

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	89085
Reports To	Alumni Relations Manager	Grade:	6
Salary Range:	£27,285 - £30,688	Contract Type:	Open Contract
FTE:	1 (35 hours/week)	Closing Date	Sunday, 22 October 2017

Job Advert

Alumni & Development (A&D) seeks to appoint a confident, professional individual who will help to deliver a leading alumni engagement programme. The Alumni Relations Officer will create, develop and deliver an effective marketing and communications plan, using a portfolio of marketing collateral, communications tools and events to ensure that alumni relations activity is effectively promoted both inside the University and to the 162,000 strong global alumni community. With an eye for detail and relevant marketing and events 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:

Based in Alumni & Development (A&D) you will contribute to the delivery of the alumni relations programme, using effective communication tools and events to engage with the 162,000 strong global alumni community and communicate the impact of Strathclyde's alumni relations programme

A confident and dynamic individual, the Alumni Relations Officer will possess excellent written and verbal communication skills and the ability to relate to stakeholders at all levels. The successful candidate will contribute to the creation of an effective communications plan and deliver it by using both on and offline tools, events and publications.

The post will involve some evening/weekend hours and travel within the UK and occasionally overseas.

Main Activities/Responsibilities:

1.	Work with the Alumni Relations Manager to create an engaging alumni communications plan which will use a variety of on and offline tools to further alumni engagement and promote alumni benefits, giving and volunteering opportunities to the Strathclyde community and internal staff.
2.	Develop and deliver a suite of digital engagement tools and print publications (website, social media, events, printed materials, case studies, news articles etc.), analysing their effectiveness and ensuring consistent alumni messaging throughout
3.	Source stories and write copy for mass emails, marketing materials and the alumni website, ensuring text is engaging to an international audience and without error
2.	Plan, promote and deliver flagship alumni events in the UK and overseas, working with alumni volunteers and liaising with internal and external suppliers to enhance the University's alumni offering

5.	Support the delivery of the University's alumni groups programme, including liaising with key alumni volunteers to strengthen the University's global brand and presence
6.	Ensure that alumni achievement is effectively recognised and communicated through managing the process for the delivery of awards such as Alumnus/a of the Year
7.	Support departments and faculties to effectively engage with their alumni by conducting discovery meetings with colleagues from academia and professional services and advising them on best practice communications / events
8.	Line manage the Alumni Relations Assistant (0.4FTE) and Alumni Relations Intern (0.3FTE), ensuring effective delivery of workloads
9.	Keep abreast of professional and regulatory framework and new developments in alumni relations and fundraising
10.	Develop and maintain good working relationships with colleagues across professional services and faculties, representing A&D at internal and external meetings where required
11.	Other appropriate activities as assigned by the Alumni Relations Manager and Head of Department

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. Relevant degree, HND (e.g. Business / Marketing) or equivalent demonstrable experience

Experience

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

E3. Experience of developing / managing a programme of events, with the ability to deliver successful high profile events, to deadlines and to budget

E4. Experience of supervising staff, including the management of other people's workloads and professional development

E5. Experience of building and maintaining relationships with key stakeholders (e.g. senior management, high level contacts, venues, suppliers) and managing their expectations

Job Related Skills and Achievements

E6. Exceptional copy writing skills with proficiency in drafting engaging copy for a variety of publications (print and web), tailoring communications to different audiences

E7. Confident self-starter with excellent organisation skills. Ability to work on own initiative to deliver to deadlines and manage competing priorities

Personal Attributes

E8. Skilled communicator with a flair for both written and verbal communications and the ability to work with a wide range of stakeholders demonstrating tact and diplomacy

E9. Ability to keep calm and focussed under pressure, maintaining attention to detail and producing results

Other Relevant Factors

E10. Willingness to travel (UK and international) and some evening / weekend work

D2. Experience of using The Raiser's Edge, NetCommunity and T4 content management system

D3. Experience of working within the Higher Education sector

Application Procedure

Applicants are required to complete an application form including the name of three referees who will be contacted before interview 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; 0141 548 3336).

Conditions of Employment

Conditions of employment relating to the Administrative and Professional staff category can be found at: [Conditions of Employment](#).

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 will be held on Wednesday, 1 November 2017.

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 women's careers in science, technology, engineering, maths and medicine (STEMM) employment in academia.



