

Candidate Information

Position:	Alumni Engagement Officer, Queen's Business School
School/Department:	Queen's Business School
Reference:	24/111879
Closing Date:	Monday 10 June 2024
Salary:	£37,841 - £45,148 per annum
Anticipated Interview Date:	Friday 21 and Monday 24 June 2024
Duration:	Permanent

JOB PURPOSE:

Reporting to the Assistant Director (Alumni Engagement), the postholder will work closely with the senior management team at Queen's Business School (QBS) and colleagues in the Alumni Engagement and Philanthropy (AEP) team to develop, coordinate and drive a specific alumni engagement strategy for QBS.

The postholder will be responsible for developing ongoing relationships with QBS alumni that provide engagement opportunities that benefit past and present students and faculty. The role will also be responsible for volunteering initiatives in support of the QBS alumni relations programme including the QBS alumni networks and associations.

MAJOR DUTIES:

- In conjunction with AEP and QBS leadership, propose, design and deliver a new alumni engagement strategy for QBS that will cultivate new and develop existing relationships with QBS graduates. This will include:
 - support the development of QBS International Chapters,
 - assist directly in growing the number of engaged QBS alumni,
 - reconnect with past alumni,
 - market to new graduates around Graduation (summer and winter) including the identification, promotion and management of suitable benefits that reward engagement,
 - mobilise alumni in the pursuit of QBS strategic objectives,
 - support and enhance the student experience through alumni engagement,
 - create an environment for an engaged alumni community.
- Personally develop and manage a portfolio of key alumni relationships through individual conversations cultivating and managing relationships through regular, tailored communications, meetings and engagement, taking the lead on following up offers in support of university objectives in order to build a strong, cohesive network of strategic alumni whose activity contributes to the strategic goals of Queen's.
 - Leverage the QBS alumni network to provide opportunities for students and faculty to engage with practice (for example, company visits, mentorship, internships, and placements)
 - Develop alumni volunteering opportunities and liaise with appropriate internal contacts for promotion to, record instances where it is occurring and build effective relationships with those involved.
- Work closely and collaboratively with university colleagues to ensure a planned and focused approach to engagement programmes, events and activities that promote networking and professional development opportunities within the alumni community. Liaise with QBS Faculty to identify opportunities for alumni engagement with students in classroom and on-campus activities.
- Improve completion rates for alumni-based surveys, including those linked to employment outcomes and international rankings in support of the enhancement of QBS and QUB reputation and rankings nationally and internationally.
- To recruit suitable alumni to participate in School governance, advocacy, peer review visits, and curriculum development and to engage alumni in promoting the school, including widening international and business networks.

6. Work with university colleagues to assist with QBS specific Alumni related Marketing and Communications identifying gaps/ issues and being creative in recommendations/ solutions, developing alumni profiles and exemplars for School marketing, internationalisation and accreditation purposes.
7. Conduct reviews of engagement activity, to contribution to AEP and QBS management information processes, keeping up to date with developments in the school and within the sectors to ensure that the alumni relations programme and plans maximise opportunities. Prepare reports on activities and campaigns (including recommendations) as required. Support the development of broader AEP programmes and communications strategies through effective relationship management and collaboration.
8. Continually develop an effective alumni database using [Salesforce]/NXT as well as online communities through relevant professional social channels such as LinkedIn.
9. Undertake such other duties as may be required.

ESSENTIAL CRITERIA:

1. A primary degree (in the absence of a degree, consideration will be given to candidates with substantial relevant experience)
2. Significant recent relevant experience in a relevant role (e.g., marketing, volunteer management or stewardship).
3. Demonstrable relevant experience in working with and influencing senior management.
4. Demonstrable relevant experience working with relational databases and creating content for websites and/or social media platforms.
5. Excellent ICT skills including word processing, databases, spreadsheets and presentations.
6. Logical analytical ability.
7. Excellent communication skills both oral and written.
8. Able to communicate with and relate to people at all levels both internally and externally.
9. Able to work under pressure and to meet key deadlines as part of a team.
10. Able to use excellent organisational ability to work independently as needed.
11. Required to travel and work evenings when necessary.

DESIRABLE CRITERIA:

1. A formal marketing qualification at undergraduate or postgraduate level.
2. Relevant experience at executive or management level in recruiting, motivating, managing and stewarding volunteers.
3. Construction of business plans and marketing strategies.
4. Web authoring experience.
5. Experience using Salesforce or similar CRM.
6. Valid driving licence or ability to fulfil the mobility requirements of the post.