

JOB DESCRIPTION

Job Title:	Communications and Campaigns Officer	Grade:	SG6
Department:	Alumni and Fundraising	Date of Job Evaluation:	
Role reports to:	Digital Fundraising Manager		
Direct Reports	N/A		

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 Communications and Campaigns Officer will coordinate a programme of alumni and donor engagement campaigns that seek to encourage alumni and friends to support Greenwich through fundraising and volunteering. The role also coordinates the engagement campaign to manage the transition from student to recent graduate and beyond. This includes, but is not limited to, the alumni newsletter and magazine, fundraising campaigns, volunteering campaigns, news article, website updates, and ad hoc communications from across the Alumni and Fundraising team and university.

KEY ACCOUNTABILITIES:

Team Specific:

- Communications planning – draft, contribute to and implement departmental communications plan.
- Campaign coordination – utilise existing templates to generate and enhance campaigns for fundraising and alumni activities and communications across multiple channels.
- Content creation and copy writing – develop content and copy for the business-as-usual activities such as e-news and website, and special projects.
- Website management – update copy, create content, and create new pages, for all departmental websites including our Graduway platforms.
- Research – research and develop a pipeline of newsworthy alumni and other relevant stories.
- Stakeholder management – manage relationships with relevant internal and external stakeholders, including alumni, key staff who work with alumni, and communications professionals to both identify and disseminate relevant alumni stories / case studies.
- Reporting – work with the Database Manager to create monthly reports on performance of campaigns and the website.

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.
- Must be curious and inspired to create engaging content.
- Must be able to challenge and resolve issues as they arise.

Managing Self:

- Ensure that sensitive and confidential issues are handled in an appropriate manner.
- 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 encouraging others and showing a flexible approach to deliver team results.
- Actively seek awareness of own world view, positive attitudes towards cultural differences, and knowledge of different cultural practices to inform cross-cultural working, communication and problem solving.
- 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.

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.
- Increase awareness of alumni community and activity programme across all stakeholders, including the student community.
- Increase in use of alumni content across internal and external channels.
- 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 faculty staff (project-dependant), Alumni and Donors, Students' Union.

PERSON SPECIFICATION

Essential	Desirable
<p>Experience</p> <ul style="list-style-type: none"> • Experience in a stakeholder communications or marketing role or equivalent experience of alumni relations in a university, particularly through digital channels. • Experience of campaign and communications planning. • Experience of using data/insights to improve stakeholder engagement. <p>Skills</p> <ul style="list-style-type: none"> • Good team working skills. • Copy writing skills with the ability to adapt style to audience. • Good project management skills to organise resources appropriately and prioritise to meet demanding deadlines. • Ability to work accurately and effectively under pressure. • Excellent interpersonal and communication skills. • Creative and proactive. • Good problem solving and decision-making skills. <p>Qualifications</p> <ul style="list-style-type: none"> • Educated to GCSE level or equivalent experience. <p>Personal attributes</p> <ul style="list-style-type: none"> • Willingness to try new things and learn new skills. • Tactful, diplomatic, and discreet. • 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. 	<p>Experience</p> <ul style="list-style-type: none"> • Experience of working in fundraising within higher education or charity environment. • Experience of website management. • Good working knowledge of the Raiser’s Edge or other CRM to improve stakeholder engagement. • <p>Skills</p> <ul style="list-style-type: none"> • An understanding of the principles of alumni relations and fundraising. • Knowledge of the Data Protection and Freedom of Information Acts and their relevance to fundraising and alumni relations. <p>Qualifications</p> <ul style="list-style-type: none"> • Bachelor’s Degree or equivalent experience. <p>Personal attributes</p> <ul style="list-style-type: none"> • N/A