' Forecast Manpower Growth by Feb 2009 僱主預測 二〇〇九年二月 的人力增長	Forecast No. of MC Posts by Feb 2009 預測 二〇〇九年 二月 的大眾傳播 職位數目
<b>EXECUTIONAL LEVEL (Continued)</b> <b>執行人員級 (續)</b>					
345	Officer / Assistant for Market Research 市場調查主任／助理	62	4	-	66
346	Writer / Translator 撰稿／翻譯員	43	1	-	44
347	Officer / Assistant for Publication 出版主任／助理	29	-	-	29
348	Graphic Designer 廣告設計員	138	9	3	150
349	Photographer 攝影師	19	-	-	19
<b>Sub-Total 小計</b>		<b>1 691</b>	<b>82</b>	<b>15</b>	<b>1 788</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>					
441	Researcher 資料蒐集員	8	-	-	8
442	Webpage Producer 網頁製作員	26	14	-	40
<b>Sub-Total 小計</b>		<b>34</b>	<b>14</b>	<b>-</b>	<b>48</b>
<b>GRAND TOTAL 總計</b>		<b>3 418</b>	<b>169</b>	<b>39</b>	<b>3 626</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

**Number of MC Employees Leaving in the Past 12 Months  
by Branch by Job Level**  
過去十二個月大眾傳播僱員離職人數  
(按該門類該技能等級劃分)

Branch 門類		Job Level 職級	Managerial 經理級 (%)*	Supervisory 督導級 (%)*	Editorial / Production / Executorial 編採／製作／ 執行人員級 (%)*	Supporting / Technical 輔助／技術 人員級 (%)*	Total 總計 (%)*
Newspapers 報紙業	Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構 內廣告／公共 關係／市場部		9 (4.0)	14 (1.8)	229 (7.9)	47 (5.4)	299 (6.3)
Magazines 雜誌業			12 (2.9)	14 (3.1)	197 (11.1)	22 (5.1)	245 (8.0)
News Department in Radio / TV Stations 電台及電視台的 新聞部			3 (3.4)	31 (7.9)	144 (11.8)	33 (8.4)	211 (10.1)
News Agencies 新聞通訊社			- (-)	1 (1.4)	24 (14.0)	- (-)	25 (9.0)
Public Relations Services Suppliers 公共關係服務供應商			19 (6.5)	79 (15.2)	209 (20.9)	- (-)	307 (16.9)
Advertising Companies, Agencies and Other Advertising Services 廣告業機構			101 (9.0)	357 (11.8)	1 263 (13.9)	12 (20.7)	1 733 (13.0)
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司機構內企業傳訊／ 公共關係／廣告／市場部			73 (8.1)	135 (15.6)	309 (17.4)	33 (68.8)	550 (15.3)
<b>Total 總計</b>			<b>217 (7.1)</b>	<b>631 (10.4)</b>	<b>2 375 (13.2)</b>	<b>147 (8.1)</b>	<b>3 370 (11.7)</b>

\* 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 2.1 Preferred Educational Level of MC Employees in Newspapers by Job Title**  
**表 2.1 各職稱報紙業機構大眾傳播僱員宜有的教育程度**

Job Code 職務 編號	Job Title * 職稱	Master Degree or Above 碩士學位 或以上	Bachelor Degree 學士 學位	Associate Degree / Higher Diploma or Equivalent 副學士 學位/高級 文憑或 同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑/ 高級證書/ 證書或 同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	-	11	-	1	-	-	-	5
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	46	-	3	-	-	-	9
103	News Director 新聞總監	-	18	-	-	-	-	-	-
166	Creative Director 創作總監	-	1	-	-	-	-	-	-
<i>Sub-Total 小計</i>		-	76	-	4	-	-	-	14
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	59	-	3	-	-	-	38
202	News / Assignment Editor 總採訪/採訪主任	-	107	-	2	-	-	-	49
203	Editor (World News) 編輯 (世界新聞)	-	37	1	1	-	-	-	31
204	Editor (China/National News) 編輯 (中國/全國新聞)	-	34	1	-	-	-	-	16
205	Assignment Editor (Photography) 攝影主任	-	3	5	1	-	-	-	1
206	Editorial / Leader Writer 主筆	-	26	-	-	-	-	-	-
<i>Sub-Total 小計</i>		-	266	7	7	-	-	-	135
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採/製作人員級</b>									
301	Senior Editor / Editor 資深 (高級) 編輯/編輯	-	311	88	35	1	-	-	108
302	Sub-editor / Copy Editor 文稿編輯	-	82	11	-	-	8	-	120
303	Senior Reporter / Reporter 資深 (高級) 記者/記者	-	566	158	123	-	-	-	345
304	Senior Press Photographer / Press Photographer 資深 (高級) 攝影記者/ 攝影記者	-	1	50	42	-	45	-	89
305	Senior Translator / Translator 資深 (高級) 翻譯員/翻譯員	-	57	8	14	-	-	-	19
306	Online Editor 網絡編輯	-	12	-	4	-	-	-	8
307	Senior Designer 資深 (高級) 美術設計員	-	2	15	15	-	16	-	9
363	Graphic Artist 正稿製作員	-	17	-	6	-	-	-	8
<i>Sub-Total 小計</i>		-	1 048	330	239	1	69	-	706

Job Code 職務 編號	Job Title * 職稱	Master Degree or Above 碩士學位 或以上	Bachelor Degree 學士 學位	Associate Degree / Higher Diploma or Equivalent 副學士 學位／高級 文憑或 同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑／ 高級證書／ 證書或 同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	32	80	-	105	-	149
402	Typesetter 植字員	-	-	-	9	3	49	-	7
403	Layout Artist 排版員	-	-	3	18	-	82	-	73
404	Proof-Reader 校對員	-	-	-	55	13	24	-	24
405	Darkroom Person 黑房工作人員	-	-	-	3	-	-	-	-
406	Librarian 資料室人員	-	9	8	4	10	29	-	7
407	Researcher 資料蒐集員	-	3	-	2	15	-	-	3
408	Webpage Producer 網頁製作員	-	3	6	-	-	1	-	10
409	Webmaster 網主	-	10	1	1	-	6	-	5
<b>Sub-Total 小計</b>		-	25	50	172	41	296	-	278
<b>GRAND TOTAL 總計</b>		-	1 415	387	422	42	365	-	1 133

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note : Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差



**Table 2.2 Preferred Educational Level of MC Employees in Magazines by Job Title**  
**表 2.2 各職稱雜誌業機構大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位/高級文憑或同等學歷	Diploma / Higher Certificate or Equivalent 文憑/高級證書/證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	19	62	1	1	-	-	-	11
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	9	38	-	-	-	-	-	18
103	News Director 新聞總監	1	-	-	-	-	-	-	-
166	Creative Director 創作總監	-	-	-	-	-	-	-	3
167	Creative Group Head 創作主任	-	-	-	-	-	-	-	3
<b>Sub-Total 小計</b>		<b>29</b>	<b>100</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>35</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	51	3	2	11	-	-	27
202	News / Assignment Editor 總採訪/採訪主任	-	18	-	3	-	-	-	3
203	Editor (World News) 編輯(世界新聞)	-	1	-	-	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	4	6	-	-	1	-	10
206	Editorial / Leader Writer 主筆	-	8	-	2	-	-	-	2
<b>Sub-Total 小計</b>		<b>-</b>	<b>82</b>	<b>9</b>	<b>7</b>	<b>11</b>	<b>1</b>	<b>-</b>	<b>42</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採/製作人員級</b>									
301	Senior Editor / Editor 資深(高級)編輯/編輯	-	128	113	29	49	11	-	68
302	Sub-editor / Copy Editor 文稿編輯	-	66	10	9	2	-	-	6
303	Senior Reporter / Reporter 資深(高級)記者/記者	-	133	143	-	4	37	-	190
304	Senior Press Photographer / Press Photographer 資深(高級)攝影記者/攝影記者	-	2	55	46	14	31	-	136
305	Senior Translator / Translator 資深(高級)翻譯員/翻譯員	-	2	-	-	-	-	-	-
306	Online Editor 網絡編輯	-	3	-	2	-	-	-	2
307	Senior Designer 資深(高級)美術設計員	-	6	6	31	3	2	-	12
363	Graphic Artist 正稿製作員	-	-	-	16	-	-	-	7
364	Copy Writer 撰稿員	-	7	-	1	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>347</b>	<b>327</b>	<b>134</b>	<b>72</b>	<b>81</b>	<b>-</b>	<b>421</b>

Job Code 職務 編號	Job Title * 職稱	Master Degree or Above 碩士學位 或以上	Bachelor Degree 學士 學位	Associate Degree / Higher Diploma or Equivalent 副學士學位/ 高級文憑或 同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑/ 高級證書/ 證書或 同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> 輔助 / 技術人員級									
401	Designer 美術設計員	-	5	18	142	9	33	-	50
402	Typesetter 植字員	-	-	-	10	4	-	-	10
403	Layout Artist 排版員	-	-	-	39	-	8	-	28
404	Proof-Reader 校對員	-	-	6	7	2	4	-	6
406	Librarian 資料室人員	-	-	-	10	-	-	-	-
407	Researcher 資料蒐集員	-	-	-	1	-	-	-	6
408	Webpage Producer 網頁製作員	-	-	8	2	-	-	-	-
409	Webmaster 網主	-	-	-	9	-	2	-	1
<b>Sub-Total 小計</b>		-	5	32	220	15	47	-	101
<b>GRAND TOTAL 總計</b>		29	534	369	362	98	129	-	599

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note : Figures may not add up due to blow-up factors  
注意 : 數字因經統計處理可能有些微偏差

Table 2.3

**Preferred Educational Level of MC Employees in  
News Department in Radio and Television Stations by Job Title**

表 2.3

**各職稱電台及電視台新聞部大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位/高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑/高級證書/證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL 經理級</b>									
111	Vice President / Senior Vice President / Executive Director 副總裁/高級副總裁/執行董事	6	13	-	-	-	-	-	-
112	Controller / Deputy Controller / Assistant Controller / News Manager 總監/副總監/助理總監/新聞經理	5	14	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>11</b>	<b>27</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>SUPERVISORY LEVEL 督導級</b>									
211	Executive News Editor 總採訪/策劃主任	16	23	-	2	-	-	-	-
212	Deputy / Assistant News / Assignment / Planning Editor 副採訪/策劃主任	-	147	-	-	-	-	-	-
213	Managing Editor 編輯主任	-	33	-	5	-	-	-	-
214	Deputy Managing / Assistant Managing Editor 副編輯主任	-	34	-	-	-	-	-	-
215	Executive Producer 執行監製/製作主任	-	3	10	10	-	-	-	-
<b>Sub-Total 小計</b>		<b>16</b>	<b>240</b>	<b>10</b>	<b>17</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>EDITORIAL / PRODUCTION LEVEL 編採/製作人員級</b>									
306	Online Editor 網絡編輯	-	29	-	-	-	-	-	-
307	Senior Designer 資深(高級)美術設計員	-	2	-	-	-	-	-	-
311	Senior Sub-editor / Sub-editor 高級編輯/編輯	-	140	9	6	-	-	-	-
312	News Reader / Announcer 新聞報告員	-	81	-	-	-	-	-	-
313	News Translator 新聞翻譯員	-	7	14	-	-	-	-	-
314	Senior Reporter / Reporter 高級記者/記者	-	294	107	4	-	-	-	-
315	Cameraman 電視攝影師	-	31	-	47	-	122	-	-
316	Senior Producer / Producer 高級監製/監製	-	20	42	2	-	-	-	-
363	Graphic Artist 正稿製作員	-	-	-	5	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>604</b>	<b>172</b>	<b>64</b>	<b>-</b>	<b>122</b>	<b>-</b>	<b>-</b>

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位/高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑/高級證書/證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助/技術人員級</b>									
401	Designer 美術設計員	-	-	-	4	-	-	-	-
406	Librarian 資料室人員	-	6	-	-	-	-	-	-
408	Webpage Producer 網頁製作員	-	-	-	2	-	-	-	-
411	Production Assistant /Technician 製作助理	-	72	-	137	-	160	-	-
<i>Sub-Total 小計</i>		-	78	-	143	-	160	-	-
<b>GRAND TOTAL 總計</b>		27	949	182	224	-	282	-	-

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note : Figures may not add up due to blow-up factors  
注意 : 數字因經統計處理可能有些微偏差

**Table 2.4 Preferred Educational Level of MC Employees in News Agencies by Job Title**  
**表 2.4 各職稱新聞通訊社大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位 / 高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑 / 高級證書 / 證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	2	5	-	-	-	-	-	1
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	2	-	-	-	-	-	3
103	News Director 新聞總監	2	-	-	-	--	-	-	-
<b>Sub-Total 小計</b>		<b>4</b>	<b>7</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	10	-	-	-	-	-	-
202	News / Assignment Editor 總採訪 / 採訪主任	-	18	24	-	-	-	-	1
205	Assignment Editor (Photography) 攝影主任	-	5	1	-	-	-	-	1
<b>Sub-Total 小計</b>		<b>-</b>	<b>33</b>	<b>25</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採 / 製作人員級</b>									
301	Senior Editor / Editor 資深 (高級) 編輯 / 編輯	-	23	-	-	-	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	11	-	-	-	-	-	5
303	Senior Reporter / Reporter 資深 (高級) 記者 / 記者	-	82	25	-	-	-	-	8
304	Senior Press Photographer / Press Photographer 資深 (高級) 攝影記者 / 攝影記者	-	4	2	-	-	3	-	3
307	Senior Designer 資深 (高級) 美術設計員	-	2	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>122</b>	<b>27</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>16</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助 / 技術人員級</b>									
401	Designer 美術設計員	-	-	2	-	-	-	-	-
406	Librarian 資料室人員	-	-	3	-	-	-	-	-
408	Webpage Producer 網頁製作員	-	-	1	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>6</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>GRAND TOTAL 總計</b>		<b>4</b>	<b>162</b>	<b>58</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>22</b>

\* Including jobs with different titles but with similar functions  
 包括不同職稱但工作類似的職位

Note : Figures may not add up due to blow-up factors  
 注意 : 數字因經統計處理可能有些微偏差

**Table 2.5 Preferred Educational Level of MC Employees in Public Relations Services Suppliers by Job Title**  
**表 2.5 各職稱公共關係服務供應商大眾傳播僱員宜有的教育程度**

Job Code 職務 編號	Job Title * 職稱	Master Degree or Above 碩士學位 或以上	Bachelor Degree 學士 學位	Associate Degree / Higher Diploma or Equivalent 副學士 學位/高級 文憑或 同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑/ 高級證書/ 證書或 同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
131	Managing Director / General Manager 董事經理/總經理	9	100	3	1	3	-	-	1
132	Director of Client Services / Account Director 客戶服務總監	9	146	3	2	5	-	-	5
<b>Sub-Total 小計</b>		<b>18</b>	<b>246</b>	<b>6</b>	<b>3</b>	<b>8</b>	<b>-</b>	<b>-</b>	<b>6</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
231	Account Manager / Senior PR Consultant / PR Consultant 客戶服務經理/高級公關 顧問/公關顧問	3	378	31	2	22	2	-	12
232	Chief Editor / Editor 總編輯/編輯	-	16	3	3	-	4	-	-
262	Art Director 美術總監	-	4	2	2	-	-	-	-
269	Research Manager / Strategic Planner 市場調查經理/策略策劃員	-	2	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>3</b>	<b>400</b>	<b>36</b>	<b>7</b>	<b>22</b>	<b>6</b>	<b>-</b>	<b>12</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
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	-	424	87	23	50	17	-	-
332	Multimedia / IT Manager 多媒體/資訊科技經理	-	10	2	1	-	-	-	-
333	Account Co-ordinator 客戶總務	-	78	53	18	15	16	-	1
334	Translator 翻譯員	-	37	-	-	-	-	-	-
362	Visualiser 草稿製作員	-	10	-	-	-	-	-	-
363	Graphic Artist 正稿製作員	-	6	22	19	1	-	-	-
364	Copy Writer 撰稿員	-	-	12	-	-	-	-	-
368	Production Assistant 製作助理	-	-	-	-	-	4	-	-
369	Research Assistant 市場調查助理	-	-	-	-	17	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>565</b>	<b>176</b>	<b>61</b>	<b>83</b>	<b>37</b>	<b>-</b>	<b>1</b>
<b>GRAND TOTAL 總計</b>		<b>21</b>	<b>1 211</b>	<b>218</b>	<b>71</b>	<b>113</b>	<b>43</b>	<b>-</b>	<b>19</b>

