

Candidate Information

Position:	Alumni Officer (Engagement)
School/Department:	Development and Alumni Relations Office
Reference:	18/106991
Closing Date:	Friday 30 November 2018
Salary:	£27,831 - £32,236 per annum (potential to progress to £35,210 per annum through sustained exceptional contribution)
Anticipated Interview Date:	Friday 14 December 2018

JOB PURPOSE:

The post holder will play an integral role within the Development and Alumni Relations Office and be responsible for establishing and building meaningful relationships with alumni to encourage them to maintain/renew their links with the University.

MAJOR DUTIES:

1. Be responsible for developing and implementing effective and innovative engagement strategies that will grow the overall number of active alumni.
2. Plan and manage a suite of benefits' packages for alumni, providing value for money and working within a set budget
3. Support the Head of Alumni and Supporter Engagement to conduct research through focus groups, surveys and individual meetings to monitor long-term alumni engagement and satisfaction levels, and inform future strategies.
4. Manage a programme of events for alumni to build their levels of engagement with Queen's and inspire them to support University priorities.
5. Identify potential alumni volunteers or donors and collaborate with the Alumni Volunteering Officer or the fundraising team to follow-up as appropriate.
6. Manage communication/marketing activities at graduation to ensure that new graduates understand the benefits of staying connected with Queen's and commit to an ongoing relationship with the institution.
7. Work with the Head of Alumni and Supporter Engagement to create and implement engagement activities for international alumni and undertake the stewardship of specific international alumni associations, travelling as needed.
8. Work with the Communications Officer to develop alumni communications to enhance their effectiveness and grow alumni satisfaction levels.
9. Service Convocation, acting as Clerk and undertake all administrative support for the Standing Committee of Convocation
10. Be responsible for effective maintenance of alumni data, keeping records of all personal interactions with alumni up to date on the Raisers Edge database
11. Identify opportunities and secure competition prizes, alumni incentives and sponsorship for alumni projects.
12. Stay informed of new developments in alumni relations programmes across the HE sector, through additional research and participation in alumni relations networks, sharing best practice and keeping Queen's programmes relevant and up to date.
13. Carry out any other duties which are appropriate to the post as may be reasonably requested by the Head of Alumni and Supporter Engagement

Planning and Organising:

1. Prioritise own workload and responsibilities in the short to medium term, in accordance with strategic direction provided by the Head of Alumni and Supporter Engagement.
2. Develop and implement a planned calendar of activity to achieve targeted levels of alumni engagement and support broader institutional needs.
3. Implement, monitor, and report on the outcome of, relevant activities.
4. Contribute to the Alumni Relations team engagement planning and review processes and drive forward new priorities as appropriate.

Resource Management Responsibilities:

1. Work within the set budget to deliver alumni engagement activities.

Internal and External Relationships:

1. Daily contact with Development and Alumni Relations Office colleagues and regular interaction with Faculty, Schools and Directorate contacts.
2. Regular contact with alumni committee leaders, association members, alumni at all levels both locally and internationally.
3. Liaise with external organisations such as benefit providers, sponsors, consultants and suppliers.
4. Maintain professional links with peer institutions and the Council for the Advancement and Support of Education (CASE), participating in events and other networking opportunities.
5. Attend internal and external meetings as requested by manager, to support standard work activities or represent the departmental/school/work unit at the appropriate level.

ESSENTIAL CRITERIA:

1. A primary degree or equivalent.
2. 2 years' relevant experience in customer relationship marketing /communications or managing supporter engagement programmes.
3. Experience of building effective relationships at different levels and working as part of a team.
4. Computer Literacy
5. Analytic and problem solving skills eg ability to understand budgets, create and interpret reports
6. Organisational and time management skills with the ability to prioritise and work to deadlines
7. Excellent oral, written and interpersonal communication skills
8. Confident self starter with excellent organisational skills capable of multi-tasking,
9. Ability to be creative and take initiative appropriately to make decisions
10. Flexibility, willing to adapt to new tasks and duties
11. Good negotiation skills including the ability to persuade others
12. Willingness to travel overseas if required.
13. Willingness to work evenings, weekends etc as required.

DESIRABLE CRITERIA:

1. A formal marketing qualification at undergraduate or postgraduate level.
2. Experience in alumni relations or membership programmes
3. Experience of working with volunteers
4. Knowledge of Raisers Edge database or other contact management system
5. Web authoring experience.
6. Experience of organising and managing events
7. An understanding of market research techniques
8. Sensitivity to cultural issues or the special needs related to international students and a diverse alumni population.
9. Valid driving licence or ability to fulfil the mobility requirements of the post.