Guide to Appointment

SENIOR ALUMNI AFFAIRS OFFICER
(ALUMNI AFFAIRS OFFICE)

Public Affairs Unit

Overall Objectives

The primary function of the Alumni Affairs Office is to promote a life-long relationship of its alumni with the University through communication, services, events, advocacy, leadership and giving. It helps to maintain close and frequent contact with alumni and friends, coordinate with our marketing and public relations efforts to enhance the University’s status and image, and assist with fund-raising campaigns and scholarship programmes. It is hoped that good alumni work will in turn achieve a sense of pride, prestige and attain extensive and solid support for the continued development of the University.

The Senior Alumni Affairs Officer shall help set up and lead the Alumni Affairs Office. Reporting to the Head of Public Affairs the incumbent will work closely with the senior management to design and implement a comprehensive and effective programme to build up a strong OUHK alumni community, develop relevant systems and practices, cultivate cohesion and loyalty and maximize alumni participation and giving opportunities.

Entry Requirements

a) A recognised bachelor’s degree;
b) At least 10 years of progressively responsible experience;
c) A proven record of accomplishment in membership development, marketing and fund-raising, preferably in higher education;
d) Knowledge about student affairs, fund-raising, public relations and marketing an advantage;
e) Outstanding personality with passion, communication, presentation and organizational skills as well as an understanding of the value of education and work ethics;
f) A self-starter and be prepared to perform in a collegial and dynamic environment with a strong result-oriented attitude;
g) Other professional, significant non-profit fund-raising experience also considered.

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Major Responsibilities

a) To set up and lead the Alumni Affairs Office;
b) To design and implement a comprehensive and effective programme to build up a strong OUHK alumni community;
c) To develop relevant systems and practices, cultivate cohesion and loyalty and maximize alumni participation and giving opportunities;
d) To oversee the regular functions in relation to the Alumni Office;
e) To undertake such other duties and responsibilities as may be assigned by the Head (Public Affairs) or his/her nominee(s).

Remuneration Package (1- to 2-year contract) (for reference only – subject to change)
(This new remuneration package will apply for new appointments starting from 2 January 2009.)

Monthly Basic Salary : HK$50,475– HK$68,915

Contract Gratuity : 15% of the total basic salary over the contract period (inclusive of ORSO/MPF contributions made by the University), payable on satisfactory completion of contract

Monthly Composite Cash Allowance (applicable to a 2-year contract only) : 30% of monthly basic salary, capped at mid-point of the salary scale

Other Benefits : annual leave, medical and dental schemes

Human Resources Unit
13 November 2008