\* Including jobs with different titles but with similar functions  
 包括不同職稱但工作類似的職位

Note : Figures may not add up due to blow-up factors  
 注意：數字因經統計處理可能有些微偏差

**Table 2.6 Preferred Educational Level of MC Employees in Advertising Sales / PR / Marketing Department in Media Organizations by Job Title**  
**表 2.6 各職稱傳媒機構內的廣告／公共關係／市場部大眾傳播僱員宜有的教育程度**

Job Code 職務 編號	Job Title * 職稱	Master Degree or Above 碩士學位 或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位/ 高級文憑或 同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑/ 高級證書/ 證書或 同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
181	Publisher / Managing Director / President 社長／董事經理／總裁	8	51	2	-	-	-	-	8
182	General Manager / Associate Publisher / Deputy Managing Director / Vice President 總經理／副社長/ 副董事經理／副總裁	4	49	4	-	-	-	-	6
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	3	105	5	1	-	-	-	22
184	Circulation / Circulation Sales / Circulation Marketing Director 發行／銷售總監	1	15	3	-	-	-	-	3
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	3	32	1	-	1	-	-	9
186	Business Development Director 業務發展總監	1	12	-	1	9	-	-	5
187	Research Director 市場調查總監	-	2	-	-	-	-	-	-
188	Public Relations Director 公共關係總監	-	9	-	-	-	-	-	-
189	Art Director 美術總監	1	28	12	3	-	-	-	20
<b>Sub-Total 小計</b>		<b>21</b>	<b>303</b>	<b>27</b>	<b>5</b>	<b>10</b>	<b>-</b>	<b>-</b>	<b>73</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	218	78	15	54	1	-	102
282	Circulation / Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	44	6	7	18	-	-	7
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	71	2	2	8	-	-	31
284	Research Manager 市場調查經理	-	3	-	-	-	-	-	2
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	-	23	3	2	13	-	-	4
286	Public Relations Manager 公共關係經理	-	18	7	-	5	-	-	1
287	Sales Training / Sales Support Manager 銷售訓練／銷售支援經理	-	1	-	-	1	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>378</b>	<b>96</b>	<b>26</b>	<b>99</b>	<b>1</b>	<b>-</b>	<b>147</b>

Job Code 職務 編號	Job Title * 職稱	Master Degree or Above 碩士學位 或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位/ 高級文憑或 同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑/ 高級證書/ 證書或 同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
381	Advertising Sales Assistant / Executive / Account Executive 廣告銷售助理/主任/ 客戶主任	-	115	49	64	24	131	-	128
382	Marketing Assistant / Executive 市場助理/主任	-	77	7	30	20	11	-	81
383	Research Assistant / Executive 市場調查助理/主任	-	21	-	4	14	-	-	-
384	Traffic Co-ordinator / Advertising Administration Assistant 聯絡員/廣告行政助理	-	63	20	51	7	58	-	41
385	Public Relations Assistant / Executive 公共關係助理/主任	-	32	-	8	12	1	-	3
<b>Sub-Total 小計</b>		-	<b>308</b>	<b>76</b>	<b>157</b>	<b>77</b>	<b>201</b>	-	<b>253</b>
<b>GRAND TOTAL 總計</b>		<b>21</b>	<b>989</b>	<b>199</b>	<b>188</b>	<b>186</b>	<b>202</b>	-	<b>473</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note : Figures may not add up due to blow-up factors  
注意 : 數字因經統計處理可能有些微偏差



Table 2.7

**Preferred Educational Level of MC Employees in Advertising Companies, Agencies and other Advertising Services by Job Title**

表 2.7

**各職稱廣告業機構大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位/高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑/高級證書/證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
161	Managing Director / General Manager 董事經理/總經理	31	202	38	15	-	-	-	12
162	Director of Client Services / Account Servicing 客戶服務總監	21	57	-	5	-	-	-	5
163	Group Account Director / Account Director 客戶總監	7	243	14	34	-	-	-	10
164	Director of Strategic Planning 品牌策劃總監	3	32	-	-	-	-	-	3
165	Executive Creative Director 執行創作總監	11	112	12	-	-	-	-	10
166	Creative Director 創作總監	3	77	2	5	-	-	-	5
167	Creative Group Head 創作主任	4	22	14	-	-	-	-	-
168	Head of TV Production 電視廣告製作主任	-	24	-	-	-	-	-	-
169	Media Planning Director 媒介策劃總監	3	36	-	-	-	-	-	1
170	Media Buying Director 媒介採購總監	-	3	10	-	-	1	-	-
171	Media Group Head / Group Director / Associate Director 媒介組主任/客戶總監/副總監	5	17	1	-	-	-	-	-
185	Marketing / Marketing Services / Program Director 市場/市場服務/項目總監	-	-	-	-	-	-	-	1
186	Business Development Director 業務發展總監	-	5	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>88</b>	<b>830</b>	<b>91</b>	<b>59</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>47</b>
<b>SUPERVISORY LEVEL</b> <b>主任級</b>									
231	Account Manager / Senior PR Consultant / PR Consultant 客戶服務經理/高級公關顧問/公關顧問	-	-	-	10	-	-	-	-
261	Associate Account Director / Account Manager 副客戶總監/客戶經理	6	847	106	72	145	24	-	34
262	Art Director 美術總監	16	499	182	344	124	46	-	20
263	Studio Manager 正稿製作經理	-	8	6	38	1	-	-	2
264	Production Manager 製作經理	-	27	50	26	6	8	20	4

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位/高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑/高級證書/證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>SUPERVISORY LEVEL (Continued)</b> <b>主任級 (續)</b>									
265	Traffic Manager 流程統籌經理	-	6	4	6	7	1	-	1
266	TV Producer 廣告製片	-	9	46	9	7	-	-	-
267	Media Planning Manager 媒介策劃經理	-	55	23	1	-	-	-	1
268	Media Buying Manager 媒介採購經理	-	26	7	-	5	3	-	5
269	Research Manager / Strategic Planner 市場調查經理/策略策劃員	5	20	10	1	-	-	-	-
283	Marketing / Marketing Services / Program Manager 市場/市場服務/項目經理	-	11	-	-	-	-	-	3
285	Traffic / Advertising Administration Manager 聯絡/廣告行政經理	-	-	-	-	-	-	-	1
286	Public Relations Manager 公共關係經理	-	-	-	-	5	-	-	-
287	Sales Training / Sales Support Manager 銷售訓練/銷售支援經理	-	-	-	-	-	-	-	8
<b>Sub-Total 小計</b>		<b>27</b>	<b>1 508</b>	<b>434</b>	<b>507</b>	<b>300</b>	<b>82</b>	<b>20</b>	<b>79</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
301	Senior Editor / Editor 資深 (高級) 編輯/編輯	-	-	-	-	-	-	-	6
303	Senior Reporter / Reporter 資深 (高級) 記者/記者	-	4	-	-	-	-	-	-
306	Online Editor 網絡編輯	-	15	1	-	-	-	-	-
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	-	-	-	-	-	4	-	-
334	Translator 翻譯員	-	1	-	-	-	-	-	-
361	Account Executive 客戶主任	-	464	456	387	391	334	-	79
362	Visualiser 草稿製作員	-	2	11	35	265	32	-	4
363	Graphic Artist 正稿製作員	-	515	1 052	1 888	280	1 108	-	28
364	Copy Writer 撰稿員	-	164	208	41	13	35	-	5
365	Media Planner / Executive 媒介策劃員/媒介主任	-	90	20	22	2	6	-	1
366	Media Buyer 媒介採購員	-	31	10	6	1	43	-	-
367	Traffic Co-ordinator 流程統籌	-	10	32	20	16	40	20	1
368	Production Assistant 製作助理	-	19	16	60	96	131	12	3

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位/高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑/高級證書/證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>EXECUTIONAL LEVEL (Continued)</b> <b>執行人員級 (續)</b>									
369	Research Assistant 市場調查助理	-	10	1	26	-	4	-	3
370	Photographer 廣告攝影師	-	-	2	29	-	145	1	1
382	Marketing Assistant / Executive 市場助理/主任	-	-	-	1	-	-	-	1
<b>Sub-Total 小計</b>		-	<b>1 325</b>	<b>1 809</b>	<b>2 515</b>	<b>1 064</b>	<b>1 882</b>	<b>33</b>	<b>132</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助/技術人員級</b>									
401	Designer 美術設計員	-	-	-	-	10	-	-	-
402	Typesetter 植字員	-	-	-	-	-	3	-	-
408	Webpage Producer 網頁製作員	-	-	1	8	-	-	-	-
409	Webmaster 網主	-	1	-	21	-	-	-	-
411	Production Assistant / Technician 製作助理	-	-	-	12	-	-	-	-
<b>Sub-Total 小計</b>		-	<b>1</b>	<b>1</b>	<b>41</b>	<b>10</b>	<b>3</b>	-	-
<b>GRAND TOTAL 總計</b>		<b>115</b>	<b>3 664</b>	<b>2 335</b>	<b>3 122</b>	<b>1 374</b>	<b>1 968</b>	<b>53</b>	<b>258</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note : Figures may not add up due to blow-up factors  
注意 : 數字因經統計處理可能有些微偏差

**Table 2.8 Preferred Educational Level of MC Employees in Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions by Job Title**  
**表 2.8 各職稱公司機構內企業傳訊／公共關係／廣告／市場部大眾傳播僱員宜有的教育程度**

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位／高級文憑或同等學歷	Diploma / Higher Certificate or Equivalent 文憑／高級證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
141	General Manager / Director / Head of Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務總經理／總監／主管	30	106	-	-	-	-	-	19
142	General Manager / Director / Head of Advertising / Marketing Communications 廣告／市場傳訊總經理／總監／主管	2	32	-	-	-	-	-	3
143	General Manager / Director / Head of Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣總經理／總監／主管	16	72	-	-	-	-	-	7
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	20	163	-	3	-	-	-	9
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	-	62	-	-	-	-	-	3
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	9	256	-	-	-	-	-	3
147	Community Relations Manager 社區關係經理	-	19	-	-	-	-	-	-
148	Market Research Manager 市場調查經理	3	26	-	-	-	-	-	3
149	Publication Manager 出版經理	-	5	-	-	-	-	-	-
150	Internal Communications Manager 內部傳訊經理	-	5	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>80</b>	<b>746</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>47</b>
<b>SUPERVISORY LEVEL</b> <b>主任級</b>									
241	Assistant Manager / Executive for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務助理經理／主任	5	183	-	9	-	-	-	18
242	Assistant Manager / Executive for Advertising / Marketing Communications 廣告／市場傳訊助理經理／主任	-	147	3	10	19	-	-	12
243	Assistant Manager / Executive for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣助理經理／主任	-	287	5	-	35	-	-	6

Job Code 職務編號	Job Title * 職稱	Master Degree or Above 碩士學位或以上	Bachelor Degree 學士學位	Associate Degree / Higher Diploma or Equivalent 副學士學位/高級文憑或同等學歷	Diploma / Higher Certificate / Certificate or Equivalent 文憑/高級證書/證書或同等學歷	Matriculation 大學預科	Secondary 5 中五	Below Secondary 5 中五以下	Unspecified 未有說明
<b>SUPERVISORY LEVEL (Continued)</b> <b>主任級 (續)</b>									
244	Assistant Manager for Publication 助理出版經理	-	4	-	3	5	-	-	-
245	Chief Editor / Editor 總編輯/編輯	8	43	-	-	-	-	-	-
266	TV Producer 廣告製片	-	-	15	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>13</b>	<b>664</b>	<b>23</b>	<b>22</b>	<b>59</b>	<b>-</b>	<b>-</b>	<b>36</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
306	Online Editor 網絡編輯	-	13	2	-	-	-	-	-
341	Officer / Assistant for Corporate Communications / Public Relations / Public Affairs 企業傳訊/公共關係/公共事務主任/助理	-	387	28	22	17	6	-	34
342	Officer / Assistant for Advertising / Marketing Communications 廣告/市場傳訊主任/助理	-	83	15	46	28	19	-	42
343	Officer / Assistant for Marketing / Product Development / Brand Management 市場/產品開發/品牌推廣主任/助理	-	271	41	112	4	80	-	96
344	Officer/Assistant for Community Relations 社區關係主任/助理	-	-	6	-	-	-	-	48
345	Officer / Assistant for Market Research 市場調查主任/助理	-	29	-	-	-	-	-	33
346	Writer / Translator 撰稿/翻譯員	-	24	19	-	-	-	-	-
347	Officer / Assistant for Publication 出版主任/助理	-	18	2	3	1	5	-	-
348	Graphic Designer 廣告設計員	-	23	55	55	-	5	-	-
349	Photographer 攝影師	-	-	4	15	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>848</b>	<b>172</b>	<b>253</b>	<b>50</b>	<b>115</b>	<b>-</b>	<b>253</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助/技術人員級</b>									
441	Researcher 資料蒐集員	-	3	5	-	-	-	-	-
442	Webpage Producer 網頁製作員	-	16	3	7	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>19</b>	<b>8</b>	<b>7</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>GRAND TOTAL 總計</b>		<b>93</b>	<b>2 277</b>	<b>203</b>	<b>285</b>	<b>109</b>	<b>115</b>	<b>-</b>	<b>336</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意: 數字因經統計處理可能有些微偏差

**Table 3.1 Preferred Years of Relevant Experience of MC Employees in Newspapers by Job Title**  
**表 3.1 各職稱報紙業機構大眾傳播僱員宜有的相關年資**

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	4	4	2	1	-	-	-	6
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	13	29	4	-	-	-	-	12
103	News Director 新聞總監	15	3	-	-	-	-	-	-
166	Creative Director 創作總監	1	-	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>33</b>	<b>36</b>	<b>6</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>18</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	18	38	3	-	-	-	41
202	News / Assignment Editor 總採訪／採訪主任	-	20	83	4	-	-	-	51
203	Editor (World News) 編輯 (世界新聞)	-	-	3	35	-	-	-	32
204	Editor (China/National News) 編輯 (中國／全國新聞)	-	-	-	35	-	-	-	16
205	Assignment Editor (Photography) 攝影主任	2	-	5	1	-	-	-	2
206	Editorial / Leader Writer 主筆	2	-	8	15	1	-	-	-
<b>Sub-Total 小計</b>		<b>4</b>	<b>38</b>	<b>137</b>	<b>93</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>142</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Editor / Editor 資深 (高級) 編輯／編輯	-	-	51	272	77	-	-	143
302	Sub-editor / Copy Editor 文稿編輯	-	-	-	4	52	45	-	120
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	-	-	-	509	219	85	-	379
304	Senior Press Photographer / Press Photographer 資深 (高級) 攝影記者／攝影記者	-	-	-	68	51	13	-	95
305	Senior Translator / Translator 資深 (高級) 翻譯員／翻譯員	-	-	-	13	22	39	-	24
306	Online Editor 網絡編輯	-	-	1	6	9	-	-	8
307	Senior Designer 資深 (高級) 美術設計員	-	-	2	30	12	-	-	13
363	Graphic Artist 正稿製作員	-	-	-	-	23	-	-	8
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>54</b>	<b>902</b>	<b>465</b>	<b>182</b>	<b>-</b>	<b>790</b>

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
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助 / 技術人員級</b>									
401	Designer 美術設計員	-	-	-	-	130	48	30	158
402	Typesetter 植字員	-	-	-	-	22	28	2	16
403	Layout Artist 排版員	-	-	-	7	29	21	46	73
404	Proof-Reader 校對員	-	9	-	-	20	53	4	30
405	Darkroom Person 黑房工作人員	-	-	-	-	-	3	-	-
406	Librarian 資料室人員	-	-	-	9	8	17	22	11
407	Researcher 資料蒐集員	-	-	-	-	-	15	3	5
408	Webpage Producer 網頁製作員	-	-	-	5	4	-	1	10
409	Webmaster 網主	-	-	-	8	4	-	6	5
<i>Sub-Total 小計</i>		-	9	-	29	217	185	114	308
<b>GRAND TOTAL 總計</b>		37	83	197	1 025	683	367	114	1 258

