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## Job description and selection criteria

<b>Job title</b>	Manager, Events, Communications and Alumni Relations, Oxford China Office
<b>Division</b>	University Administration and Services
<b>Department</b>	Development Office / University of Oxford China Office (OCO)
<b>Location</b>	Hong Kong
<b>Grade and salary</b>	Commensurate with experience
<b>Hours</b>	Full time
<b>Contract type</b>	Permanent
<b>Reporting to</b>	Director of Development, Asia
<b>Vacancy reference</b>	N/A
<b>Additional information</b>	

### The role

**Key relationships** University alumni and benefactors; external volunteers and members of advisory committees; colleagues at Oxford China Office; senior academics and administrative staff as appropriate; members of the Development and Alumni Relations teams across the collegiate University; International Strategy Office; Events Office

**Purpose** To support the University of Oxford's strategic engagement with alumni, volunteers, donors and the general public in Hong Kong and mainland China.

The University of Oxford China Office in Hong Kong seeks a dynamic individual for the role of Manager, Events, Communications and Alumni Relation to help increase the presence of the University of Oxford in China, with a particular focus on Hong Kong, through a range of world-class events and communications strategies. The post holder will foster engagement between the University and its stakeholders, extend the University's alumni relations

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programming to China, and build supportive, meaningful relationships with local alumni chapters throughout the region. This role is based in Hong Kong.

This position would be particularly suitable for those with a background in marketing, events and communications, either in the educational or private sector. It would be an asset for applicants to have familiarity with planning and delivering major events in both Hong Kong and mainland China.

Most of the post holder's work will be done independently, though other members of the China Office team will contribute towards larger events.

The duties of the post are set out as they are envisaged at present, but it will be important for the person appointed to be flexible and adaptable, and able to contribute to the collegiate University's evolving engagement with China.

### **The University of Oxford China Office**

The OCO works to further the University's development and alumni relations aims in Hong Kong, mainland China and other parts of the Asia-Pacific region. Acting as an ambassador for the University within this geography, it aims to develop significant philanthropic relationships with potential donors and engage alumni in activities of strategic importance.

## **Responsibilities**

### **Events:**

Develop and deliver a dynamic and relevant range of regional University events that serve to engage alumni, and when appropriate, involve current and prospective donors, current and prospective students and the wider public.

- Deliver exceptional events that build on the Oxford brand and delight guests.
- Determine the frequency of events organised by the Oxford China Office in mainland China and Hong Kong, retaining flexibility to include ad hoc events as appropriate.
- Lead the Oxford China Office team in running events, including: venue set up, guest badging, receiving and signing in of guests, ensuring catering needs, arrangement for presentations, acting as "Go To" person at the event, post-event follow-up with guests and data collection.
- Respond to requests for events held by the University and college leadership in mainland China and Hong Kong, including but not limited to – researching venues and suppliers for events to ensure quality and cost efficiency; advertising/promoting events; coordinating guest lists; issuing and managing invitations; coordinating event-related media activities.

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- Explore opportunities for sponsorship where appropriate. Maintain relationships with sponsors.
- On a regular basis, coordinate bespoke events to assist in the cultivation, recognition or stewardship of donors to the University.
- Regularly analyse the impact of events undertaken by the Office and prepare an annual report on their effectiveness.

### **Communications:**

Working with the Director of the Oxford China Office, develop and deliver a communications strategy for Hong Kong and mainland China that closely links with the communications strategies at the central Development Office, the Alumni Relations Office and the Press Office.

- Develop and maintain the content for the Oxford China Office website and social media accounts.
- Design, develop and distribute “China Thinking”, the quarterly e-bulletin sent to alumni and friends of Oxford in mainland China and Hong Kong.
- Produce bespoke mailings to alumni to inform them of activities and events in the region
- Working with the University’s Press Office, develop good working relationships with a variety of local media (print, TV, broadcast, web).
- When necessary, organise press coverage in mainland China and Hong Kong for the promotion of the University, including events. And, together with the University’s Press Office and the Director, respond to press enquiries.
- Regularly evaluate metrics associated with various communications vehicles and prepare an annual report on their impact.

### **Alumni Relations and Volunteer Coordination:**

Contribute to the strategic planning, implementation and promotion of programmes to engage alumni, and build and maintain relationships with key alumni throughout China.

- Manage the Office’s alumni relations programme, including goal-setting, responding to alumni and other enquiries, coordinating events and communications, liaising with alumni groups and key volunteers.
- Serve as a regular liaison with other alumni relations professionals from within the collegiate University to assist with their activities in China and Hong Kong, ensuring a coordinated approach for Oxford in the region.
- Convene termly meetings of the China Advisory Group. Work with the Director to develop agendas for the meetings, take and distribute minutes.
- Together with colleagues from the central Alumni Office, build and maintain relationships with leaders of regional alumni groups; in particular, serve as the contact for alumni groups in mainland China and Hong Kong, overseeing the setting up of any new alumni groups in the region.
- Cultivate new alumni volunteers.

### **Data:**

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Oversee the maintenance of China and Hong Kong alumni information on the University's alumni database (DARS) in coordination with other staff members in the Oxford China Office and colleagues in the central Development and Alumni Relations Offices.

- Communicate with alumni to ensure contact data is up-to-date and held in accordance with PECR, GDPR and other UK, China and Hong Kong data protection regulations.
- Ensure that DARS is updated with changes of address and other information forwarded by alumni.
- Liaise with colleagues across the collegiate University to proactively ensure that data is accurate, and kept in accordance with all relevant University policies.
- Create and implement strategies to increase the proportion of alumni who have given consent to be contacted.
- Collect and analyse data to determine trends or potential marketing activity and prepare an annual report to outline progress made over the previous year.

### **Budget Oversight:**

- Oversee the budget for alumni relations within the annual budget of the Oxford China Office, including communications and events.
- Ensure that budgets are carefully monitored and adhered to.

### **Selection criteria**

#### To be tested by cv/application

#### *Experience and knowledge*

- A good general level of education, including a degree or equivalent
- Experience of working in alumni relations, a higher education environment or events management
- An interest in higher education and in particular an understanding of Oxford University, and its goals in teaching and research
- Proven event management experience

#### *Skills and abilities*

- Excellent communication skills in English and Chinese (Mandarin and Cantonese), both oral and written
- An ability to think both strategically and tactically about the relations between individual alumni, alumni communities and University priorities
- The ability to work constructively with a wide variety of individuals, including professional and academic colleagues in Oxford

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### *Attitudes*

- A passion for Higher Education
- An interest the ways technology can bring communities together
- A combination of the personal sensitivity, creativity and tact that is needed when working with alumni, senior academics and donors to the University
- Friendly, outgoing and extremely well-organised

### *Legal*

- The ability to reside and work in Hong Kong

### To be tested in interview

- Excellent communication skills, both oral and written
- Confident use of the Microsoft™ Office toolset
- An ability to act independently and decisively when the situation demands it
- The ability to plan strategically
- An ability to work closely with members of different teams
- The ability to manage and develop relationships with academic colleagues, students, volunteers, donors and prospects; good listening skills are essential
- Sensitivity to and awareness of cultural differences, and how this might influence interactions between the University and donors in Asia
- The candidate must be flexible in all senses and prepared to work out of regular hours and to travel