



Candidate Information

Position: Alumni Officer (Engagement)
School/Department: Development and Alumni Relations Office
Reference: 23/111164
Closing Date: Wednesday 6 September 2023
Salary: £31,396 - £36,024 per annum
Anticipated Interview Date: Wednesday 20 September 2023

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, with a particular focus on support to Convocation and Alumni Associations and the development of 'strategic volunteers'.

MAJOR DUTIES:

1. Be responsible for developing and implementing effective and innovative engagement strategies that will grow the overall number of active alumni and engage specific alumni audiences.
2. Develop the suite of benefits' packages for alumni, providing value for money and working within a set budget, working closely with other members of the team.
3. Support the Alumni Relations Manager 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 Alumni Relations Manager to support Alumni Associations in Northern Ireland, the broader UK and internationally to optimise alumni engagement and deliver Queens University priorities, creating and implementing engagement activities for and undertaking the stewardship, 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 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 and contributing to overall team efforts to maximise the use of data.
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 Alumni Relations Manager.

ESSENTIAL CRITERIA:

1. A primary degree or equivalent and 2 years' relevant experience in customer relationship marketing /communications or managing supporter engagement programmes. OR significant relevant experience in customer relationship marketing/communications or managing supporter engagement programmes.
2. Experience of building effective relationships at different levels and working as part of a team.
3. Excellent IT skills including demonstrable experience of standard office systems and applications, email and digital communications.

4. Analytic and problem-solving skills e.g., ability to understand budgets, create and interpret reports.
5. Organisational and time management skills with the ability to prioritise and work to deadlines.
6. Excellent oral, written, and interpersonal communication skills.
7. Confident self-starter with excellent organisational skills capable of multi-tasking.
8. Ability to be creative and take initiative appropriately to make decisions.
9. Flexibility, willing to adapt to new tasks and duties.
10. Good negotiation skills including the ability to persuade others.
11. Willingness to travel overseas if required.
12. 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.