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差

**Table 3.2 Preferred Years of Relevant Experience of MC Employees in Magazines by Job Title**  
**表 3.2 各職稱雜誌業機構大眾傳播僱員宜有的相關年資**

Job Code 職務 編號	Job Title * 職稱	15 years or over 15年或 以上	10 to less than 15 years 10至15年 以下	7 to less than 10 years 7至10年 以下	5 to less than 7 years 5至7年 以下	2 to less than 5 years 2至5年 以下	Less than 2 years 2年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	16	24	11	32	-	-	-	11
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	1	21	6	19	-	-	-	18
103	News Director 新聞總監	-	1	-	-	-	-	-	-
166	Creative Director 創作總監	-	-	-	-	-	-	-	3
167	Creative Group Head 創作主任	-	-	-	-	-	-	-	3
<b>Sub-Total 小計</b>		<b>17</b>	<b>46</b>	<b>17</b>	<b>51</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>35</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	8	32	17	10	-	-	27
202	News / Assignment Editor 總採訪／採訪主任	-	-	13	2	6	-	-	3
203	Editor (World News) 編輯 (世界新聞)	-	-	-	1	-	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	6	2	1	2	-	-	10
206	Editorial / Leader Writer 主筆	-	-	1	9	-	-	-	2
<b>Sub-Total 小計</b>		<b>-</b>	<b>14</b>	<b>48</b>	<b>30</b>	<b>18</b>	<b>-</b>	<b>-</b>	<b>42</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Editor / Editor 資深 (高級) 編輯／編輯	-	-	-	139	177	14	-	68
302	Sub-editor / Copy Editor 文稿編輯	-	-	-	8	74	5	-	6
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	-	-	-	121	154	42	-	190
304	Senior Press Photographer / Press Photographer 資深 (高級) 攝影記者／攝影記者	-	-	-	87	57	4	-	136
305	Senior Translator / Translator 資深 (高級) 翻譯員／翻譯員	-	-	-	1	1	-	-	-
306	Online Editor 網絡編輯	-	-	-	-	5	-	-	2
307	Senior Designer 資深 (高級) 美術設計員	-	-	2	14	27	5	-	12
363	Graphic Artist 正稿製作員	-	-	-	-	16	-	-	7
364	Copy Writer 撰稿員	-	-	-	-	8	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>2</b>	<b>370</b>	<b>519</b>	<b>70</b>	<b>-</b>	<b>421</b>



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
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助 / 技術人員級</b>									
401	Designer 美術設計員	-	-	-	-	168	39	-	50
402	Typesetter 植字員	-	-	-	-	6	8	-	10
403	Layout Artist 排版員	-	-	-	-	5	42	-	28
404	Proof-Reader 校對員	-	-	-	5	12	2	-	6
406	Librarian 資料室人員	-	-	-	-	10	-	-	-
407	Researcher 資料蒐集員	-	-	-	-	1	-	-	6
408	Webpage Producer 網頁製作員	-	-	-	-	5	5	-	-
409	Webmaster 網主	-	-	-	-	8	3	-	1
<i>Sub-Total 小計</i>		-	-	-	5	215	99	-	101
<b>GRAND TOTAL 總計</b>		17	60	67	456	752	169	-	599

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差

**Table 3.3 Preferred Years of Relevant Experience of MC Employees in News Department in Radio / TV Stations by Job Title**  
**表 3.3 各職稱電台及電視台大眾傳播僱員宜有的相關年資**

Job Code 職務 編號	Job Title * 職稱	15 years or over 15年或 以上	10 to less than 15 years 10至15年 以下	7 to less than 10 years 7至10年 以下	5 to less than 7 years 5至7年 以下	2 to less than 5 years 2至5年 以下	Less than 2 years 2年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
111	Vice President / Senior Vice President / Executive Director 副總裁／高級副總裁／執行董事	12	4	-	-	-	-	-	3
112	Controller / Deputy Controller / Assistant Controller / News Manager 總監／副總監／助理總監／新聞經理	6	7	2	-	-	-	-	4
<b>Sub-Total 小計</b>		<b>18</b>	<b>11</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>7</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
211	Executive News Editor 總採訪／策劃主任	-	20	6	5	-	-	-	10
212	Deputy / Assistant News / Assignment / Planning Editor 副採訪／策劃主任	-	-	51	90	-	-	-	6
213	Managing Editor 編輯主任	-	23	8	3	-	-	-	4
214	Deputy Managing / Assistant Managing Editor 副編輯主任	-	6	28	-	-	-	-	-
215	Executive Producer 執行監製／製作主任	-	-	14	7	-	-	-	2
<b>Sub-Total 小計</b>		<b>-</b>	<b>49</b>	<b>107</b>	<b>105</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>22</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
306	Online Editor 網絡編輯	-	-	-	16	13	-	-	-
307	Senior Designer 資深 (高級) 美術設計員	-	-	-	2	-	-	-	-
311	Senior Sub-editor/ Sub-editor 高級編輯／編輯	-	-	23	90	7	-	-	35
312	News Reader / Announcer 新聞報告員	-	-	-	20	37	11	-	13
313	News Translator 新聞翻譯員	-	-	-	-	21	-	-	-
314	Senior Reporter / Reporter 高級記者／記者	-	-	31	238	76	-	-	60
315	Cameraman 電視攝影師	-	-	-	32	125	-	-	43
316	Senior Producer/Producer 高級監製／監製	-	-	-	33	12	-	-	19
363	Graphic Artist 正稿製作員	-	-	-	-	5	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>54</b>	<b>431</b>	<b>296</b>	<b>11</b>	<b>-</b>	<b>170</b>

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
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助 / 技術人員級</b>									
401	Designer 美術設計員	-	-	-	-	4	-	-	-
406	Librarian 資料室人員	-	-	-	-	6	-	-	-
408	Webpage Producer 網頁製作員	-	-	-	-	2	-	-	-
411	Production Assistant / Technician 製作助理	-	-	-	4	170	132	-	63
<i>Sub-Total 小計</i>		-	-	-	4	182	132	-	63
<b>GRAND TOTAL 總計</b>		<b>18</b>	<b>60</b>	<b>163</b>	<b>540</b>	<b>478</b>	<b>143</b>	<b>-</b>	<b>262</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差

**Table 3.4 Preferred Years of Relevant Experience of MC Employees in News Agencies by Job Title**  
**表 3.4 各職稱新聞通訊社大眾傳播僱員宜有的相關年資**

Job Code 職務編號	Job Title * 職稱	15 years or over 15年或以上	10 to less than 15 years 10至15年以下	7 to less than 10 years 7至10年以下	5 to less than 7 years 5至7年以下	2 to less than 5 years 2至5年以下	Less than 2 years 2年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	3	3	1	-	-	-	-	1
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	2	-	-	-	-	-	3
103	News Director 新聞總監	2	-	-	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>5</b>	<b>5</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>4</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	2	8	-	-	-	-	-
202	News / Assignment Editor 總採訪／採訪主任	-	1	17	24	-	-	-	1
205	Assignment Editor (Photography) 攝影主任	-	-	5	1	-	-	-	1
<b>Sub-Total 小計</b>		<b>-</b>	<b>3</b>	<b>30</b>	<b>25</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Editor / Editor 資深 (高級) 編輯／編輯	-	-	-	22	-	1	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	-	-	8	3	-	-	5
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	-	-	-	80	27	-	-	8
304	Senior Press Photographer / Press Photographer 資深 (高級) 攝影記者／攝影記者	-	-	3	6	-	-	-	3
307	Senior Designer 資深 (高級) 美術設計員	-	-	-	2	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>3</b>	<b>118</b>	<b>30</b>	<b>1</b>	<b>-</b>	<b>16</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
401	Designer 美術設計員	-	-	-	-	2	-	-	-
406	Librarian 資料室人員	-	-	-	-	-	3	-	-
408	Webpage Producer 網頁製作員	-	-	-	-	1	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>
<b>GRAND TOTAL 總計</b>		<b>5</b>	<b>8</b>	<b>34</b>	<b>143</b>	<b>33</b>	<b>4</b>	<b>-</b>	<b>22</b>

\* Including jobs with different titles but with similar functions  
 包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
 注意：數字因經統計處理可能有些微偏差

**Table 3.5 Preferred Years of Relevant Experience of MC Employees in Public Relations Services Suppliers by Job Title**  
**表 3.5 各職稱公共關係服務供應商大眾傳播僱員宜有的相關年資**

Job Code 職務編號	Job Title * 職稱	15 years or over 15 年或以上	10 to less than 15 years 10 至 15 年以下	7 to less than 10 years 7 至 10 年以下	5 to less than 7 years 5 至 7 年以下	2 to less than 5 years 2 至 5 年以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
131	Managing Director / General Manager 董事經理／總經理	25	39	21	30	1	-	-	1
132	Director of Client Services / Account Director 客戶服務總監	2	37	52	68	6	-	-	5
<b>Sub-Total 小計</b>		<b>27</b>	<b>76</b>	<b>73</b>	<b>98</b>	<b>7</b>	<b>-</b>	<b>-</b>	<b>6</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
231	Account Manager / Senior PR Consultant / PR Consultant 客戶服務經理／高級公關顧問／公關顧問	-	-	87	159	192	-	-	12
232	Chief Editor / Editor 總編輯／編輯	-	-	1	6	19	-	-	-
262	Art Director 美術總監	-	-	-	3	5	-	-	-
269	Research Manager / Strategic Planner 市場調查經理／策略策劃員	-	-	-	-	2	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>88</b>	<b>168</b>	<b>218</b>	<b>-</b>	<b>-</b>	<b>12</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
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	-	-	-	38	351	162	50	-
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	-	-	3	10	-	-	-
333	Account Co-ordinator 客戶總務	-	-	-	-	68	104	8	1
334	Translator 翻譯員	-	-	-	-	36	1	-	-
362	Visualiser 草稿製作員	-	-	-	-	10	-	-	-
363	Graphic Artist 正稿製作員	-	-	-	8	34	6	-	-
364	Copy Writer 撰稿員	-	-	-	-	12	-	-	-
368	Production Assistant 製作助理	-	-	-	-	4	-	-	-
369	Research Assistant 市場調查助理	-	-	-	-	-	17	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>49</b>	<b>525</b>	<b>290</b>	<b>58</b>	<b>1</b>
<b>Grand Total 總計</b>		<b>27</b>	<b>76</b>	<b>161</b>	<b>315</b>	<b>750</b>	<b>290</b>	<b>58</b>	<b>19</b>

\* Including jobs with different titles but with similar functions  
 包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
 注意：數字因經統計處理可能有些微偏差

**Table 3.6 Preferred Years of Relevant Experience of MC Employees in Advertising Sales / PR / Marketing Department in Media Organizations by Job Title**  
**表 3.6 各職稱傳媒機構內廣告／公共關係／市場部大眾傳播僱員宜有的相關年資**

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
181	Publisher / Managing Director / President 社長／董事經理／總裁	14	24	13	11	-	-	-	7
182	General Manager / Associate Publisher / Deputy Managing Director / Vice President 總經理／副社長／副董事經理／ 副總裁	12	15	11	16	-	-	-	9
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	20	25	42	25	-	-	-	24
184	Circulation / Circulation Sales / Circulation Marketing Director 發行／銷售總監	3	4	8	4	-	-	-	3
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	6	9	13	8	-	-	-	10
186	Business Development Director 業務發展總監	-	4	15	3	-	-	-	6
187	Research Director 市場調查總監	1	-	-	1	-	-	-	-
188	Public Relations Director 公共關係總監	1	4	3	-	-	-	-	1
189	Art Director 美術總監	8	11	7	17	-	-	-	21
<b>Sub-Total 小計</b>		<b>65</b>	<b>96</b>	<b>112</b>	<b>85</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>81</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	-	121	161	65	1	-	120
282	Circulation / Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	-	29	35	10	1	-	7
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	33	43	5	-	-	33
284	Research Manager 市場調查經理	-	-	1	2	-	-	-	2
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	-	4	16	19	1	-	-	5
286	Public Relations Manager 公共關係經理	-	1	11	8	7	-	-	4
287	Sales Training / Sales Support Manager 銷售訓練／銷售支援經理	-	-	2	-	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>5</b>	<b>213</b>	<b>268</b>	<b>88</b>	<b>2</b>	<b>-</b>	<b>171</b>

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
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
381	Advertising Sales Assistant / Executive / Account Executive 廣告銷售助理／主任／客戶主任	-	-	-	6	191	160	14	140
382	Marketing Assistant / Executive 市場助理／主任	-	-	-	18	77	45	-	86
383	Research Assistant / Executive 市場調查助理／主任	-	-	12	8	9	6	-	4
384	Traffic Co-ordinator / Advertising Administration Assistant 聯絡員／廣告行政助理	-	-	-	7	96	87	-	50
385	Public Relations Assistant / Executive 公共關係助理／主任	-	-	-	22	16	11	-	7
<b>Sub-Total 小計</b>		-	-	12	61	389	309	14	287
<b>GRAND TOTAL 總計</b>		65	101	337	414	477	311	14	539

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差

Table 3.7

**Preferred Years of Relevant Experience of MC Employees in Advertising Companies, Agencies and other Advertising Services by Job Title**

表 3.7

**各職稱廣告業機構大眾傳播僱員宜有的相關年資**

Job Code 職務 編號	Job Title * 職稱	15 years or over 15 年或 以上	10 to less than 15 years 10 至 15 年 以下	7 to less than 10 years 7 至 10 年 以下	5 to less than 7 years 5 至 7 年 以下	2 to less than 5 years 2 至 5 年 以下	Less than 2 years 2 年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> 經理級									
161	Managing Director / General Manager 董事經理／總經理	82	64	41	98	1	-	-	12
162	Director of Client Services / Account Servicing 客戶服務總監	24	20	20	19	-	-	-	5
163	Group Account Director / Account Director 客戶總監	27	98	52	121	-	-	-	10
164	Director of Strategic Planning 品牌策劃總監	1	23	9	2	-	-	-	3
165	Executive Creative Director 執行創作總監	28	29	29	48	1	-	-	10
166	Creative Director 創作總監	5	13	29	39	1	-	-	5
167	Creative Group Head 創作主任	4	27	5	4	-	-	-	-
168	Head of TV Production 電視廣告製作主任	-	4	-	20	-	-	-	-
169	Media Planning Director 媒介策劃總監	9	5	14	11	-	-	-	1
170	Media Buying Director 媒介採購總監	-	3	9	2	-	-	-	-
171	Media Group Head / Group Director / Associate Director 媒介組主任／客戶總監／副總監	4	5	9	5	-	-	-	-
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	-	-	-	-	-	-	1
186	Business Development Director 業務發展總監	-	-	-	5	-	-	-	-
<b>Sub-Total 小計</b>		<b>184</b>	<b>291</b>	<b>217</b>	<b>374</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>47</b>
<b>SUPERVISORY LEVEL</b> 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	-	-	-	-	10	-	-	-
261	Associate Account Director / Account Manager 副客戶總監／客戶經理	5	6	208	593	388	-	-	34
262	Art Director 美術總監	4	11	209	362	625	-	-	20
263	Studio Manager 正稿製作經理	-	-	16	35	2	-	-	2
264	Production Manager 製作經理	-	21	36	58	22	-	-	4



