

Alumni Relations and Communications Coordinator, Marketing and External Relations



ROLE DESCRIPTION

GRADE

Grade 3
£22,254-26,341

LOCATION

Flexible with blend of office and homeworking. University base is at Sighthill Campus, Edinburgh.

LINE MANAGER


Senior Alumni Relations Officer

ROLE SUMMARY

This newly created role is part of the Edinburgh Napier Development and **Alumni Relations team that sits within the wider University's Marketing and External Relations department.** This role will report to the Senior Alumni Relations Officer and is an integral part of the Alumni team supporting the **delivery of the department's Alumni Engagement programme to build a strong, connected and engaged global alumni network to support the university's overall strategy.**

The role will create and deliver diverse and engaging two-way communications to the global ENU alumni community and provide a high-quality experience for alumni through a programme of activities, volunteering opportunities and events, fostering meaningful life-long relationships between the university, its alumni, students, staff and key stakeholders.

The role will have a strong focus on assisting with implementation of the Alumni Relations Communication and Social Media strategy by developing, creating and delivering informative, entertaining and educational content across our digital channels to build pride in our alumni and to create a strong sense of community among the ENU alumni and student community.

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Closely collaborating with colleagues from Edinburgh Napier Student Association (ENSA), staff from all 6 Schools, as well from other professional services departments, the role will support our student – alumni engagement activities and communications to increase awareness of alumni services among the ENU student population.

LINE MANAGEMENT RESPONSIBILITY FOR:

This role does not have any line management responsibilities currently

MAIN DUTIES AND RESPONSIBILITIES

Alumni Communications

Social Media:

- Support the Senior Alumni Relations Officer to implement the Alumni Relations Social Media strategy by creating and designing visual assets, and writing copy and content for posts.
- Supporting scheduling of social media posts using scheduling tool (Orlo).
- Produce a monthly social media activity and engagement report.

Alumni website:

- Maintain and update relevant content within the ENU alumni web pages as well as creating new pages as required.
- Maintain and update alumni content on internal Edinburgh Napier webpages. (MyNapier and Careers Platform).

Email communications:

- Create regular alumni communications, such as quarterly e-newsletter and undertake additional stakeholder mailings to alumni as required.

Alumni Relations Support

- Manage the Alumni Inbox and respond to requests and queries from Edinburgh Napier alumni relating to alumni benefits and services.
- Support the wider Development and Alumni Relations department with quarterly alumni activity and engagement reporting and analysis.
- Provide administrative support to the Alumni Relations team including posting and event logistics.
- Support Alumni Relations Manager and Senior Alumni Relations Officer with alumni volunteer engagement and activities as needed.
- Alumni events may occasionally take place during the evening or at weekends and for which time off in lieu will be given. Some occasional travel within Scotland and the UK may be required.

Alumni Data Management

- **Update alumni address data and employment information in the alumni database, Raiser's Edge.**
- Record all alumni engagement activity with ENU in the alumni database, including volunteering and press mentions.
- Liaise with the Development Operations team on updates to communication preference updates and consent. Ensure all data actions are in line with GDPR.

Student Engagement

- Support Senior Alumni Relations Officer with student engagement programming to increase awareness of alumni services among the student population, particularly with final year students.
- Collaborate closely with Edinburgh Napier **Students' Association (ENSA)**, particularly their sports and student societies, to encourage alumni – student interaction. Provide support for alumni-**student events as needed, such as fresher's week, guest lectures, sports and society events.**
- Role model the **University's values & behaviours;**
- Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with ALL applicable legislation, codes and policies e.g. [Data Protection](#), [Information Security](#) and [Records Management](#).

PERSON SPECIFICATION

ESSENTIAL

DESIRABLE

EDUCATION / QUALIFICATIONS

- A degree or equivalent professional experience demonstrating success in delivering a similar role to this post. ✓

SKILLS / EXPERIENCE

- Proficient in use of Microsoft Office products – specifically Word, Excel, PowerPoint and Outlook ✓
- Knowledge of digital and social media channels and platforms ✓
- Experience in Digital communications - including creating and editing online content ✓
- Experience in Adobe and photo editing software ✓
- Knowledge of Social Media scheduling tools and website content management systems ✓
- Proven ability to collaborative working, building and maintaining good working relationships with internal and external stakeholders. ✓
- Experience working in a busy office environment, with ability to prioritise work and meet deadlines. ✓
- Experience of working within the Higher Education sector and/or a membership-based organisation. ✓
- **Knowledge of Raiser's Edge CRM.** ✓
- Establishing systems to track and measure progress. ✓
- Ability to write and implement work plans. ✓

SKILLS/PERSONAL REQUIREMENTS

- Confident, creative, curious, able to think flexibly, innovatively, and analytically. ✓



	ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> Excellent written and verbal skills. Strong interpersonal skill with ability to relate to and communicate with ease, to a wide range of audiences. 	✓	
<ul style="list-style-type: none"> Appreciation of different cultures and ability to adapt work practice accordingly. 	✓	
<ul style="list-style-type: none"> Commitment to providing excellent customer care. 	✓	
<ul style="list-style-type: none"> Able to present to small groups and individuals. 	✓	
<ul style="list-style-type: none"> Good IT skills and data Management. 	✓	
<ul style="list-style-type: none"> Working knowledge of GDPR 	✓	
<ul style="list-style-type: none"> Ability to manage time and resources effectively 	✓	
<ul style="list-style-type: none"> Understanding of Higher education institutions and alumni engagement environment. 		✓