Conditions of Employment

Administrative and Professional Services Staff Grades 6 and above

1. GENERAL CONDITIONS

Members of staff are subject to the Charter and Statutes and the Ordinances and Regulations of the University, published in the Calendar, and to any amendments or additions thereto approved by the University Court and, in the case of the Charter and Statutes, the Privy Council. Staff are also expected to familiarise themselves with, and adhere to, general University policies and procedures, as published on University web pages.

The University Court recognises Strathclyde University and College Union (SUCU) as the sole body with which it will negotiate and consult on all collective issues concerned with the terms and conditions of employment of Administrative and Professional Services staff in Grades 6 and above. Such terms and conditions may be varied by the University Court after negotiation and consultation with SUCU.

Each member of staff is responsible for the proper performance of allocated duties to the person or persons specified in the member of staff's letter of appointment and any accompanying papers.

The University is committed to ensuring that its business is conducted in an open and transparent manner and will take all appropriate steps to address risks of bribery or corruption. Members of staff are required at all times to act honestly and with integrity and to safeguard the resources for which they are responsible. The University has in place a robust Public Interest Disclosure (Whistleblowing) Policy to enable concerns to be brought to its attention. This is available at www.strath.ac.uk/publicinterestdisclosure. Other relevant policies, e.g. Fraud Prevention and Conflicts of Interests, can also be found on the University's website.

Any member of staff may at any time be exposed to commercially sensitive information, information related to potentially valuable intellectual property or information which may otherwise be of a confidential nature. This information, which could be found anywhere in the University, may be written or disclosed orally, can include information of a commercial or technical nature, and may be owned by the University or by third parties. The University requires all employees to keep any such information confidential in the first instance and not disclose, publish or otherwise disseminate it without prior consent of the University. Such confidentiality obligations are commonplace and in the commercial interests of the University. When in doubt advice should always be sought from Research and Knowledge Exchange Services prior to disclosure.

The University operates probationary periods for new staff, the duration of which will be specified in individual letters of appointment. The normal probation period for posts in this staff category is 9 months for those at grades 6 and 7, and 12 months for grades 8 and above. Further guidance on probationary procedures is published at www.strath.ac.uk/hr.

Further information on the terms and conditions specified in this document and other staffing policies and procedures can also be found at www.strath.ac.uk/hr.

2. SALARY

Appointments are made at an appropriate salary point on the University's grading structure, with initial placing determined according to qualifications and experience. Increments are paid to staff on 1 April each year, when the employee has a minimum of 6 full months of service, allowing progression to the next point on the salary scale until the top guaranteed point of the scale is reached.

Arrangements in relation to overtime, additional hours, non-standards and on-call working are published at www.strath.ac.uk/staff/policies/hr

Salaries are paid directly to staff members nominated bank account, normally on the second last working day of the month.

3. HOURS OF WORK

The normal working week is 35 hours. Unless otherwise indicated in an individual's letter of appointment, the normal hours are 9.00am to 5.00pm Monday to Friday with a one hour lunch break. Certain members of staff may be required to work some hours outwith this normal pattern and this should be agreed locally.

Overtime rates do not apply to staff grades 6 and above. Where a Head of Department/School/equivalent requests additional work, above the standard working week to meet the particular requirements of the Department, equivalent time off in lieu may be granted by prior agreement.

4. HOLIDAYS

Annual leave entitlement is 31 days per year to be taken by agreement with the line manager. For staff members working on a part-time basis, holidays will be calculated on a pro-rata basis.

In addition to annual leave there is an entitlement to eleven public holidays per year which should be taken on days that the University is closed for this purpose. The University presently closes for four additional days over the Christmas and New Year period. **These additional days count against the annual leave entitlement.**

For staff members working on a part-time basis, public holiday entitlement will be calculated on a pro-rata basis.

Annual leave and public holiday entitlements should be taken in the leave year to which they relate. Up to five days leave can be carried forward into the new leave year subject to line management agreement. In exceptional circumstances, Heads of Department/School/equivalent may approve carry forward of accrued annual leave in excess of five days.

The University's expectation is that staff take all accrued holidays prior to their termination date. If staff have exceeded their entitlement the University will deduct an equivalent number of days pay from final salary payments.

5. SICKNESS ABSENCE

During any period of absence through illness or injury provided the appropriate notification and certification procedures have been followed the University will pay a member of staff (having taken account of the aggregate of all periods of absence due to illness during the twelve months immediately preceding the first day of the current absence) as follows:

Period of Continuous Employment at start of absence from work	Full Pay	Half Pay
Less than 1 year	1 month	1 month
1 year but less than 2 years	2 months	2 months
2 years but less than 3 years	4 months	4 months
3 years but less than 5 years	5 months	5 months
5 years or more	6 months	6 months

In order to manage the University's sick pay scheme the University requires to maintain sickness absence records on individual members of staff. When making payments after the expiry of statutory sick pay the University will deduct an amount equivalent to any benefit normally payable by the Department of Work and Pensions. For full details on the general University policy in this area please refer to the Sickness Absence Management Policy at www.strath.ac.uk/staff/policies/hr.