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
<b>SUPERVISORY LEVEL (Continued)</b> <b>主任級 (續)</b>									
265	Traffic Manager 流程統籌經理	-	1	11	7	5	-	-	1
266	TV Producer 廣告製片	-	-	10	47	14	-	-	-
267	Media Planning Manager 媒介策劃經理	-	1	17	29	32	-	-	1
268	Media Buying Manager 媒介採購經理	-	-	7	19	15	-	-	5
269	Research Manager / Strategic Planner 市場調查經理 / 策略策劃員	-	-	6	20	10	-	-	-
283	Marketing / Marketing Services / Program Manager 市場 / 市場服務 / 項目經理	-	-	1	-	10	-	-	3
285	Traffic / Advertising Administration Manager 聯絡 / 廣告行政經理	-	-	-	-	-	-	-	1
286	Public Relations Manager 公共關係經理	-	-	-	-	5	-	-	-
287	Sales Training / Sales Support Manager 銷售訓練 / 銷售支援經理	-	-	-	-	-	-	-	8
<b>Sub-Total 小計</b>		<b>9</b>	<b>40</b>	<b>521</b>	<b>1 170</b>	<b>1 138</b>	<b>-</b>	<b>-</b>	<b>79</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
301	Senior Editor / Editor 資深 (高級) 編輯 / 編輯	-	-	-	-	-	-	-	6
303	Senior Reporter / Reporter 資深 (高級) 記者 / 記者	-	-	-	-	-	4	-	-
306	Online Editor 網絡編輯	-	-	-	-	16	-	-	-
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	-	-	-	-	-	4	-	-
334	Translator 翻譯員	-	-	-	-	1	-	-	-
361	Account Executive 客戶主任	20	-	20	553	892	538	9	79
362	Visualiser 草稿製作員	-	-	4	30	310	1	-	4
363	Graphic Artist 正稿製作員	-	-	65	736	3 000	1 002	40	28
364	Copy Writer 撰稿員	-	-	-	53	270	138	-	5
365	Media Planner / Executive 媒介策劃員 / 媒介主任	-	-	-	21	87	32	-	1
366	Media Buyer 媒介採購員	-	-	-	11	29	51	-	-
367	Traffic Co-ordinator 流程統籌	-	-	5	16	61	47	9	1
368	Production Assistant 製作助理	-	-	-	25	213	91	5	3
369	Research Assistant 市場調查助理	-	-	-	8	25	6	2	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
<b>EXECUTIONAL LEVEL (Continued)</b> <b>執行人員級 (續)</b>									
370	Photographer 廣告攝影師	-	-	-	2	161	13	1	1
382	Marketing Assistant / Executive 市場助理 / 主任	-	-	-	-	-	1	-	1
<b>Sub-Total 小計</b>		<b>20</b>	<b>-</b>	<b>94</b>	<b>1 455</b>	<b>5 065</b>	<b>1 928</b>	<b>66</b>	<b>132</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助 / 技術人員級</b>									
401	Designer 美術設計員	-	-	-	-	10	-	-	-
402	Typesetter 植字員	-	-	-	-	-	3	-	-
408	Webpage Producer 網頁製作員	-	-	-	-	9	-	-	-
409	Webmaster 網主	-	-	-	-	21	1	-	-
411	Production Assistant / Technician 製作助理	-	-	-	-	12	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>52</b>	<b>4</b>	<b>-</b>	<b>-</b>
<b>GRAND TOTAL 總計</b>		<b>213</b>	<b>331</b>	<b>832</b>	<b>2 999</b>	<b>6 258</b>	<b>1 932</b>	<b>66</b>	<b>258</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差

**Table 3.8 Preferred Years of Relevant Experience of MC Employees in Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions by Job Title**

**表 3.8 各職稱公司機構內企業傳訊／公共關係／廣告／市場部  
大眾傳播僱員宜有的相關年資**

Job Code 職務 編號	Job Title * 職稱	15 years or over 15年或 以上	10 to less than 15 years 10至15年 以下	7 to less than 10 years 7至10年 以下	5 to less than 7 years 5至7年 以下	2 to less than 5 years 2至5年 以下	Less than 2 years 2年以下	No experience required 毋需經驗	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
141	General Manager / Director / Head of Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務總經理／總監／主管	32	22	7	7	1	-	-	86
142	General Manager / Director / Head of Advertising / Marketing Communications 廣告／市場傳訊總經理／總監／主管	6	11	15	-	2	-	-	3
143	General Manager / Director / Head of Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣 總經理／總監／主管	8	34	33	-	3	-	-	17
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	6	61	49	20	2	-	-	57
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	-	34	21	5	2	-	-	3
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	52	92	37	74	-	-	13
147	Community Relations Manager 社區關係經理	-	3	10	-	-	-	-	6
148	Market Research Manager 市場調查經理	-	3	18	8	-	-	-	3
149	Publication Manager 出版經理	-	-	5	-	-	-	-	-
150	Internal Communications Manager 內部傳訊經理	-	-	-	-	5	-	-	-
<b>Sub-Total 小計</b>		<b>52</b>	<b>220</b>	<b>250</b>	<b>77</b>	<b>89</b>	<b>-</b>	<b>-</b>	<b>188</b>
<b>SUPERVISORY LEVEL</b> <b>主任級</b>									
241	Assistant Manager / Executive for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務助理經理／主任	-	-	26	93	60	-	-	36
242	Assistant Manager / Executive for Advertising / Marketing Communications 廣告／市場傳訊助理經理／主任	-	-	9	104	66	-	-	12
243	Assistant Manager / Executive for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣 助理經理／主任	-	5	47	182	93	-	-	6
244	Assistant Manager for Publication 助理出版經理	-	-	3	8	-	-	-	1
245	Chief Editor / Editor 總編輯／編輯	-	8	17	21	5	-	-	-
246	TV Producer 廣告製片	-	-	-	15	-	-	-	-
<b>Sub-Total 小計</b>		<b>-</b>	<b>13</b>	<b>102</b>	<b>423</b>	<b>224</b>	<b>-</b>	<b>-</b>	<b>55</b>

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
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
306	Online Editor 網絡編輯	-	-	-	6	9	-	-	-
341	Officer / Assistant for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務主任／助理	-	-	-	64	295	47	-	88
342	Officer / Assistant for Advertising / Marketing Communications 廣告／市場傳訊主任／助理	-	-	-	16	115	60	-	42
343	Officer / Assistant for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣主任／助理	-	-	18	6	439	45	-	96
344	Officer/Assistant for Community Relations 社區關係主任／助理	-	-	-	-	6	-	-	48
345	Officer / Assistant for Market Research 市場調查主任／助理	-	-	6	10	13	-	-	33
346	Writer / Translator 撰稿／翻譯員	-	-	4	-	39	-	-	-
347	Officer / Assistant for Publication 出版主任／助理	-	-	-	-	19	9	-	1
348	Graphic Designer 廣告設計員	-	-	3	30	87	18	-	-
349	Photographer 攝影師	-	-	1	-	9	9	-	-
<b>Sub-Total 小計</b>		-	-	32	132	1 031	188	-	308
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
441	Researcher 資料蒐集員	-	-	-	-	8	-	-	-
442	Webpage Producer 網頁製作員	-	-	-	-	22	4	-	-
<b>Sub-Total 小計</b>		-	-	-	-	30	4	-	-
<b>Grand Total 總計</b>		52	233	384	632	1 374	192	-	551

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差

**Table 4.1 Average Monthly Income Range of MC Employees  
in Newspapers by Job Title**  
**表 4.1 各職稱報紙業機構大眾傳播僱員平均每月收入幅度**

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	-	-	-	-	5	1	3	8
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	-	-	-	26	17	1	14
103	News Director 新聞總監	-	-	-	-	-	18	-	-
166	Creative Director 創作總監	-	-	-	-	-	1	-	-
<i>Sub-Total 小計</i>		-	-	-	-	<b>31</b>	<b>37</b>	<b>4</b>	<b>22</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	-	-	15	43	-	-	42
202	News / Assignment Editor 總採訪／採訪主任	-	-	4	17	86	-	-	51
203	Editor (World News) 編輯 (世界新聞)	-	-	-	34	4	-	-	32
204	Editor (China/National News) 編輯 (中國／全國新聞)	-	-	-	4	31	-	-	16
205	Assignment Editor (Photography) 攝影主任	-	-	-	1	7	-	-	2
206	Editorial / Leader Writer 主筆	-	-	4	7	15	-	-	-
<i>Sub-Total 小計</i>		-	-	<b>8</b>	<b>78</b>	<b>186</b>	-	-	<b>143</b>
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
301	Senior Editor / Editor 資深 (高級) 編輯／編輯	-	-	282	6	108	-	-	147
302	Sub-editor / Copy Editor 文稿編輯	-	7	28	10	45	-	-	131
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	-	-	632	86	84	1	-	389
304	Senior Press Photographer / Press Photographer 資深 (高級) 攝影記者／攝影記者	-	9	75	48	-	-	-	95
305	Senior Translator / Translator 資深 (高級) 翻譯員／翻譯員	-	5	30	39	-	-	-	24
306	Online Editor 網絡編輯	-	-	-	13	1	-	-	10
307	Senior Designer 資深 (高級) 美術設計員	-	-	29	13	-	-	-	15
363	Graphic Artist 正稿製作員	-	-	17	6	-	-	-	8
<i>Sub-Total 小計</i>		-	<b>21</b>	<b>1 093</b>	<b>221</b>	<b>238</b>	<b>1</b>	-	<b>819</b>

Job Code 職務 編號	Job Title * 職稱	\$8 000 or below \$8 000 或 以下	\$8 001 - \$12 000	\$12 001 - \$20 000	\$20 001 - \$30 000	\$30 001 - \$50 000	\$50 001 - \$80 000	\$80 001 or above \$80 001 或 以上	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助 / 技術人員級</b>									
401	Designer 美術設計員	-	31	147	30	-	-	-	158
402	Typesetter 植字員	-	5	47	-	-	-	-	16
403	Layout Artist 排版員	-	29	74	-	-	-	-	73
404	Proof-Reader 校對員	-	86	-	-	-	-	-	30
405	Darkroom Person 黑房工作人員	-	-	3	-	-	-	-	-
406	Librarian 資料室人員	-	37	19	-	-	-	-	11
407	Researcher 資料蒐集員	-	3	15	-	-	-	-	5
408	Webpage Producer 網頁製作員	-	-	9	-	-	-	-	11
409	Webmaster 網主	-	-	15	2	-	-	-	6
<i>Sub-Total 小計</i>		-	<b>191</b>	<b>329</b>	<b>32</b>	-	-	-	<b>310</b>
<b>GRAND TOTAL 總計</b>		-	<b>212</b>	<b>1 430</b>	<b>331</b>	<b>455</b>	<b>38</b>	<b>4</b>	<b>1 294</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差

**Table 4.2 Average Monthly Income Range of MC Employees in Magazines by Job Title**  
**表 4.2 各職稱雜誌業機構大眾傳播僱員平均每月收入幅度**

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
101	Editor-in-Chief / The Editor 總編輯	-	-	-	3	29	14	8	40
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	-	1	8	16	14	-	26
103	News Director 新聞總監	-	-	-	-	-	-	-	1
166	Creative Director 創作總監	-	-	-	3	-	-	-	-
167	Creative Group Head 創作主任	-	-	-	3	-	-	-	-
<b>Sub-Total 小計</b>		-	-	1	17	45	28	8	67
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
201	Managing Editor 編輯主任	-	-	9	9	32	-	-	44
202	News / Assignment Editor 總採訪/採訪主任	-	-	1	10	6	-	-	7
203	Editor (World News) 編輯 (世界新聞)	-	-	-	-	1	-	-	-
205	Assignment Editor (Photography) 攝影主任	-	-	-	2	14	-	-	5
206	Editorial / Leader Writer 主筆	-	-	-	-	4	-	-	8
<b>Sub-Total 小計</b>		-	-	10	21	57	-	-	64
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採/製作人員級</b>									
301	Senior Editor / Editor 資深 (高級) 編輯/編輯	-	23	144	52	15	-	-	164
302	Sub-editor / Copy Editor 文稿編輯	5	1	62	9	2	-	-	14
303	Senior Reporter / Reporter 資深 (高級) 記者/記者	-	38	263	5	4	-	-	197
304	Senior Press Photographer / Press Photographer 資深 (高級) 攝影記者/攝影記者	-	7	67	65	52	-	-	93
305	Senior Translator / Translator 資深 (高級) 翻譯員/翻譯員	-	-	1	-	1	-	-	-
306	Online Editor 網絡編輯	-	-	3	-	-	-	-	4
307	Senior Designer 資深 (高級) 美術設計員	-	5	18	18	-	-	-	19
363	Graphic Artist 正稿製作員	-	-	15	4	-	-	-	4
364	Copy Writer 撰稿員	-	-	2	-	-	-	-	6
<b>Sub-Total 小計</b>		5	74	575	153	74	-	-	501

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助 / 技術人員級</b>									
401	Designer 美術設計員	3	45	74	21	-	-	-	114
402	Typesetter 植字員	-	-	13	-	-	-	-	11
403	Layout Artist 排版員	-	14	11	-	-	-	-	50
404	Proof-Reader 校對員	-	7	14	-	-	-	-	4
406	Librarian 資料室人員	-	-	-	-	-	-	-	10
407	Researcher 資料蒐集員	-	7	-	-	-	-	-	-
408	Webpage Producer 網頁製作員	-	2	6	-	-	-	-	2
409	Webmaster 網主	-	3	-	-	-	-	-	9
<i>Sub-Total 小計</i>		<b>3</b>	<b>78</b>	<b>118</b>	<b>21</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>200</b>
<b>GRAND TOTAL 總計</b>		<b>8</b>	<b>152</b>	<b>704</b>	<b>212</b>	<b>176</b>	<b>28</b>	<b>8</b>	<b>832</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差



**Table 4.3 Average Monthly Income Range of MC Employees in News Department in Radio / TV Stations by Job Title**  
**表 4.3 各職稱電台及電視台大眾傳播僱員平均每月收入幅度**

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
111	Vice President / Senior Vice President / Executive Director 副總裁／高級副總裁／執行董事	-	-	-	-	-	6	10	3
112	Controller / Deputy Controller / Assistant Controller / News Manager 總監／副總監／助理總監／新聞經理	-	-	-	-	3	12	4	-
<b>Sub-Total 小計</b>		-	-	-	-	3	18	14	3
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
211	Executive News Editor 總採訪／策劃主任	-	-	-	-	-	15	-	-
212	Deputy / Assistant News / Assignment / Planning Editor 副採訪／策劃主任	-	-	-	102	22	23	-	-
213	Managing Editor 編輯主任	-	-	-	-	11	27	-	-
214	Deputy Managing / Assistant Managing Editor 副編輯主任	-	-	-	-	34	-	-	-
215	Executive Producer 執行監製／製作主任	-	-	-	11	12	-	-	-
<b>Sub-Total 小計</b>		-	-	-	116	102	65	-	-
<b>EDITORIAL / PRODUCTION LEVEL</b> <b>編採／製作人員級</b>									
306	Online Editor 網絡編輯	-	-	29	-	-	-	-	-
307	Senior Designer 資深 (高級) 美術設計員	-	-	-	2	-	-	-	-
311	Senior Sub-editor/ Sub-editor 高級編輯／編輯	-	-	16	139	-	-	-	-
312	News Reader / Announcer 新聞報告員	-	-	68	13	-	-	-	-
313	News Translator 新聞翻譯員	-	-	9	12	-	-	-	-
314	Senior Reporter / Reporter 高級記者／記者	-	-	265	140	-	-	-	-
315	Cameraman 電視攝影師	-	-	153	47	-	-	-	-
316	Senior Producer/Producer 高級監製／監製	-	-	43	21	-	-	-	-
363	Graphic Artist 正稿製作員	-	5	-	-	-	-	-	-
<b>Sub-Total 小計</b>		-	5	583	374	-	-	-	-

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或以上	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助 / 技術人員級</b>									
401	Designer 美術設計員	-	-	4	-	-	-	-	-
406	Librarian 資料室人員	-	-	6	-	-	-	-	-
408	Webpage Producer 網頁製作員	-	2	-	-	-	-	-	-
411	Production Assistant / Technician 製作助理	-	90	253	26	-	-	-	-
<i>Sub-Total 小計</i>		-	92	263	26	-	-	-	-
<b>GRAND TOTAL 總計</b>		-	97	846	516	105	83	14	3

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差

**Table 4.4 Average Monthly Income Range of MC Employees in News Agencies by Job Title**  
**表 4.4 各職稱新聞通訊社大眾傳播僱員平均每月收入幅度**

