

JOB DESCRIPTION

Job Title: Alumni Engagement Officer

Grade: SG5

Department: Alumni and Fundraising

Responsible to: Deputy Head, Alumni Engagement

Responsible for: NA

Key Contacts: Alumni and Fundraising Team, Wider Directorate (Marketing and External Relations), Employability and Apprenticeship Directorate, Cross-section of academic staff (project-dependent).

Standard Occupational Classification (SoC code):

Non-Contractual Nature of Role Profile: This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE

The Alumni Engagement Officer will provide efficient support for the alumni programme, focusing on mass engagement activities such as communications, events, volunteering and alumni communities. The role also coordinates the engagement campaign to manage the transition from student to recent graduate. The role is perfect for someone interested in pursuing a career in fundraising and alumni relations and will play an important part in the success of the department in the coming years.

KEY ACCOUNTABILITIES

Team Specific:

- Provide communications support, including creating content for newsletters, website and campaigns, for the alumni programme.
- Coordinate alumni events and provide occasional support to supporter/VIP events as managed by fellow colleagues.
- Maintain and develop alumni social media channels, including monitoring for alumni stories and creating content to engage alumni in events, volunteering, and giving.
- Support alumni communities (online and in person) through administrative support and promoting and planning activities.
- Coordinate volunteering requests and carry out research on alumni.
- Provide administrative support for the alumni engagement programme and fundraising programme as needed.

- In addition to updating alumni records, use the database to produce reports, campaigns, and lists as required by the role.

Generic:

- Be familiar with the overall work of the Directorate and understand their role within that wider context and use their expertise and knowledge to share information with other areas of the office and university.
- Develop and maintain relationships with a wide range of stakeholders across the university.
- Provide administrative assistance to the wider Alumni and Fundraising team.
- Comply with data protection guidelines as set by the Directorate and the University of Greenwich.

Managing Self:

- Utilise judgment or creativity to resolve relevant challenges, following procedures or guidelines and recognising when to request support from others.
- Work accurately with high attention to detail.
- Ability to proactively identify, discuss and contribute towards resolution of ineffective processes and procedures.
- Work effectively as part of a team, being supportive of and showing a flexible approach to deliver team results.
- Review own development regularly, with input into development plan for discussion with Line Manager.

Core Requirements:

- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety and Data Protection Legislation.
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

Additional Requirements:

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that Alumni and Fundraising delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- Increase in overall alumni and supporter engagement measure by warmth model, including time and donations raised.
- Quality and impact of events and relevant communication channels.
- Effectiveness of administrative support.
- Production and delivery of work and set tasks to agreed timescales, quality and to plan.

KEY RELATIONSHIPS (Internal & External):

- Alumni and Fundraising Team
- Wider Directorate (Marketing and External Relations)
- Employability and Apprenticeship Directorate
- Cross-section of academic staff (project-dependent)
- Finance
- Estates and Facilities
- Alumni and donors

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Experience of working in an external-facing role.
- Experience of coordinating events.
- Experience of coordinating social media accounts.

Desirable Criteria

- Experience of working within Higher Education or charity environment.
- Good working knowledge of the Raiser's Edge or other CRM.
- Experience of volunteer management.

SKILLS:

Essential Criteria

- Excellent writing skills, with the ability to adapt style to audience.
- Strong organisational skills with ability to multi-task and manage competing priorities to agreed deadlines.
- Excellent IT skills, including Excel and Canva (or equivalent).
- Tactful, diplomatic, and discreet.

Desirable Criteria

- An understanding of the principles of educational Alumni Relations and Fundraising.
- Knowledge of the Data Protection and Freedom of Information Acts and their relevance to fundraising and alumni relations.

QUALIFICATIONS:**Essential Criteria**

- NA

Desirable Criteria

- Bachelor's Degree or equivalent experience.

PERSONAL ATTRIBUTES:**Essential Criteria**

- Willingness to try new things and learn new skills.
- Ability and willingness to occasionally work at evenings or weekends.
- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful.

Desirable Criteria

- NA