6. PENSIONS

New members of staff, aged under 75, will be admitted automatically to membership of the Universities Superannuation Scheme (USS) on taking up appointment. If you are already in receipt of a USS pension you will join USS in accordance with pension auto-enrolment regulations. USS requires a contribution from the member, currently 8 per cent of pensionable salary. A contribution, currently 18 per cent of pensionable salary, is paid by the University. From 1 April 2016 all members are part of the career revalued benefits scheme called the USS Retirement Income Builder. From 1 October 2016 a threshold, initially of £55,000 a year, will apply to the maximum salary that counts towards the USS Retirement Income Builder. From the same date a new defined contribution section of the scheme called USS Investment Builder will open and any contributions above the threshold will be invested in this section. The exception to automatic membership of the pension scheme applies if your post is located out with the UK in an EU member state. If this is the case membership of USS is not available to you.

New members of staff may opt out of USS within three months of taking up appointment and will then be treated as if they had never been a member of the scheme. After three months members of staff who wish to withdraw from USS during their employment will be required to give a minimum of 28 days' notice in writing to the University. Any member of staff who wishes to opt out should contact the Pensions Section, Finance, in the first instance (pensions@strath.ac.uk). Please note that if you are a member of Pensions Plus and withdraw from USS with less than two years of membership, or cease employment with the University and have less than two years of USS membership, the option of a refund of pension contributions will not be available to you. Instead, USS must provide you with a pension benefit that is payable from your retirement date.

The University reserves the right to alter or withdraw Pensions Plus as it sees fit or as required to comply with legislative changes. Withdrawal or amendment of Pensions Plus will not affect your membership of USS. If you do not wish to participate in Pensions Plus but wish to remain in the pension scheme please contact the Pensions Team who will provide you with a non-participation form.

Information regarding pension scheme membership can be found on the Pensions pages of the University's website. Full information regarding USS can be found on the USS website – www.uss.co.uk

7. PLACE OF WORK AND RESIDENCE

Members of staff will be based on the John Anderson Campus, unless otherwise stated in the letter of appointment. The Department/School in which the post is initially placed will be specified in the letter of appointment although there will be an expectation to work at such other places as required in the course of employment.

If the need arises for members of staff to work outside the UK for a period (or periods) of more than one month then such arrangements will be subject to mutual agreement. Members of staff would then be provided with a statement in advance setting out the terms covering such periods of employment.

The University does not normally place specific restrictions upon the place of residence of members of staff. All staff are, however, expected to reside in a location which is compatible with the satisfactory fulfilment of all the duties associated with their appointment.

8. CONSULTANCY/FURTHER ACTIVITIES

To support the strategic objectives of the University and to facilitate individual professional development, the University encourages staff to engage in professional activities with outside bodies related to their field of work. In many cases, such activity will be approved on the basis that it represents University knowledge exchange activity and should therefore be treated as part of the individual's overall workload and managed through the University's systems. It is also recognised that there will be some cases where an activity is entirely separate from the University and should thus be notified/approved as a personal business activity. For further information please refer to the "University Procedure in relation to Work for Outside Bodies including Consultancies", which forms part of the employment contract and can be accessed at www.strath.ac.uk/hr

9. DISCIPLINARY AND GRIEVANCE PROCEDURES

Further information on the University's disciplinary and grievance procedure can also be found at www.strath.ac.uk/policies/hr or on request from Human Resources.

10. NOTICE AND TERMINATION

The employment of a member of staff is terminable by at least three months in writing, on either side; except during probationary period when the notice period is one month. If notice is being given by a member of staff earlier release may be granted if this can be arranged without detriment to the work of the department or area. If the appointment is for a fixed term it will expire at the end of the period without the necessity for notice. Fixed term contracts may be terminated by either party short of the expiry date by the serving of one month's notice in writing. The University is not obliged to continue a fixed term appointment beyond the employment period. For employees appointed above Grade 10, the notice period for both the employer and employee will be 6 months, except during the probationary period when a one month's notice period will apply. One month's notice will also apply for fixed term contracts terminated short of the expiry date.

Revised April 2016