

Alumni Relations Officer, Marketing and External Relations



ROLE DESCRIPTION

GRADE

Grade 4
£27,116–32,344

LOCATION

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

LINE MANAGER

Alumni Relations Manager

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 Alumni Relations Manager 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.**

By taking an alumni-centric focus you work with colleagues across the **University's schools and operational departments to deliver a programme of activities and events which create a value-add journey of engagement for alumni and key stakeholders.** You will support graduates to stay connected so they continue to experience the benefit of their network, identifying opportunities for people who want to help the next generation to become more engaged through mentoring, volunteering or as a donor.

LINE MANAGEMENT RESPONSIBILITY FOR:

This role does not have any line management responsibilities currently

MAIN DUTIES AND RESPONSIBILITIES

Aligned to the University's strategic objectives, support the Alumni Relations Manager with strategic planning and implementation of the alumni communications and engagement programme. Plan and implement your own annual work plan to sit within this, working to agreed budgets.

Create an engaging value-add experience, working collaboratively with colleagues across the university and external partners

- Work closely with colleagues in International, Student Futures, Fundraising, Marketing and across all six Academic Schools to deliver an engaging programme of communications and events which capture and convey the spirit of Edinburgh Napier, showcasing teaching, research and the accomplishments of our alumni and their far reaching impact. Ensure alumni recognise the value-add of being part of a connected graduate network so that they actively seek to stay engaged.

Development of Alumni Networks

- Grow our engaged network of alumni throughout the world, working with existing chapters and supporting the inception and growth of new regional, special interest and virtual networks, enabling them to be self-sustaining whilst having a strong sense of connection to Edinburgh Napier University.

Alumni Communications

- Work collaboratively with the Senior Alumni Relations Officer to suggest, write and help edit content, make introductions and support the engagement of alumni who contribute content to our communications (printed magazine, online website content, social media, film and radio).

Measure and track progress

- Set KPIs, record and report quarterly and annually to review performance against the alumni and events strategy and make further recommendations for honing the strategic engagement approach. Produce statistical information, such as current roles, location, last contact etc on alumni as required. Use insight and data analysis to inform strategic development. Measure overall satisfaction of alumni experience, developing process for feedback and evaluation.

Record Management

- Establish robust stewardship programme fully utilising the alumni database (Raisers Edge), capturing, recording and managing data in-line with the Data Protection Act and GDPR. Record details of key volunteers, run queries, process registrations, extract data and update records as appropriate.

Student Engagement

- Support Senior Alumni Relations Officer with engagement activities around student to alumni transition.

- Collaborating with ENSA, other Professional Services colleagues as well as school, engage with the student body to raise awareness of alumni services, secure interest and involvement with the alumni community from students first year so that they have a strong awareness of the value of the alumni network well before graduation.
- Recognising that for many students they will have connection beyond their course and school, engage with student body to develop close links with relevant clubs and societies and ensure communications and interaction between these groups and alumni cohorts.

General support

- This role will involve occasional travel to meet alumni and deliver events both within Scotland and the UK.
- Attendance at events is often out with normal hours, including weekends. The university operates a time-off-in-lieu scheme for evening and weekend work.

Maintaining a good knowledge of higher education sector and, in particular, Edinburgh Napier University. Stay up-to-date with the latest communications and marketing developments including the use of new technology.

Attend relevant professional networking groups where appropriate.

Attendance at training and networking events out with Edinburgh and out with normal working hours may be required.

Any other duties as outlined by Line Manager.

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		
<ul style="list-style-type: none"> A degree or equivalent professional experience demonstrating success in delivering a similar role to this post. 	✓	
SKILLS / EXPERIENCE		
<ul style="list-style-type: none"> Proven ability to collaborative working, building and maintaining good working relationships with internal and external stakeholders. 	✓	
<ul style="list-style-type: none"> Proven experience of having worked to engage and work with people to deliver objectives through written and spoken communications 	✓	
<ul style="list-style-type: none"> Extensive experience using and developing relational databases 	✓	
<ul style="list-style-type: none"> Proficient in use of Microsoft Office products – specifically Word, Excel, and Outlook 	✓	
<ul style="list-style-type: none"> Experience of project management with ability to organise, consult with colleagues, meet deadlines and prioritise work, on time and on budget. 	✓	
<ul style="list-style-type: none"> Experience of quality control to ensure integrity of database. 	✓	
<ul style="list-style-type: none"> Experience of, budgets and ability to write and implement work plans. 	✓	
<ul style="list-style-type: none"> Knowledge of digital and social media channels and platforms 	✓	
<ul style="list-style-type: none"> Contribution to departmental strategy development and implementation, ideally for an alumni relations programme 		✓
<ul style="list-style-type: none"> Experience of working within the Higher Education sector and/or a membership-based organisation. 		✓
<ul style="list-style-type: none"> Knowledge of Raiser’s Edge CRM 		✓
<ul style="list-style-type: none"> Establishing systems to track and measure progress 		✓
<ul style="list-style-type: none"> Experience in Digital communications - including creating and editing online content 		✓

SKILLS/PERSONAL REQUIREMENTS

- | | ESSENTIAL | DESIRABLE |
|---|-----------|-----------|
| • Confident, creative, curious, able to think flexibly, innovatively, and analytically. | ✓ | |
| • Excellent written and verbal skills. Strong interpersonal skill with ability to relate to and communicate with ease, to a wide range of audiences. | ✓ | |
| • Appreciation of different cultures and ability to adapt work practice accordingly. | ✓ | |
| • Commitment to providing excellent customer care. | ✓ | |
| • Able to present to small groups and individuals. | ✓ | |
| • Good IT skills and data Management. | ✓ | |
| • Working knowledge of GDPR | ✓ | |
| • Ability to manage time and resources effectively | ✓ | |
| • Leadership skills – able to host a gathering of a small group and co-host a larger groups | ✓ | |
| • Ability to represent the University both internally and externally | ✓ | |
| • Understanding of Higher education institutions and alumni engagement environment. Knowledge of fundraising process, donor stewardship and relationship building | | ✓ |