

**Project Officer (Ref: 2500462)**  
**Alumni Affairs and Development Office**

The appointee will be assigned to (a) assist in formulating and executing branding and communications strategies, publicity plans, policies and guidelines to engage various stakeholders; (b) plan, design and manage promotional and publicity channels such as websites and social media, including revamps, content editing, production of videos and multi-media content; (c) plan and implement alumni activities and alumni giving campaigns; (d) procure relevant goods and services and manage vendors / service providers to ensure quality outputs; (e) handle alumni privilege matters and enquiries; (f) research, analyse data, summarise information and compile reports; (g) perform any other duties as assigned by the Director of Alumni Affairs and Development or his/ her delegates. The appointee may be required to work overtime and irregular hours, and on Saturdays, Sundays and public holidays, and perform outdoor duties as well.

Applicants should have a Bachelor's degree, preferably in Marketing, Translation or IT or a related discipline, with several years of relevant post-qualification work experience. Knowledge in event management / Salesforce / database management is an asset but is not a must. They should be attentive to details, self-motivated, organized, responsible, and able to work independently and multitask under pressure. Applicants should also be competent in written and spoken English and Chinese (Cantonese and Putonghua); and literate in computer applications including MS Word, Excel and PowerPoint.

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Salary will be commensurate with qualifications and experience.

Initial appointment will be made on a fixed-term contract. Fringe benefits include the University's Voluntary Contributions to MPF Scheme or a contract-end lump sum payment (totaling up to 10% of the basic salary), leave, medical and dental benefits.

The University only accepts and considers applications submitted online for this post. Applicants should complete the [online application form](#) and upload a full CV on or before **1 May 2025**. Applications which are incomplete or without the required documents may not be considered. Personal data provided by applicants will be used for recruitment and other employment-related purposes. For details of the Personal Information Collection Statement, please refer to <http://www.eduhk.hk/jobsopp/index.php?glang=en>.

All applications will be treated in strict confidence. Only those who are shortlisted will be contacted. The University reserves the right not to fill the position(s) advertised. Since the incumbent's work would involve contacts with persons aged under 18 and/or mentally incapacitated persons, prospective employee(s) will be required to undergo Sexual Conviction Record Check operated by the Hong Kong Police Force.

Further information about the University is available at <http://www.eduhk.hk>.

**EdUHK is an Equal Opportunities Employer.**