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> 經理級									
101	Editor-in-Chief / The Editor 總編輯	-	-	-	1	3	-	3	1
102	Deputy Editor / Deputy Editor-in-Chief 副總編輯	-	-	-	2	-	-	-	3
103	News Director 新聞總監	-	-	-	-	-	-	-	2
<b>Sub-Total 小計</b>		-	-	-	3	3	-	3	6
<b>SUPERVISORY LEVEL</b> 督導級									
201	Managing Editor 編輯主任	-	-	-	3	6	-	-	1
202	News / Assignment Editor 總採訪／採訪主任	-	-	-	6	12	-	-	25
205	Assignment Editor (Photography) 攝影主任	-	-	-	-	5	-	-	2
<b>Sub-Total 小計</b>		-	-	-	9	23	-	-	28
<b>EDITORIAL / PRODUCTION LEVEL</b> 編採／製作人員級									
301	Senior Editor / Editor 資深 (高級) 編輯／編輯	-	1	-	1	21	-	-	-
302	Sub-editor / Copy Editor 文稿編輯	-	-	-	3	8	-	-	5
303	Senior Reporter / Reporter 資深 (高級) 記者／記者	-	-	13	12	57	-	-	33
304	Senior Press Photographer / Press Photographer 資深 (高級) 攝影記者／攝影記者	-	3	-	-	4	-	-	5
307	Senior Designer 資深 (高級) 美術設計員	-	-	-	-	2	-	-	-
<b>Sub-Total 小計</b>		-	4	13	16	92	-	-	43
<b>SUPPORTING / TECHNICAL LEVEL</b> 輔助／技術人員級									
401	Designer 美術設計員	-	2	-	-	-	-	-	-
406	Librarian 資料室人員	-	3	-	-	-	-	-	-
408	Webpage Producer 網頁製作員	-	-	1	-	-	-	-	-
<b>Sub-Total 小計</b>		-	5	1	-	-	-	-	-
<b>GRAND TOTAL 總計</b>		-	9	14	28	118	-	3	77

\* Including jobs with different titles but with similar functions  
 包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
 注意：數字因經統計處理可能有些微偏差

**Table 4.5 Average Monthly Income Range of MC Employees in Public Relations Services Suppliers by Job Title**  
**表 4.5 各職稱公共關係服務供應商大眾傳播僱員平均每月收入幅度**

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
131	Managing Director / General Manager 董事經理／總經理	-	-	-	21	25	20	29	22
132	Director of Client Services / Account Director 客戶服務總監	-	-	-	27	38	49	10	46
<b>Sub-Total 小計</b>		-	-	-	<b>48</b>	<b>63</b>	<b>69</b>	<b>39</b>	<b>68</b>
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
231	Account Manager / Senior PR Consultant / PR Consultant 客戶服務經理／高級公關顧問／ 公關顧問	-	-	82	172	126	-	-	70
232	Chief Editor / Editor 總編輯／編輯	-	1	5	13	4	-	-	3
262	Art Director 美術總監	-	-	2	5	-	-	-	1
269	Research Manager / Strategic Planner 市場調查經理／策略策劃員	-	-	-	-	-	-	-	2
<b>Sub-Total 小計</b>		-	<b>1</b>	<b>89</b>	<b>190</b>	<b>130</b>	-	-	<b>76</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
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	2	137	257	90	3	-	-	112
332	Multimedia / IT Manager 多媒體／資訊科技經理	-	-	6	2	3	-	-	2
333	Account Co-ordinator 客戶總務	-	109	45	-	-	-	-	27
334	Translator 翻譯員	-	-	34	-	1	-	-	2
362	Visualiser 草稿製作員	-	10	-	-	-	-	-	-
363	Graphic Artist 正稿製作員	-	15	30	2	-	-	-	1
364	Copy Writer 撰稿員	-	-	12	-	-	-	-	-
368	Production Assistant 製作助理	-	-	4	-	-	-	-	-
369	Research Assistant 市場調查助理	-	-	-	-	-	-	-	17
<b>Sub-Total 小計</b>		<b>2</b>	<b>271</b>	<b>388</b>	<b>94</b>	<b>7</b>	-	-	<b>161</b>
<b>Grand Total 總計</b>		<b>2</b>	<b>272</b>	<b>477</b>	<b>332</b>	<b>200</b>	<b>69</b>	<b>39</b>	<b>305</b>

\* Including jobs with different titles but with similar functions  
 包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
 注意：數字因經統計處理可能有些微偏差

**Table 4.6 Average Monthly Income Range of MC Employees in Advertising Sales / PR / Marketing Department in Media Organizations by Job Title**  
**表 4.6 各職稱傳媒機構內廣告／公共關係／市場部大眾傳播僱員平均每月收入幅度**

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
181	Publisher / Managing Director / President 社長／董事經理／總裁	-	-	-	3	15	17	13	21
182	General Manager / Associate Publisher / Deputy Managing Director / Vice President 總經理／副社長／副董事經理／ 副總裁	-	-	1	5	12	14	11	20
183	Advertising / Advertising Sales / Account Director 廣告／廣告銷售／客戶總監	-	-	-	11	23	31	2	69
184	Circulation / Circulation Sales / Circulation Marketing Director 發行／銷售總監	-	-	-	5	3	5	-	9
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	-	1	-	13	12	1	19
186	Business Development Director 業務發展總監	-	-	-	2	5	15	-	6
187	Research Director 市場調查總監	-	-	-	-	-	2	-	-
188	Public Relations Director 公共關係總監	-	-	-	-	7	2	-	-
189	Art Director 美術總監	-	-	1	26	12	3	-	22
<b>Sub-Total 小計</b>		-	-	3	52	90	101	27	166
<b>SUPERVISORY LEVEL</b> <b>督導級</b>									
281	Advertising / Advertising Sales / Account Manager 廣告／廣告銷售／客戶經理	-	-	115	90	57	-	-	206
282	Circulation / Circulation Sales / Circulation Marketing Manager 發行／銷售經理	-	-	31	14	15	-	-	22
283	Marketing / Marketing Services / Program Manager 市場／市場服務／項目經理	-	-	9	40	5	-	-	60
284	Research Manager 市場調查經理	-	-	1	2	1	-	-	1
285	Traffic / Advertising Administration Manager 聯絡／廣告行政經理	-	-	6	29	3	-	-	7
286	Public Relations Manager 公共關係經理	-	-	-	26	3	-	-	2
287	Sales Training / Sales Support Manager 銷售訓練／銷售支援經理	-	-	-	2	-	-	-	-
<b>Sub-Total 小計</b>		-	-	162	203	84	-	-	298

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
381	Advertising Sales Assistant / Executive / Account Executive 廣告銷售助理／主任／客戶主任	-	121	147	28	7	-	-	208
382	Marketing Assistant / Executive 市場助理／主任	2	37	76	5	-	-	-	106
383	Research Assistant / Executive 市場調查助理／主任	-	-	37	2	-	-	-	-
384	Traffic Co-ordinator / Advertising Administration Assistant 聯絡員／廣告行政助理	-	67	102	-	-	-	-	71
385	Public Relations Assistant / Executive 公共關係助理／主任	-	1	52	-	-	-	-	3
<b>Sub-Total 小計</b>		<b>2</b>	<b>226</b>	<b>414</b>	<b>35</b>	<b>7</b>	<b>-</b>	<b>-</b>	<b>388</b>
<b>GRAND TOTAL 總計</b>		<b>2</b>	<b>226</b>	<b>579</b>	<b>290</b>	<b>181</b>	<b>101</b>	<b>27</b>	<b>852</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差

**Table 4.7 Average Monthly Income Range of MC Employees in Advertising Companies, Agencies and other Advertising Services by Job Title**  
**表 4.7 各職稱廣告業機構大眾傳播僱員平均每月收入幅度**

Job Code 職務編號	Job Title * 職稱	\$8,000 or below \$8,000 或以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
161	Managing Director / General Manager 董事經理／總經理	-	-	-	68	81	37	74	38
162	Director of Client Services / Account Servicing 客戶服務總監	-	-	-	16	24	22	5	21
163	Group Account Director / Account Director 客戶總監	-	-	-	144	40	54	7	63
164	Director of Strategic Planning 品牌策劃總監	-	-	-	-	12	15	7	4
165	Executive Creative Director 執行創作總監	-	-	-	34	38	17	18	38
166	Creative Director 創作總監	-	-	-	10	18	22	-	42
167	Creative Group Head 創作主任	-	-	-	5	21	13	-	1
168	Head of TV Production 電視廣告製作主任	-	-	-	21	1	2	-	-
169	Media Planning Director 媒介策劃總監	-	-	-	1	21	10	-	8
170	Media Buying Director 媒介採購總監	-	-	-	1	10	1	-	2
171	Media Group Head / Group Director / Associate Director 媒介組主任／客戶總監／副總監	-	-	-	5	13	4	-	1
185	Marketing / Marketing Services / Program Director 市場／市場服務／項目總監	-	-	-	-	1	-	-	-
186	Business Development Director 業務發展總監	-	-	-	5	-	-	-	-
<b>Sub-Total 小計</b>		-	-	-	<b>310</b>	<b>280</b>	<b>197</b>	<b>111</b>	<b>218</b>
<b>SUPERVISORY LEVEL</b> <b>主任級</b>									
231	Account Manager / Senior PR Consultant / PR Consultant 客戶服務經理／高級公關顧問／公關顧問	-	-	-	10	-	-	-	-
261	Associate Account Director / Account Manager 副客戶總監／客戶經理	-	-	587	360	140	-	-	147
262	Art Director 美術總監	-	-	571	439	139	5	-	77
263	Studio Manager 正稿製作經理	-	-	9	34	7	-	-	5
264	Production Manager 製作經理	-	-	46	79	6	-	-	10
265	Traffic Manager 流程統籌經理	-	-	6	2	5	-	-	12
266	TV Producer 廣告製片	-	-	10	51	-	-	-	10

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>SUPERVISORY LEVEL (Continued)</b> <b>主任級 (續)</b>									
267	Media Planning Manager 媒介策劃經理	-	-	22	37	11	-	-	10
268	Media Buying Manager 媒介採購經理	-	-	4	24	6	-	-	12
269	Research Manager / Strategic Planner 市場調查經理 / 策略策劃員	-	-	4	17	10	-	-	5
283	Marketing / Marketing Services / Program Manager 市場 / 市場服務 / 項目經理	-	-	11	-	-	-	-	3
285	Traffic / Advertising Administration Manager 聯絡 / 廣告行政經理	-	-	-	1	-	-	-	-
286	Public Relations Manager 公共關係經理	-	-	-	-	5	-	-	-
287	Sales Training / Sales Support Manager 銷售訓練 / 銷售支援經理	-	-	8	-	-	-	-	-
<b>Sub-Total 小計</b>		-	-	<b>1 278</b>	<b>1 054</b>	<b>329</b>	<b>5</b>	-	<b>291</b>
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
301	Senior Editor / Editor 資深 (高級) 編輯 / 編輯	-	-	-	6	-	-	-	-
303	Senior Reporter / Reporter 資深 (高級) 記者 / 記者	-	4	-	-	-	-	-	-
306	Online Editor 網絡編輯	-	-	15	-	-	-	-	1
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	-	-	4	-	-	-	-	-
334	Translator 翻譯員	-	-	1	-	-	-	-	-
361	Account Executive 客戶主任	-	829	765	111	22	-	-	384
362	Visualiser 草稿製作員	-	311	19	5	-	-	-	14
363	Graphic Artist 正稿製作員	-	2 909	1 541	131	-	-	-	290
364	Copy Writer 撰稿員	-	131	299	11	1	-	-	24
365	Media Planner / Executive 媒介策劃員 / 媒介主任	-	29	80	14	-	-	-	18
366	Media Buyer 媒介採購員	-	47	30	6	-	-	-	8
367	Traffic Co-ordinator 流程統籌	25	41	38	5	-	-	-	30
368	Production Assistant 製作助理	-	219	75	7	5	-	-	31
369	Research Assistant 市場調查助理	2	7	24	-	-	-	-	11
370	Photographer 廣告攝影師	1	33	72	68	-	-	-	4
382	Marketing Assistant / Executive 市場助理 / 主任	-	-	1	-	-	-	-	1
<b>Sub-Total 小計</b>		<b>28</b>	<b>4 560</b>	<b>2 964</b>	<b>364</b>	<b>28</b>	-	-	<b>816</b>



Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助 / 技術人員級</b>									
401	Designer 美術設計員	-	-	10	-	-	-	-	-
402	Typesetter 植字員	-	-	3	-	-	-	-	-
408	Webpage Producer 網頁製作員	-	3	5	-	-	-	-	1
409	Webmaster 網主	-	1	21	-	-	-	-	-
411	Production Assistant / Technician 製作助理	-	-	12	-	-	-	-	-
<i>Sub-Total 小計</i>		-	4	51	-	-	-	-	1
<b>GRAND TOTAL 總計</b>		<b>28</b>	<b>4 564</b>	<b>4 293</b>	<b>1 728</b>	<b>637</b>	<b>202</b>	<b>111</b>	<b>1 326</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差

**Table 4.8 Average Monthly Income Range of MC Employees in Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions by Job Title**  
**表 4.8 各職稱公司機構內企業傳訊／公共關係／廣告／市場部大眾傳播僱員平均每月收入幅度**

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>MANAGERIAL LEVEL</b> <b>經理級</b>									
141	General Manager / Director / Head of Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務總經理／總監／主管	-	-	-	-	6	17	35	97
142	General Manager / Director / Head of Advertising / Marketing Communications 廣告／市場傳訊總經理／總監／主管	-	-	-	5	11	12	-	9
143	General Manager / Director / Head of Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣總經理／總監／主管	-	-	-	5	11	22	14	43
144	Corporate Communications / Public Relations / Public Affairs Manager 企業傳訊／公共關係／公共事務經理	-	-	-	19	42	41	3	90
145	Advertising / Marketing Communications Manager 廣告／市場傳訊經理	-	-	-	12	1	40	-	12
146	Marketing / Product / Brand Manager 市場／產品／品牌經理	-	-	-	24	210	-	4	30
147	Community Relations Manager 社區關係經理	-	-	-	-	10	-	-	9
148	Market Research Manager 市場調查經理	-	-	-	-	10	19	-	3
149	Publication Manager 出版經理	-	-	-	5	-	-	-	-
150	Internal Communications Manager 內部傳訊經理	-	-	5	-	-	-	-	-
<b>Sub-Total 小計</b>		-	-	5	70	301	151	56	293
<b>SUPERVISORY LEVEL</b> <b>主任級</b>									
241	Assistant Manager / Executive for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／公共事務助理經理／主任	-	-	27	75	46	2	-	65
242	Assistant Manager / Executive for Advertising / Marketing Communications 廣告／市場傳訊助理經理／主任	-	10	37	41	49	-	-	54
243	Assistant Manager / Executive for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣助理經理／主任	-	-	86	87	13	-	-	147
244	Assistant Manager for Publication 助理出版經理	-	-	8	-	3	-	-	1
245	Chief Editor / Editor 總編輯／編輯	-	-	14	21	9	5	-	2
266	TV Producer 廣告製片	-	-	-	15	-	-	-	-
<b>Sub-Total 小計</b>		-	10	172	239	120	7	-	269

Job Code 職務 編號	Job Title * 職稱	\$8,000 or below \$8,000 或 以下	\$8,001 - \$12,000	\$12,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 - \$80,000	\$80,001 or above \$80,001 或 以上	Unspecified 未有說明
<b>EXECUTIONAL LEVEL</b> <b>執行人員級</b>									
306	Online Editor 網絡編輯	-	6	6	1	-	-	-	2
341	Officer / Assistant for Corporate Communications / Public Relations / Public Affairs 企業傳訊／公共關係／ 公共事務主任／助理	-	35	147	107	17	-	-	188
342	Officer / Assistant for Advertising / Marketing Communications 廣告／市場傳訊主任／助理	5	46	68	15	-	-	-	99
343	Officer / Assistant for Marketing / Product Development / Brand Management 市場／產品開發／品牌推廣主任／ 助理	-	76	218	18	-	-	-	292
344	Officer/Assistant for Community Relations 社區關係主任／助理	-	-	6	-	-	-	-	48
345	Officer / Assistant for Market Research 市場調查主任／助理	-	-	5	18	6	-	-	33
346	Writer / Translator 撰稿／翻譯員	-	-	36	4	3	-	-	-
347	Officer / Assistant for Publication 出版主任／助理	-	26	-	2	-	-	-	1
348	Graphic Designer 廣告設計員	-	23	87	1	3	-	-	24
349	Photographer 攝影師	-	-	13	5	1	-	-	-
<b>Sub-Total 小計</b>		<b>5</b>	<b>212</b>	<b>586</b>	<b>171</b>	<b>30</b>	<b>-</b>	<b>-</b>	<b>687</b>
<b>SUPPORTING / TECHNICAL LEVEL</b> <b>輔助／技術人員級</b>									
441	Researcher 資料蒐集員	-	-	3	5	-	-	-	-
442	Webpage Producer 網頁製作員	-	-	18	1	-	-	-	7
<b>Sub-Total 小計</b>		<b>-</b>	<b>-</b>	<b>21</b>	<b>6</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>7</b>
<b>Grand Total 總計</b>		<b>5</b>	<b>222</b>	<b>784</b>	<b>486</b>	<b>451</b>	<b>158</b>	<b>56</b>	<b>1 256</b>

