

Candidate Information

Position:	Assistant Director (Alumni Engagement)
School/Department:	Alumni Engagement and Philanthropy Office
Reference:	24/111837
Closing Date:	Tuesday 7 May 2024
Salary:	Salary commensurate with experience.
Anticipated Interview Date:	Friday 7 June 2024
Duration:	Permanent

JOB PURPOSE:

The Assistant Director (Alumni Engagement) is responsible for developing and delivering the Directorate's overall engagement strategy to support the University's institutional objectives. Alongside the Director of Alumni Engagement and Philanthropy, the Assistant Director (Alumni Engagement) will be responsible for transforming the alumni relations offering into a comprehensive alumni engagement, communications and events programme to inspire and proactively engage with our community of graduates (over 200,000 worldwide) to deliver on key objectives within Strategy 2030, as well as leading and developing a comprehensive engagement strategy to support the objective of increasing AEP philanthropic performance from £5m - £10m per annum. . The Assistant Director (Alumni Engagement) will also play a crucial role in developing the long-term strategy for alumni and supporter engagement throughout Queen's University Belfast.

The Assistant Director (Alumni Engagement) will lead a team of senior managers with the aim of increasing the role of alumni and honorary graduates within the life of the University in order to meet the objectives of Strategy 2030. They act as lead relationship manager for a number of strategic supporters who will enhance reputation or networks; they will be a primary contact for leadership volunteers; they will manage alumni engagement, communications and events teams. They will provide input into the University's Corporate Plan and provide expert advice to academics and senior managers regarding alumni and supporter engagement in support of institutional priorities.

MAJOR DUTIES:

1. Lead the implementation and ongoing delivery of an effective and coordinated alumni and supporter engagement strategy within the context of the University's Strategy 2030.
2. To be accountable for the total engagement performance of the Directorate and ensure effective monitoring of performance against plans and adapting approach as required to realise opportunities or correct course, as appropriate.
3. Lead, direct and manage a large team of senior engagement staff, agreeing goals and objectives, providing support, and coaching to enable the achievement of individual and team goals and to actively develop staff to fulfil their professional potential.
4. Engage, cultivate, and involve a portfolio of high profile, influential, and/ or high net-worth individuals with the potential to deliver transformative value to the reputation of the University. Proactively build relationships with influential individuals that will lead to an increase in the reputation of the University and the involvement of those individuals with the University.
5. Develop and support the engagement teams to determine both mass-marketing strategies and personalised, bespoke engagement strategies, ensuring the involvement of alumni and key supporters is coordinated effectively and that the University derives the maximum benefit from its relationship with its graduates and honorary graduates.
6. Work in collaboration with Development Operations and Planning and Philanthropy colleagues to ensure the development and delivery of effective prospect management and stewardship strategies for major supporters.
7. Develop engagement initiatives within the University nationally and internationally, working with senior colleagues across the University and external stakeholders to co-create compelling ideas which will attract significant alumni and supporter participation.

8. Work closely, where appropriate, with the Standing Committee of Convocation; the Friends of the Queen's University of Belfast, Inc., and other volunteer led boards. Attend and contribute to Board meetings. Lead the development and implementation of volunteer leadership strategy, working with individual members as required.
9. Ensure that all communications to alumni and supporters are consistently well-researched, written, presented and followed-through in order that the University is represented confidently and professionally to a range of stakeholders.
10. Contribute actively to the joint strategic and financial planning across the Alumni Engagement and Philanthropy senior management team to develop team business and operational plans.
11. Report and advise on all engagement activities to the Director, the Standing Committee of Convocation, University Management Board and other senior stakeholders as required and provide expert advice and guidance on all related matters.
12. Keep abreast of new developments and initiatives nationally and internationally across all areas of HE advancement and contribute to sector-wide conferences, consultations and networks as appropriate.
13. Deputise for the Director of Alumni Engagement and Philanthropy on other activities as required, and undertake additional duties as required that fall within the general remit of the post.

ESSENTIAL CRITERIA:

1. A degree or equivalent qualification.
2. A proven track record of managing a large team (6+ people) to deliver engagement objectives (e.g., communications, alumni relations, events) including substantial, relevant experience at a senior level.
3. Relevant experience of either alumni relations, customer relationship management or a membership organisation in the education or charity sectors.
4. A proven track record of delivering communications programmes, ideally involving mass marketing and bespoke communications.
5. A proven track record of managing Board level relationships and effecting change through volunteers.
6. Experience of developing innovative solutions and the practical implementation of strategy; excellent planning and organisation skills; ability to balance conflicting deadlines and multiple priorities.
7. Demonstrable ability to think strategically and operate calmly and effectively in ambiguous and high-pressure environments.
8. Demonstrable knowledge of relevant compliance standards such as GDPR, PECR and the appropriate use of personal data within a communications context.
9. Computer literacy with appropriate experience in the use of technological resources in the implementation of an engagement strategy.
10. Excellent interpersonal skills with proven experience of building trust with key stakeholders, especially high net worth individuals and senior academics.
11. Excellent oral and written skills. Articulate, confident, able to deal with difficult situations and the ability to negotiate and influence at all levels.
12. A genuine commitment to engagement excellence and the ability to promote the University's vision and values to a range of supporters, a belief in the value of philanthropy and Higher Education.
13. Embodies and upholds the University's vision and values; displays honesty, integrity, high standards and ability to exercise a high level of tact and discretion in internal and external environments.
14. A willingness to undertake travel and to work irregular hours as required in accordance with needs of the post.

DESIRABLE CRITERIA:

1. Relevant Marketing, Communications or Fundraising qualification.
2. Experience of alumni relations, communications, or engagement in the context of Higher Education.
3. Experience of alumni relations in a large complex organisation at a senior level.
4. Experience of mass-participation fundraising.
5. Experience of working internationally, particularly North America Malaysia, China and India.
6. Relevant budget/financial management experience.
7. Experience of using a CRM, preferably Blackbaud NXT or Raiser's Edge.
8. Demonstrable knowledge and understanding of international charitable giving.
9. Demonstrable awareness of the issues facing the HE Sector, particularly in Northern Ireland.