THE AWARDS 2019 | WINNER UK UNIVERSITY OF THE YEAR FOR A SECOND TIME
Times Higher Education University of the Year 2012 & 2019
Times Higher Education Widening Participation Initiative of the Year 2019
The University of Strathclyde is rated a QS 5-star institution
THE SUNDAY TIMES GOOD UNIVERSITY GUIDE 2020 SCOTTISH UNIVERSITY OF THE YEAR
University of Strathclyde Glasgow

Alumni Relations Officer

Department	Alumni and Development (www.strath.ac.uk/alumni/)		
Directorate	Marketing And Development Services (www.strath.ac.uk/mds/)		
Staff Category	Administrative and Professional	Reference No	420153
Reports To	Alumni Relations Manager	Grade:	6
Salary Range:	£28,756-£32,344	Contract Type:	Open Contract
FTE	1 (35 hours/week)	Closing Date	30/01/2022

Job Advert

The University of Strathclyde seeks to appoint an Alumni Relations Officer with a particular focus on marketing and communications. This is an exciting time to join the Alumni Relations team, as new digital initiatives are launched and innovative ways of communicating with our 183,000 strong global alumni community are explored.

You will be a confident and professional individual with an ability to work towards and achieve targets. You will help to deliver Strathclyde's alumni engagement strategy through managing, developing and evaluating a suite of digital/printed engagement tools.

With the aim of developing a warm and engaged community of alumni ambassadors, you will create and produce engaging content to be used on the web, by email, on social media and within Strathclyde Connect (the University's alumni engagement platform). This will include written case studies, video interviews with senior alumni, news articles and blogs. You will also manage printed materials including marketing leaflets and events collateral.

Working with an external provider, you will develop our use of Strathclyde Connect and be tasked with increasing engagement and membership – to grow Strathclyde's virtual global alumni community.

A pro-active, positive and dynamic individual, the Alumni Relations Officer will have excellent communication and interpersonal skills with the ability to work on their own initiative to drive ideas forward. With an eye for detail and relevant marketing and communications experience, you will enjoy working as part of a small team to deliver impressive results.

Experience or knowledge of alumni relations in the HE sector is desirable.

Job Description

Brief Outline of Job:

- Manage the delivery of the University's alumni communications programme, using a suite of digital/printed engagement tools to engage with the 183,000 strong global alumni community and strengthen Strathclyde's international reputation:
  - Social media management - delivering up to 4 pre-planned campaigns a year with a view to effectively engaging followers
  - Strathclyde Connect – building virtual alumni communities, consistently increasing member numbers and stimulating engagement; delivering monthly highlights email
  - E-communications – managing and prioritising a high volume of email traffic. Use quarterly A&D and faculty e-newsletters to effectively showcase stories from within the University community
  - Case studies – elevate A&D's case studies programme, liaising with high profile alumni to share their success stories and communicate these creatively to the alumni community

- Alumni awards – delivering Alumnus/a of the Year and supporting other high profile awards within A&D
- Student communications – working with internal colleagues to ensure A&D's messages are conveyed to the student body and devising innovative strategies to engage new graduates
- Lost alumni – develop a lost alumni strategy, reconnecting with alumni across the globe

- Provide line management for two members of staff (Alumni Relations Assistant and US Alumni Relations Intern).
- Occasional evening hours required for events delivery purposes.

Main Activities/Responsibilities:

1.	Deliver the University's alumni communications strategy, using both printed and digital communications to further alumni engagement, celebrate success and promote alumni engagement activities, giving and volunteering opportunities to the Strathclyde community. Analyse the effectiveness of each channel.
	Deliver A&D's social media strategy, overseeing content created by the Alumni Relations Assistant for the Strathclyde Alumni Community social media channels (Facebook, LinkedIn, Instagram). Ensure content is accurate, engaging and consistent. Analyse channel performance, ensuring the current strategy remains effective.
	Manage Strathclyde's online engagement platform, Strathclyde Connect, including working with providers to improve features and functionality. Develop and deliver A&D's strategy for growth and development of the platform, creating innovative content and growing membership.
	Deliver up to 4 alumni relations newsletters per year (and up to c20 mass emails per month). Source stories and write compelling copy, ensuring text is engaging to an international audience and without error.
	Support the alumni engagement and fundraising pipelines by approaching and engaging senior alumni to produce case studies showcasing their career success, producing promotional materials in both written and video format.
	Develop good working relationships with internal colleagues, supporting them to engage with their respective alumni cohorts. Co-ordinate and edit faculty e-newsletters; work with academics to produce blogs; conduct meetings with colleagues and advise them on best practice communications / events.
	Showcase A&D fundraising activities: devise social media campaigns; write and promote fundraising success stories; select and promote the Alumni Community Scholarship; support comms for fundraising initiatives (e.g. Giving Day).
	Liaise with senior alumni to deliver the Alumnus/a of the Year award and support the delivery of the Strathclyde Executive Leadership Awards (STELAR). Celebrate and recognise achievements within the alumni community.
	Collaborate with external organisations such as the British Council, Visit Scotland and Scottish Government to promote and support activity within the alumni community.
	Manage student communications to maintain high communication opt-in levels. Coordinate A&D's presence at graduation ceremonies, partnering with external agencies and fundraising for the Alumni Community Scholarship.
	Promote and support the delivery of flagship alumni events in the UK and overseas.
	Line manage the Alumni Relations Assistant, ensuring effective delivery of tasks, monitoring their performance and supporting their professional development.
	Line manage the US Alumni Relations Intern (0.34FTE) to deliver A&D's lost alumni strategy.
	Contribute to the team's reporting mechanisms by accurately monitoring and tracking alumni engagement activity on the department's database (Raiser's Edge); excel spreadsheets and via monthly reports.
	Keep abreast of professional and regulatory frameworks (including GDPR / PECR) and sector developments; represent A&D in a professional manner as required. Any other duties deemed appropriate by the AR Manager.