\* Including jobs with different titles but with similar functions  
包括不同職稱但工作類似的職位

Note: Figures may not add up due to blow-up factors  
注意：數字因經統計處理可能有些微偏差

**Percentage of Companies Having Encountered Difficulties in Recruitment  
of MC Employees in the Past 12 Months by Branch**  
過去十二個月曾有招聘困難的公司所佔百分率  
(按門類劃分)

Difficulties Encountered in Recruitment of MC Employees 招聘員工的困難	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台及 電視台的 新聞部	News Agencies 新聞 通訊社	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 公司機構 內企業傳訊/ 公共關係/廣告/ 市場部	All Branches 所有門類
	Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告/公共關係/市場部							
	%*	%*	%*	%*				
Candidates lacked the relevant skills/expertise 應徵者並無相關技能/知識	-	18.6	27.3	25.0	32.0	21.0	17.1	21.2
Candidates lacked the relevant experience 應徵者缺乏相關經驗	33.3	55.8	45.5	37.5	49.5	31.9	33.2	35.1
Candidates lacked the relevant academic qualification 應徵者未具相關學歷	8.3	16.3	-	-	1.0	2.0	9.9	3.9
Candidates lacked the relevant management/supervisory skills 應徵者缺乏相關管理/督導技能	8.3	9.3	27.3	-	9.7	1.7	3.3	3.4
Candidates' language skills (including Putonghua) were not up to the standard 應徵者語文能力(包括普通話) 不夠水平	8.3	4.7	9.1	25.0	16.5	11.5	5.0	10.6

Difficulties Encountered in Recruitment of MC Employees 招聘員工的困難	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台及電視台的新聞部	News Agencies 新聞通訊社	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 公司機構內企業傳訊／公共關係／廣告／市場部	All Branches 所有門類
	Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
	%*	%*	%*	%*				
Candidates' character/attitude was not up to the standard 應徵者性格／態度欠佳	-	18.6	-	-	11.7	22.4	7.7	17.9
Candidates found the remuneration package not attractive 應徵者認為薪酬欠吸引	25.0	37.2	63.6	25.0	6.8	8.0	24.9	13.1
Candidates were unwilling to work on shift for long hours 應徵者不願意長時間輪班工作	16.7	4.7	63.6	-	10.7	1.7	3.9	3.9
Candidates found the location of the office too far away from home 應徵者認為辦公室地點離家太遠	8.3	-	-	-	1.0	3.2	2.8	2.8

No. of companies giving the respective answers by branch

Note: 註  $\%* = \frac{\text{各門類填覆公司數目}}{\text{Total no. of companies having recruited/tried to recruit MC Employees in the past 12 months by branch}} \times 100\%$   
各門類過往十二個月曾聘用／嘗試招聘大眾傳播僱員的公司總數

**Table 5.1 Percentage of Companies Having Indicated their  
MC Employees' Skills/Knowledge Need to Enhance by Job Level**  
表 5.1 大眾傳播僱員需加強技能／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 督導／ 主任級 %*	Editorial/ Production/ Executorial 編採／製作／ 執行人員級 %*	Supporting/ Technical 輔助／技術 人員級 %*
<b>Management Skills 管理技能</b>					
101	Corporate communications/public relations/public affairs management 企業傳訊／公共關係／公共事務管理	37.5	15.0	10.0	2.0
102	Production management 製作管理	22.0	30.6	17.7	5.9
103	Marketing management 市場管理	41.4	31.7	14.4	-
104	Human resources management 人力資源管理	23.6	6.6	4.1	3.9
105	Financial management 財務管理	19.3	10.5	4.4	-
106	Strategic planning management 策略計劃管理	42.2	19.8	11.5	-
107	Crisis management 危機管理	34.8	13.5	5.1	3.9
108	Others 其他	-	-	-	-
<b>China-related Knowledge 有關中國的知識</b>					
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	33.1	21.3	21.9	2.0
202	Cross-cultural knowledge 跨文化的知識	36.4	24.0	22.9	17.7
203	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和規條限制	31.9	28.0	19.4	2.0
204	Industry practices in the mainland of China 在中國內地的行業常規	38.9	30.3	22.5	3.9
205	Others 其他	0.2	-	-	-

\* As a percentage of number of responding cases by job level.

\* 佔填覆公司百分率（按技能等級劃分）。

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級 %*	Supervisory 督導／ 主任級 %*	Editorial/ Production/ Executorial 編採／製作／ 執行人員級 %*	Supporting/ Technical 輔助／技術 人員級 %*
<b>Language Skills 語文技能</b>					
301	Spoken English 英語會話	35.2	43.1	48.0	33.3
302	Putonghua 普通話	56.7	64.3	59.2	45.1
303	Written English 英文書寫能力	23.6	29.5	28.9	19.6
304	Written Chinese 中文書寫能力	23.2	17.5	22.1	9.8
305	Translation 翻譯	9.3	6.7	12.4	7.8
306	Others 其他	1.7	0.5	0.3	3.9
<b>Innovative Media Technology (Journalism Sector) 創新傳媒科技（新聞業）</b>					
401	Innovative media technology products 創新傳媒科技產品	12.0	5.5	3.8	25.5
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission) 新傳媒科技在編採工作上的應用 (如數碼拍攝、數碼製作、網路傳輸等)	7.7	3.7	3.7	29.4
403	Computer literacy skills (e.g. digital graphics and Chinese typing) 電腦應用技巧（數碼圖象處理、中文輸入 法等）	8.5	5.6	4.0	29.4
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	4.8	2.4	1.5	11.8
405	Others 其他	-	-	-	-
<b>Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技（廣告與公共關係業）</b>					
501	Web site design and supporting skills 網站設計及支援技巧	11.6	36.6	28.5	27.5
502	Market research applications 市場調查的應用	15.9	29.7	17.8	3.9
503	Consumer database management 客戶資料庫管理	11.0	17.4	13.6	9.8
504	Media research and applications 媒體的研究及應用	13.0	21.8	26.2	7.8
505	Multimedia knowledge and applications 多媒體的知識及應用	29.0	34.7	42.7	33.3
506	Others 其他	-	-	-	-

\* As a percentage of number of responding cases by job level.

\* 佔填覆公司百分率（按技能等級劃分）。

Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial 經理級 %*	Supervisory 督導／ 主任級 %*	Editorial/ Production/ Executorial 編採／製作／ 執行人員級 %*	Supporting/ Technical 輔助／技術 人員級 %*
<b>Industry Specific Skills (Journalism Sector)</b> <b>業內專業技能（新聞業）</b>					
601	Reporting and editing skills 編採技巧	6.8	2.3	3.0	19.6
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	10.6	3.1	5.0	13.7
603	Media law and ethics 傳媒法規與操守	3.7	2.2	1.6	11.8
604	Strategic news planning 新聞規劃	3.9	1.8	1.0	11.8
605	Integration of the Internet with journalism 互聯網與新聞的結合	5.0	2.5	2.1	17.7
606	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	5.6	2.5	1.9	15.7
607	Audience research 受眾調查	2.7	3.2	2.1	5.9
608	Others 其他	-	-	0.1	2.0
<b>Industry Specific Skills (Advertising and Public Relations Sector)</b> <b>業內專業技能（廣告與公共關係業）</b>					
701	Account and strategic planning 客戶與策略的規劃	40.0	29.4	14.7	2.0
702	Media planning and market research 傳媒規劃及市場研究	17.8	13.2	9.4	2.0
703	Creativity and cultural insights 創意性及文化的瞭解	31.1	41.2	33.8	17.7
704	PR consultation skills 公關的諮詢技巧	29.2	14.5	9.3	3.9
705	Event management 項目管理	25.5	14.6	10.2	7.8
706	Others 其他	-	0.1	0.1	-

\* 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 5.2 Percentage of Companies Having Indicated their  
MC Employees' Skills/Knowledge Need to Enhance by Branch**  
**表 5.2 大眾傳播僱員需加強技能／知識的公司所佔百分率**  
**(按門類劃分)**

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／電視台的 新聞部	News Agencies 新聞通訊社	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 公共機構內企業 傳訊／公共關係／ 廣告／市場部	
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部						%*	%*
		%*	%*	%*	%*			%*	%*
<b>Management Skills 管理技能</b>									
101	Corporate communications/public relations/public affairs management 企業傳訊／公共關係／公共事務管理	42.9	35.0	73.3	28.6	43.8	11.0	56.5	
102	Production management 製作管理	14.3	30.0	73.3	28.6	19.6	28.7	22.3	
103	Marketing management 市場管理	42.9	45.0	73.3	-	32.0	29.2	53.3	
104	Human resources management 人力資源管理	28.6	35.0	73.3	28.6	15.7	7.3	16.3	
105	Financial management 財務管理	14.3	30.0	60.0	28.6	23.5	8.9	16.9	
106	Strategic planning management 策略計劃管理	28.6	40.0	73.3	28.6	30.7	18.4	42.4	
107	Crisis management 危機管理	28.6	40.0	73.3	28.6	32.0	9.0	33.2	
108	Others 其他	-	-	-	-	-	-	-	

\* As a percentage of number of responding cases by branch.  
 \* 佔填覆公司百分率（按門類劃分）。

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／電視台的 新聞部	News Agencies 新聞通訊社	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 公共機構內企業 傳訊／公共關係／ 廣告／市場部
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部						
		%*	%*	%*	%*			
<b>China-related Knowledge 有關中國的知識</b>								
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	14.3	30.0	66.7	71.4	39.2	22.3	42.9
202	Cross-cultural knowledge 跨文化的知識	28.6	60.0	80.0	28.6	35.3	22.9	40.2
203	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和規條限制	14.3	20.0	80.0	100.0	43.1	26.2	32.1
204	Industry practices in the mainland of China 在中國內地的行業常規	28.6	50.0	80.0	57.1	39.9	28.2	45.7
205	Others 其他	-	-	-	-	-	0.1	-
<b>Language Skills 語文技能</b>								
301	Spoken English 英語會話	14.3	30.0	73.3	42.9	41.2	51.0	29.4
302	Putonghua 普通話	42.9	50.0	100.0	85.7	56.2	66.1	58.2
303	Written English 英文書寫能力	28.6	35.0	73.3	42.9	30.1	31.0	32.6
304	Written Chinese 中文書寫能力	28.6	35.0	66.7	-	28.1	21.7	28.8
305	Translation 翻譯	-	20.0	60.0	28.6	18.3	11.5	17.9
306	Others 其他	-	5.0	13.3	42.9	2.0	-	2.7

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

\* 佔填覆公司百分率（按門類劃分）。

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／電視台的 新聞部	News Agencies 新聞通訊社	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 公共機構內企業 傳訊／公共關係／ 廣告／市場部	
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
		%*	%*	%*	%*			%*	%*
<b>Innovative Media Technology (Journalism Sector) 創新傳媒科技（新聞業）</b>									
401	Innovative media technology products 創新傳媒科技產品	28.6	30.0	66.7	28.6	5.2	3.1	13.0	
402	Application of new media technologies in editorial work (e.g. digital photo-shooting, digital production and Internet transmission) 新傳媒科技在編採工作上的應用 (如數碼拍攝、數碼製作、網路傳輸等)	42.9	65.0	66.7	42.9	5.9	2.2	9.2	
403	Computer literacy skills (e.g. digital graphics and Chinese typing) 電腦應用技巧（數碼圖象處理、 中文輸入法等）	42.9	30.0	66.7	14.3	7.2	3.7	8.7	
404	Integration of new technology with the news work flow 新科技與新聞工作流程結合	14.3	25.0	60.0	28.6	4.6	0.2	3.3	
405	Others 其他	-	-	-	-	-	-	-	
<b>Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技（廣告與公共關係業）</b>									
501	Web site design and supporting skills 網站設計及支援技巧	-	20.0	40.0	-	13.7	34.9	20.1	
502	Market research applications 市場調查的應用	-	20.0	40.0	-	21.6	22.4	25.5	
503	Consumer database management 客戶資料庫管理	-	25.0	40.0	-	23.5	15.0	16.3	
504	Media research and applications 媒體的研究及應用	-	30.0	53.3	-	29.4	28.3	10.9	
505	Multimedia knowledge and applications 多媒體的知識及應用	-	35.0	53.3	-	36.0	48.0	20.1	
506	Others 其他	-	-	-	-	-	-	-	

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

\* 佔填覆公司百分率（按門類劃分）。

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／電視台的 新聞部	News Agencies 新聞通訊社	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 公共機構內企業 傳訊／公共關係／ 廣告／市場部	
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部							
		%*	%*	%*	%*			%*	%*
<b>Industry Specific Skills (Journalism Sector) 業內專業技能（新聞業）</b>									
601	Reporting and editing skills 編採技巧	71.4	80.0	66.7	28.6	2.6	1.3	8.7	
602	Print/TV/media production skills 印刷／電視／媒體製作技巧	14.3	30.0	66.7	28.6	2.6	5.7	8.7	
603	Media law and ethics 傳媒法規與操守	42.9	45.0	66.7	28.6	2.0	0.2	4.9	
604	Strategic news planning 新聞規劃	57.1	10.0	60.0	28.6	2.0	0.1	1.6	
605	Integration of the Internet with journalism 互聯網與新聞的結合	28.6	20.0	66.7	28.6	3.9	0.4	6.0	
606	Critical thinking skills and cross-disciplinary knowledge 批判性思考技巧及跨學科知識	28.6	55.0	66.7	-	7.2	0.2	3.3	
607	Audience research 受眾調查	14.3	15.0	66.7	-	0.7	1.3	5.4	
608	Others 其他	-	5.0	-	-	-	-	-	
<b>Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能（廣告與公共關係業）</b>									
701	Account and strategic planning 客戶與策略的規劃	-	35.0	53.3	-	33.3	25.6	19.0	
702	Media planning and market research 傳媒規劃及市場研究	-	35.0	53.3	-	20.9	8.9	23.9	
703	Creativity and cultural insights 創意性及文化的瞭解	-	35.0	53.3	-	28.1	43.1	20.1	

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

\* 佔填覆公司百分率（按門類劃分）。

Code 編號	Type of Skills and / or Knowledge 技能／知識的類別	Newspapers 報紙業	Magazines 雜誌業	News Department in Radio / TV Stations 電台／電視台的 新聞部	News Agencies 新聞通訊社	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 公共機構內企業 傳訊／公共關係／ 廣告／市場部
		Including Advertising Sales / PR / Marketing Department in Media Organizations 包括傳媒機構內廣告／公共關係／市場部						
		%*	%*	%*	%*			
<b>Industry Specific Skills (Advertising and Public Relations Sector) (Continued) 業內專業技能（廣告與公共關係業）（續）</b>								
704	PR consultation skills 公關的諮詢技巧	-	25.0	40.0	-	48.4	6.3	34.2
705	Event management 項目管理	-	25.0	53.3	-	38.6	9.0	24.5
706	Others 其他	-	-	-	-	-	0.1	-

- \* 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 Number of MC Employees (in terms of Man-Times) in respect of Manpower Training to be Sponsored by Employers in the Next 12 Months by Branch by Job Level by Type of Skills/Knowledge (Journalism Sector)**