Person Specification

Educational and/or Professional Qualifications

(E=Essential, i.e. a candidate must meet all essential criteria to be considered for selection, D=Desirable)

E1. Educated to HNC/HND level in a relevant subject (e.g. Business / Marketing / Communications). Degree level qualification desirable.

Experience

E2. Demonstrable experience of planning, delivering and evaluating effective marketing campaigns with clear objectives, using a variety of communication tools

E3. Experience of creating engaging content and using a digital engagement platform to build and grow virtual communities

E4. Experience of developing, growing and evaluating social media channels / campaigns, creating a community of engaged and active followers
E5. Line management experience, including the planning and prioritisation of other people's workloads, performance management and professional development
Job Related Skills and Achievements
E6. Exceptional copy writing skills with experience in crafting accurate and engaging copy for a variety of publications (print and digital), tailoring communications to different audiences
E7. Proven ability to manage a project with limited supervision, using initiative to drive and maintain progress
E8. Enthusiastic and proactive, with the ability to generate new and creative ideas for change.
E9. Excellent attention to detail and accuracy.
Personal Attributes
E10. Confident self-starter with a positive, can-do attitude and the ability to keep calm and focussed under pressure
E11. Strong interpersonal skills, with a flair for both written and verbal communications and ability to collaborate with and influence a wide range of stakeholders
E12. Excellent organisation and prioritisation skills, maintaining high attention to detail and consistent results whilst managing competing demands
Other Relevant Factors
E13. Willingness to travel and some evening / weekend work.
D1. Experience of using The Raiser's Edge, NetCommunity and T4 content management system
D2. Knowledge and experience of working within the HE sector / alumni relations field.

Application Procedure

Applicants are required to complete an application form including the name of three referees who will be contacted without further permission, unless you indicate that you would prefer otherwise. Applicants should also submit a Curriculum Vitae and a covering letter detailing the knowledge, skills and experience you think make you the right candidate for the job. Applicants should also complete the Equal Opportunities Monitoring Form.

Other Information

Further information on the application process and working at Strathclyde can be found on our website (http://www.strath.ac.uk/hr/workforus).

Informal enquiries about the post can be directed to Suzanne Favre, Alumni Relations Manager (suzanne.favre@strath.ac.uk).

Conditions of Employment

Conditions of employment relating to the Administrative and Professional staff category can be found at: Conditions of Employment.

Rewards and Benefits

Our staff have access to a wide range of outstanding benefits that include financial rewards, family friendly and wellbeing benefits and career development opportunities, details of which can be found here.

Probation

Where applicable, the successful applicant will be required to serve a 9 month probationary period.

Pension

The successful applicant will be eligible to join the Universities' Superannuation Scheme. Further information regarding this scheme is available from Payroll and Pensions.

Relocation

Where applicable, the University offers a relocation package to support new employees who meet the eligibility criteria. The relocation package is offered as a contribution towards costs incurred, and is designed to be flexible, allowing staff to use the financial support available in the way that will be most helpful to them. Further details are outlined in the Relocation Policy.

Interviews

Formal interviews for this post are scheduled for 08/02/2022.

Equality and Diversity

We value diversity and welcome applications from all sections of the community.

The University currently holds a Bronze Athena SWAN award, recognising our commitment to advancing gender equality in academia across all academic disciplines and professional and support functions.

University Values

The University's Values capture what we're all about: who we are, what we believe in and what we stand for. Our Values have been derived from how we act and how we expect to be treated as part of Strathclyde.