**表 6.1 未來十二個月僱主資助大眾傳播僱員進修人數(以人次計) (按門類/技能等級及技能/知識的類別劃分) (新聞業)**

Type of Skills and/or Knowledge 技能/知識的類別	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新傳媒科技 (新聞業)	Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技 (廣告與公共關係業)	Industry Specific Skills (Journalism Sector) 業內專業技能 (新聞業)	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能 (廣告與公共關係業)	Others 其他	Overall 整體
<b>Newspapers 報紙業</b>									
Managerial 經理級	6	-	-	-	-	-	-	-	6
Supervisory 督導級	18	20	-	20	-	20	-	20	98
Editorial/Production 編採/製作人員級	-	50	52	50	-	50	2	50	254
Supporting/Technical 輔助/技術人員級	-	-	-	20	-	-	-	-	20
<b>Sub-total 小計</b>	<b>24</b>	<b>70</b>	<b>52</b>	<b>90</b>	<b>-</b>	<b>70</b>	<b>2</b>	<b>70</b>	<b>378</b>
<b>Magazines 雜誌業</b>									
Managerial 經理級	14	8	16	6	9	8	9	1	71
Supervisory 督導級	27	-	29	15	15	3	15	7	111
Editorial/Production 編採/製作人員級	-	-	80	33	20	20	22	29	204
Supporting/Technical 輔助/技術人員級	-	-	11	13	-	4	2	6	36
<b>Sub-total 小計</b>	<b>41</b>	<b>8</b>	<b>136</b>	<b>67</b>	<b>44</b>	<b>35</b>	<b>48</b>	<b>43</b>	<b>422</b>
<b>News Department in Radio / TV Stations 電台 / 電視台的新聞部</b>									
Managerial 經理級	21	21	-	14	16	6	8	-	86
Supervisory 督導級	84	70	10	66	16	56	16	-	318
Editorial/Production 編採/製作人員級	233	213	90	233	19	218	39	-	1 045
Supporting/Technical 輔助/技術人員級	76	-	86	96	11	5	16	-	290
<b>Sub-total 小計</b>	<b>414</b>	<b>304</b>	<b>186</b>	<b>409</b>	<b>62</b>	<b>285</b>	<b>79</b>	<b>-</b>	<b>1 739</b>

Type of Skills and/or Knowledge 技能/知識的類別 Job Level 技能等級	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新傳媒科技 (新聞業)	Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技 (廣告與公共關係業)	Industry Specific Skills (Journalism Sector) 業內專業技能 (新聞業)	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能 (廣告與公共關係業)	Others 其他	Overall 整體
<b>News Agencies 新聞通訊社</b>									
Managerial 經理級	2	-	2	-	-	-	-	-	4
Supervisory 督導級	-	-	2	2	-	-	-	-	4
Editorial/Production 編採/製作人員級	-	-	12	-	-	8	-	-	20
Supporting/Technical 輔助/技術人員級	-	-	-	-	-	-	-	-	-
<i>Sub-total 小計</i>	2	-	16	2	-	8	-	-	28
<b>Total (Journalism) 總數 (新聞業)</b>	481	382	390	568	106	398	129	113	2 567

- Notes: (1) The number of MC employees (in terms of man-times) in respect of manpower training to be sponsored by employers in the next 12 months in the advertising sales / public relations / marketing department in media organizations has been distributed among various branches in the journalism sector.  
註：未來十二個月，於傳媒機構內廣告／公共關係／市場部受資助僱員進修人數(以人次計)已分配於新聞業的各門類中。
- (2) Figures may not add up to their totals due to rounding.  
因四捨五入關係，各項數字相加或與總計數字略有出入。

**Table 6.2 Number of MC Employees (in terms of Man-Times) in respect of Manpower Training to be Sponsored by Employers in the Next 12 Months by Branch by Job Level by Type of Skills/Knowledge (Advertising and Public Relations Sector)**  
**表 6.2 未來十二個月僱主資助大眾傳播僱員進修人數 (以人次計) (按門類/技能等級及技能/知識的類別劃分) (廣告與公共關係業)**

Type of Skills and/or Knowledge 技能/知識的類別	Management Skills 管理技能	China-related Knowledge 有關中國的知識	Language Skills 語文技能	Innovative Media Technology (Journalism Sector) 創新傳媒科技 (新聞業)	Innovative Media Technology (Advertising and Public Relations Sector) 創新傳媒科技 (廣告與公共關係業)	Industry Specific Skills (Journalism Sector) 業內專業技能 (新聞業)	Industry Specific Skills (Advertising and Public Relations Sector) 業內專業技能 (廣告與公共關係業)	Others 其他	Overall 整體
<b>Public Relations Services Suppliers 公共關係服務供應商</b>									
Managerial 經理級	27	19	8	11	22	15	27	-	129
Supervisory 主任級	37	26	51	19	26	16	43	-	218
Executional 執行級	4	4	59	30	60	38	122	-	317
Supporting/Technical 輔助/技術人員級	-	-	-	-	-	3	-	-	3
<b>Sub-total 小計</b>	<b>68</b>	<b>49</b>	<b>118</b>	<b>60</b>	<b>108</b>	<b>72</b>	<b>192</b>	<b>-</b>	<b>667</b>
<b>Advertising Companies, Agencies &amp; Other Advertising Services 廣告業機構</b>									
Managerial 經理級	2 086	45	57	19	68	-	60	-	2 335
Supervisory 主任級	227	82	304	24	211	2	301	-	1 151
Executional 執行級	94	76	779	57	831	5	569	10	2 421
Supporting/Technical 輔助/技術人員級	-	-	-	-	10	-	2	-	12
<b>Sub-total 小計</b>	<b>2 407</b>	<b>203</b>	<b>1 140</b>	<b>100</b>	<b>1 120</b>	<b>7</b>	<b>932</b>	<b>10</b>	<b>5 919</b>
<b>Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司機構內企業傳訊 / 公共關係 / 廣告 / 市場部</b>									
Managerial 經理級	182	81	68	10	25	9	33	15	423
Supervisory 主任級	134	105	93	9	31	7	58	-	437
Executional 執行級	50	96	162	32	62	58	69	60	589
Supporting/Technical 輔助/技術人員級	-	6	3	-	1	-	-	-	10
<b>Sub-total 小計</b>	<b>366</b>	<b>288</b>	<b>326</b>	<b>51</b>	<b>119</b>	<b>74</b>	<b>160</b>	<b>75</b>	<b>1 459</b>
<b>Total (Advertising and PR) 總數 (廣告與公共關係業)</b>	<b>2 841</b>	<b>540</b>	<b>1 584</b>	<b>211</b>	<b>1 347</b>	<b>153</b>	<b>1 284</b>	<b>85</b>	<b>8 045</b>

Notes: (1) The number of MC employees (in terms of man-times) in respect of manpower training to be sponsored by employers in the next 12 months in the advertising sales / public relations / marketing department in media organizations has been distributed among various branches in the journalism sector.  
 註：未來十二個月，於傳媒機構內廣告/公共關係/市場部受資助僱員進修人數(以人次計)已分配於新聞業的各類門類中。

(2) Figures may not add up to their totals due to rounding.  
 因四捨五入關係，各項數字相加或與總計數字略有出入。



**Number of Local MC Employees Deployed/Recruited to Work  
on the Mainland by Branch by Job Level**  
**派遣／招聘在內地工作的本港大眾傳播僱員人數**  
**(按該門類該技能等級劃分)**

Branch 門類		Job Level 技能等級		Managerial 經理級		Supervisory 督導級		Editorial / Production / Executorial 編採／製作／ 執行人員級		Supporting / Technical 輔助／ 技術人員級		Overall 整體	
		L	M	L	M	L	M	L	M	L	M		
Newspapers 報紙業	Including Advertising Sales / PR / Marketing Department in Media 包括傳媒機構 內廣告／公共 關係／市場部	1	-	-	-	8	-	-	-	9	-		
Magazines 雜誌業		-	-	-	-	6	-	-	-	6	-		
News Department in Radio / TV Stations 電台及電視台 的新聞部		4	-	12	-	66	-	8	-	90	-		
News Agencies 新聞通訊社		-	-	-	-	-	-	-	-	-	-		
Public Relations Services Suppliers 公共關係服務供應商		11	-	3	-	-	-	-	-	14	-		
Advertising Companies, Agencies and Other Advertising Services 傳媒機構內的廣告／公共關係／ 市場部		16	4	18	-	38	-	-	-	72	4		
Corporate Communications / PR / Advertising / Marketing Department in Companies / Institutions 公司機構內企業傳訊／公共關係／ 廣告／市場部		5	-	15	-	5	-	-	-	25	-		
<b>Total 總數</b>		<b>37</b>	<b>4</b>	<b>48</b>	<b>-</b>	<b>123</b>	<b>-</b>	<b>8</b>	<b>-</b>	<b>216</b>	<b>4</b>		

- Notes: (1) 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。
- (2) L = Under the payroll record of the local company.  
由本地公司發放薪金。
- (3) M = Under the payroll record of the mainland company.  
由內地公司發放薪金。

## **Manpower Projection of the Advertising and Public Relations Sector for 2008/12 Using the Labour Market Analysis (LMA) Approach**

### **The LMA approach**

1. The LMA approach first examines a group of key statistical data collected by a reliable and independent authority that reflect important changes in local economy, demography and labour market. It then selects some of the data as independent variables to build a statistical model. The model is then subjected to rigorous statistical tests including recursive tests before it is used to project manpower requirements in the economic sector under study.

2. Statistical modelling (SM) has been successfully applied to the advertising and public relations sector in 2004 and 2006. The building of this statistical model comprises two main steps. The first step is called 'Diagnostic' because during this step two sets of statistical data are tested to select determinants. Set I comprises the nine core statistics in National Accounts (e.g. Gross Domestic Products (GDP) and its components) of Hong Kong. These statistics provide information about our key economic activities. Set II comprises 42 economic indicators with more disaggregate information about the economy. Such information includes consumption, investment, trade, tourism, property and related activities, and information about the labour market, etc. From these two sets, some determinants can be found. To minimize Types I & II and other errors, these determinants are statistically tested for correlation (mutual dependence among determinants), multi-collinearity (interdependence among many determinants), and orthogonality (independence among determinants) before they are grouped into principal components. The second step of statistical modelling is called 'Prognostic' because during this step these principal components are used to build and maintain the statistical models for manpower projection.

### **Manpower Projection in the Advertising and Public Relations Sector**

3. At the 'Diagnostic' step, Principal Component Analysis (PCA) has been successfully used to select determinants from the two sets of economic indicators. In the advertising and public relations sector, 9 determinants have been found from the 51 economic indicators. The manpower requirements in the advertising and public relations sector can be thus explained by the following groups of determinants, called Principal Components (PCs):

- (i) Composite Consumer Price Index [CCPI];
- (ii) Electricity Consumption [EC];
- (iii) Exports of Services in Volume Index [XSER];
- (iv) Hong Kong Best Lending Rate [R];
- (v) No. of Visitors Arrival [VA];
- (vi) Property Price Index (Private Domestic Only) [PPI];
- (vii) Restaurant Receipts in Value Index [RESVA];
- (viii) Retail Sales in Value Index [RSVA]; and
- (ix) Total Loans and Advances (HK\$ Millions) [LA].

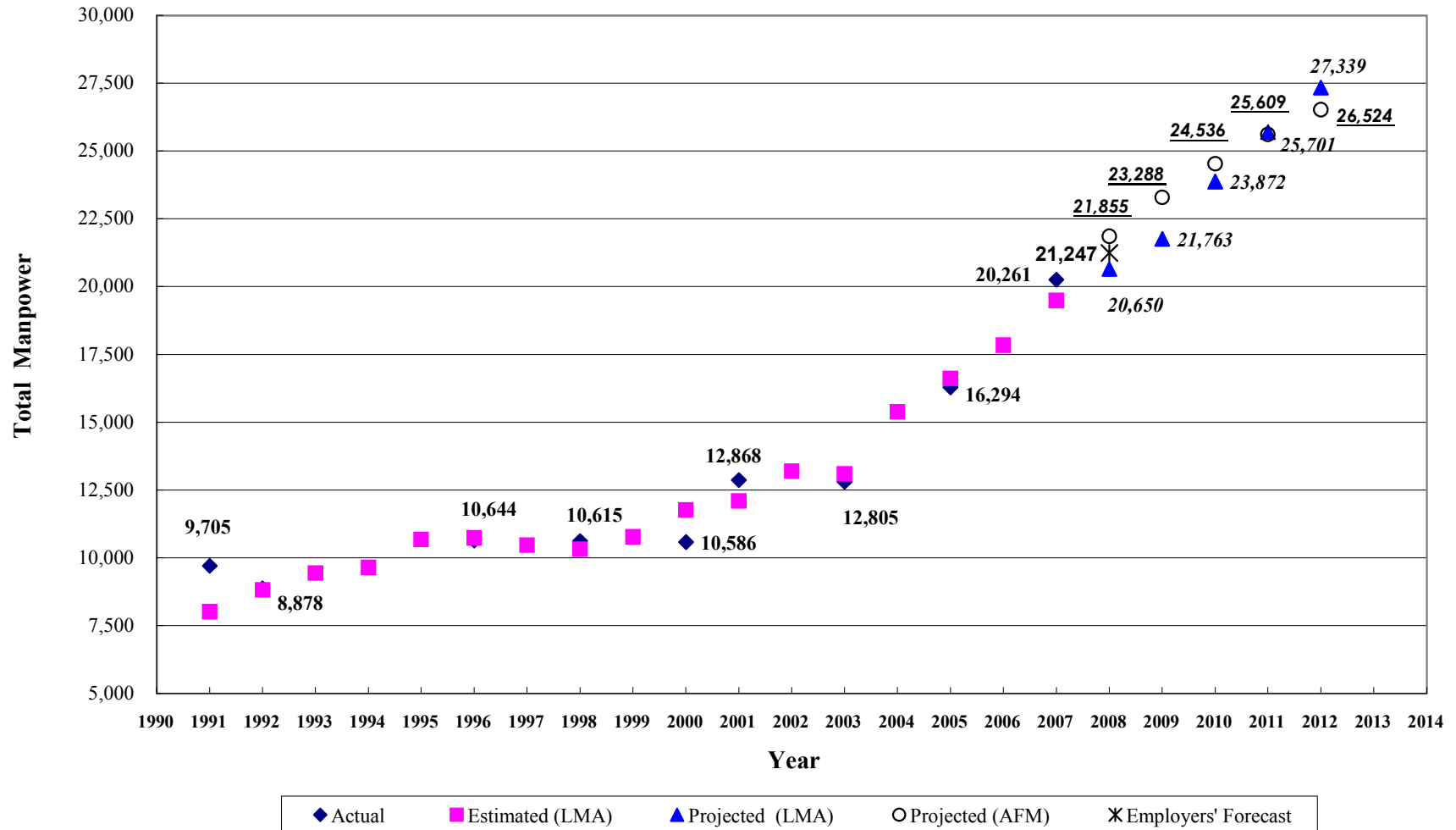
4. A statistical model has been developed by using PCA to select determinants. The PCs comprise the five determinants of *EC*, *XSER*, *RESVA*, *VA* and *CCPI*. From the recursive tests, it can be shown that these PCs can explain most of the variability of the variance (total information) in the past 21 years in the manpower requirements; therefore, they can safely be used to forecast the manpower requirements in the near future. At the ‘Prognostic’ step, *Principal Component Regression (PCR) technique* is then applied for the statistical model. The model indicates that there is a strong positive correlation between manpower and the PCs. The R-square worked out to be 0.97, indicating that 97% of the variation of the manpower requirements can be explained by the PCs at the 97% level of confidence.

5. To use the correlation for projecting the future manpower requirements, the values of the PCs for 2008 – 2012 are initially determined by the time series forecasting method. The forecast values of the PC are then plugged into the statistical model to project the manpower requirements. For comparison, projection using the Adaptive Filtering Method (AFM) adopted in previous surveys is also used. A summary of the manpower projections using the two different methods and the employers’ forecast is presented below:

#### Summary for Manpower Projections by Different Methods

Year	Actual	Statistical (LMA) Model	Adaptive Filtering Method (AFM)	Employers’ Forecast (EF)
2005	16,294			
2006		16,957 <sup>(1)</sup>	16,641 <sup>(1)</sup>	16,643 <sup>(1)</sup>
2007	20,261	17,991 <sup>(1)</sup>	17,177 <sup>(1)</sup>	N/A
2008F		<b>20,650</b> (1.9%)*	<b>21,855</b> (7.9%)*	<b>21,247</b> (4.9%)*
2009F		<b>21,763</b> (5.4%)**	<b>23,288</b> (6.6%)**	
2010F		<b>23,872</b> (9.7%)**	<b>24,536</b> (5.4%)**	
2011F		<b>25,701</b> (7.7%)**	<b>25,609</b> (4.4%)**	
2012F		<b>27,339</b> (6.4%)**	<b>26,524</b> (3.6%)**	
Notes: (1) * **	Using either the LMA model, AFM or EF in the 2005 manpower survey. As percentage increase / decrease of the actual manpower in 2007. As percentage increase / decrease of the projected manpower from 2008 to 2011.			

**Figure 1 Actual, Estimated and Projected Manpower by Different Methods  
(Advertising and Public Relations Sector)**



**AFM** : Adaptive Filtering Method  
**LMA** : Statistical Model based on EC, XSER, RESVA, VA and CCPI

## 廣告與公共關係業二〇〇八至一二年的 人力預測數字（採用人力市場分析方法）

### 「人力市場分析方法」

1. 使用「人力市場分析方法」（Labour Market Analysis Approach，簡稱 LMA）作人力需求預測，程序是這樣的：採用由一可靠獨立機構收集的一系列反映本地經濟、人口分布和人力市場狀況的主要統計數據，仔細分析，然後在當中選出部分作為獨立變數，以之建立一個統計模型。模型需經過多次嚴格的統計測試，包括遞迴測試，方可用作預測某個經濟範疇的人力需求。
2. 建立統計模型，並據此分析廣告及公共關係業數據，已證實在二〇〇四及二〇〇六年是可行的。建立這類模型，主要牽涉兩個階段：第一個階段是「診斷」，意即測試兩組統計數據，以得出數個決定因子。第一組數據包括國民帳戶中的 9 個核心數據，例如本地生產總值及其組成數據。憑這些數據，我們可以知道主要經濟活動的情況。第二組數據包含 42 個經濟指標，由此我們可以得到較分散的經濟信息，包括消費、投資、貿易、旅遊、房地產及相關活動，以及人力市場等。上述的決定因子就是由這兩組數據分析出來的。這些決定因子會經過統計測試，找出它們的相互關係（決定因子之間的相互依賴性）、多共線性（各決定因子之間的依賴性）、以及統計獨立性（各決定因子之間的獨立性），然後才會分成不同的主要因素，以減少第一、二類以及其他誤差。第二個階段是「預斷」，意即用上述的主要因素建立和維持統計模型，以作人力需求預測。

### 廣告與公共關係業人力需求預測

3. 在「診斷」階段使用「主要因素分析法」（Principal Component Analysis，簡稱 PCA）從兩組經濟指標中選取決定因子已經證實是可行的。在廣告及公共關係業的 51 個經濟指標中，有 9 個被選作決定因子。從以下 9 組決定因子（又稱「主要因素」，Principal Components，簡稱 PCs），我們可以解釋廣告及公共關係業的人力需求：

- (i) 綜合消費物價指數；
- (ii) 電力消耗量；
- (iii) 服務出口物量指數；
- (iv) 香港最優惠貸款利率；
- (v) 訪港旅客人數；
- (vi) 物業價格指數（以私人住宅為限）；
- (vii) 食肆收益價值指數；
- (viii) 零售價值指數；及
- (ix) 總借貸及預支款額（以百萬港元計）。

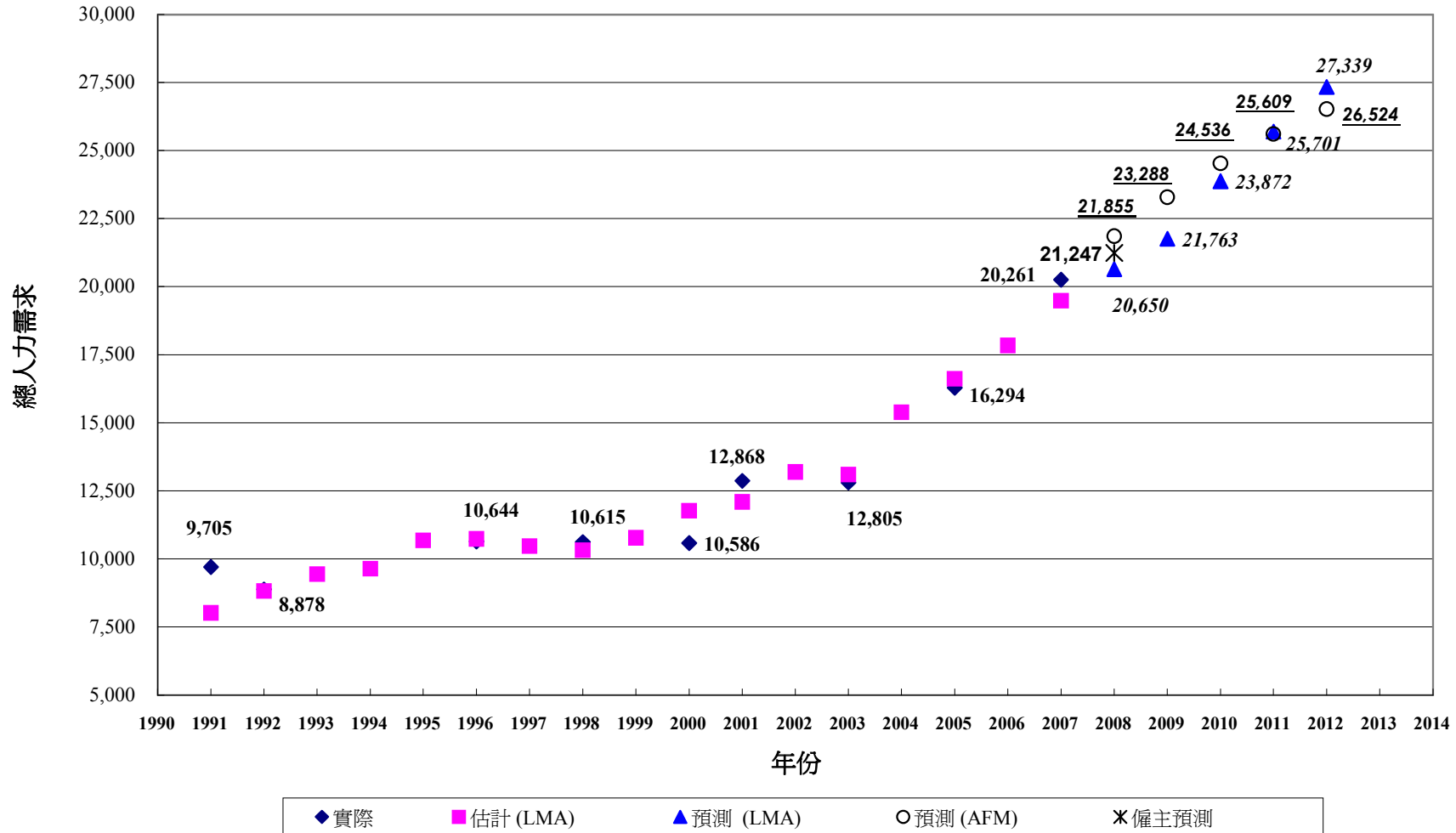
4. 使用 PCA，我們已經選定了決定因子來建立一個統計模型。這 5 個決定因子，包括電力消耗量、服務出口物量指數、食肆收益價值指數、訪港旅客人數、綜合消費物價指數。經過遞迴測試，我們發現這 5 個決定因子最能解釋過去 21 年來人力需求中的信息變化；故此，我們可以放心選用這 5 個決定因子，以找出未來的人力需求。在「預斷」階段，我們把主要因素迴歸法（PCR）應用在統計模型上。從模型看到，人力需求和主要因素之間有很強的相互關係，R-正方的值是 0.97，即是 97% 的人力需求變化可以由主要因素解釋，置信程度達 97%。

5. 爲了可以應用上述的相互關係預測未來的人力需求，我們先用時間數列預測法初步定出二〇〇八至二〇一二年主要因素的數值，然後再把這些預測數值放到統計模型中，以計算出人力需求。此外，過往多次調查中使用的調節過濾法在今次調查中也有選用，以作比較。下表及圖 1 簡要列出使用兩種方法和僱主預測的人力需求。

#### 不同方法得出的人力需求預測

年份	實際數字	統計(LMA)模型	調節過濾法 (AFM)	僱主預測 (EF)
2005	16,294			
2006		16,957 <sup>(1)</sup>	16,641 <sup>(1)</sup>	16,643 <sup>(1)</sup>
2007	20,261	17,991 <sup>(1)</sup>	17,177 <sup>(1)</sup>	N/A
2008F		20,650 (1.9%)*	21,855 (7.9%)*	21,247 (4.9%)*
2009F		21,763 (5.4%)**	23,288 (6.6%)**	
2010F		23,872 (9.7%)**	24,536 (5.4%)**	
2011F		25,701 (7.7%)**	25,609 (4.4%)**	
2012F		27,339 (6.4%)**	26,524 (3.6%)**	
註：(1) * **	在 2005 年人力調查中選用的 LMA 模型、AFM 或 EF 數值。 相對於 2007 年實際人力需求的百分率增減。 相對於 2008 至 2011 年預測人力需求的百分率增減。			

圖 1 藉不同方法得出的實際、估計及預測的人力需求  
(廣告與公共關係業)



AFM：調節過濾法  
LMA：基於 5 項主要因素建立的統計模型

**Planned Output of Graduates from UGC/Government-Funded Mass Communication Programmes**  
**獲大學教育資助委員會／政府資助方式開辦的大眾傳播課程的預計畢業人數**

Institute	院校	2008				2009				2010				2011				2012				
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	
<b>The University of Hong Kong</b>	<b>香港大學</b>																					
Bachelor of Journalism	新聞學學士	-	-	26	-	-	-	27	-	-	-	27	-	-	-	29	-	-	-	29	-	-
MPhil/PhD in Journalism	新聞學哲學碩士/博士	-	-	-	2	-	-	-	1	-	-	-	2	-	-	-	2	-	-	-	2	-
<b>The Chinese University of Hong Kong</b>	<b>香港中文大學</b>																					
BSSc in Journalism & Communication	傳理學社會科學學士-新聞及廣播	-	-	83	-	-	-	85	-	-	-	81	-	-	-	80	-	-	-	80	-	-
MPhil/PhD in Communication	傳播學哲學碩士/博士	-	-	-	6	-	-	-	13	-	-	-	10	-	-	-	10	-	-	-	10	-
<b>Hong Kong Baptist University</b>	<b>香港浸會大學</b>																					
BSSc (Hons) in Communication ( Digital Graphic Communication/ Organizational Communication/ Public Relations & Advertising/ Broadcast Journalism/Chinese Journalism/International Journalism/Cinema and Television )	傳理學(數碼圖像傳播/組織傳播/公關及廣告/廣播新聞/中文新聞/國際新聞/電影電視)社會科學(榮譽)學士	-	-	189	-	-	-	193	-	-	-	169	-	-	-	117	-	-	-	117	-	-
MPhil/PhD in Communication	傳理學哲學碩士/博士	-	-	-	9	-	-	-	8	-	-	-	11	-	-	-	8	-	-	-	11	-
<b>City University of Hong Kong</b>	<b>香港城市大學</b>																					
BA (Hons) in Media and Communication	媒體與傳播(榮譽)文學士	-	-	35	-	-	-	58	-	-	-	58	-	-	-	58	-	-	-	58	-	-



Institute 院校	2008				2009				2010				2011				2012			
	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD
<b>Hong Kong Institute of Vocational Education</b> 香港專業教育學院 HD in Advertising, Packaging and Branding/Advertising and Promotions Design/Multimedia Advertising and Visual Effects 廣告、包裝及品牌/廣告及推廣宣傳/多媒體廣告及視覺特效高級文憑	144	-	-	-	216	-	-	-	209	-	-	-	212	-	-	-	212	-	-	-
<b>Total</b> 總數	144	-	333	17	216	-	363	22	209	-	335	23	212	-	284	20	212	-	284	23
<b>Year Total</b> 全年總數	494				601				567				516				519			

AD - Associate Degree 副學士  
DEG - First Degree 學士學位

HD - Higher Diploma 高級文憑  
PgD - Postgraduate Degree/Diploma/Certificate 研究院學位/文憑/證書

**Planned Output of Graduates from Self-Financed Mass Communication Programmes**  
**以自負盈虧方式開辦的大眾傳播課程的預計畢業人數**

Institute	院校	2008				2009				2010				2011				2012			
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD
<b>The University of Hong Kong</b> MA/Postgraduate Diploma in Journalism	<b>香港大學</b> 新聞學碩士/深造文憑	-	-	-	39	-	-	-	60	-	-	-	60	-	-	-	70	-	-	-	70
<b>The Chinese University of Hong Kong</b> MA in Journalism/Global Communication/MSSc in Advertising/Corporate Communication/MSc in New Media	<b>香港中文大學</b> 新聞學/全球傳播文學碩士/廣告/企業傳播社會科學碩士/新媒體科學碩士	-	-	-	180	-	-	-	205	-	-	-	226	-	-	-	240	-	-	-	250
<b>Hong Kong Baptist University</b> AD of Arts in Journalism/Cinema, Television and Digital Media	<b>香港浸會大學</b> 新聞學/電影、電視及數碼媒體副學士	-	89	-	-	-	75	-	-	-	70	-	-	-	30	-	-	-	30	-	-
<b>Hong Kong Baptist University</b> MA in Communication/International Journalism/Business & Financial Journalism/Film, TV and Digital Media/MSSc in Media Management	<b>香港浸會大學</b> 傳理學/國際新聞/商業及財經新聞文學碩士/電影電視與數碼媒體藝術(製作)碩士/傳媒管理社會科學碩士	-	-	-	263	-	-	-	241	-	-	-	225	-	-	-	165	-	-	-	165
<b>City University of Hong Kong</b> BA (Hons) in Integrated Strategic Communication	<b>香港城市大學</b> 整合策略傳播(榮譽)文學士	-	-	120	-	-	-	92	-	-	-	70	-	-	-	70	-	-	-	70	-
<b>City University of Hong Kong</b> MA in Communication and New Media	<b>香港城市大學</b> 傳播與新媒體文學碩士	-	-	-	40	-	-	-	42	-	-	-	45	-	-	-	60	-	-	-	60

Institute	院校	2008				2009				2010				2011				2012				
		HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	HD	AD	DEG	PgD	
<b>Chu Hai College of Higher Education</b>	<b>珠海學院</b>																					
BA (Hons) in Journalism and Communication	新聞及傳播(榮譽)文學士	-	-	17	-	-	-	54	-	-	-	78	-	-	-	112	-	-	-	130	-	
AD of General Studies (Media Studies Stream)	通識副學士(傳媒組)	-	12	-	-	-	15	-	-	-	16	-	-	-	20	-	-	-	24	-	-	
<b>Hong Kong Shue Yan University</b>	<b>香港樹仁大學</b>																					
BA (Hons) in Journalism and Mass Communication	新聞及大眾傳播(榮譽)文學士	-	-	115	-	-	-	123	-	-	-	155	-	-	-	160	-	-	-	160	-	
<b>Hong Kong Institute of Vocational Education</b>	<b>香港專業教育學院</b>																					
HD in Advertising and Global Brand Management/Public Relations and Media Business /Media Relations and Campaign Management/Advertising, Packaging and Branding/Digital Media Design	廣告及國際品牌管理學/公關及媒體事業/傳媒關係及活動管理學/廣告、包裝及品牌/數碼媒體設計高級文憑	264	-	-	-	271	-	-	-	250	-	-	-	276	-	-	-	227	-	-	-	
<b>Total</b>	<b>總數</b>	<b>264</b>	<b>101</b>	<b>252</b>	<b>522</b>	<b>271</b>	<b>90</b>	<b>269</b>	<b>548</b>	<b>250</b>	<b>86</b>	<b>303</b>	<b>556</b>	<b>276</b>	<b>50</b>	<b>342</b>	<b>535</b>	<b>227</b>	<b>54</b>	<b>360</b>	<b>545</b>	
<b>Year Total</b>	<b>全年總數</b>	<b>1139</b>				<b>1178</b>				<b>1195</b>				<b>1203</b>				<b>1186</b>				

AD - Associate Degree 副學士

DEG - First Degree 學士學位

HD - Higher Diploma 高級文憑

PgD - Postgraduate Degree/Diploma/Certificate 研究院學位/文憑/證書