



Job Description

POST TITLE: Alumni Relations and Development Officer

REPORTING TO: Head of Marketing and Communications

MAIN PURPOSE OF THE POST:

The aims of the post are to develop and co-ordinate the alumni relations programme; this will include maintaining and growing the alumni database, the organising and delivery of events, developing and writing newsletters and other communications, and to identify potentially beneficial linkages between specific teaching or research goals of the University and the interests of alumni.

MAIN RESPONSIBILITIES:

1. To establish and co-ordinate the alumni relations programme for the University; implementing new ways of generating interest and improving communications with alumni.
2. To deliver the strategy for ongoing alumni engagement.
3. To organise and run alumni promotional activities and events, by delivering newsletters and other communications to engage with alumni, partners and the creative community.
4. To use the University's alumni database to develop, maintain and manage relationships with members of our alumni and to manipulate for data evaluation and reporting purposes.
5. To be the main point of contact for alumni when they contact the University through all communication channels.
6. To co-ordinate University fundraising activities, including developing and maintaining donor relationships, overseeing donations to the Alumni and Supporters Fund, legacies and individual prizes and bursaries.
7. To lead on and manage the University's Creatives In Residence programme for alumni and the Alumni Unplugged speaker programme.
8. To work closely with colleagues in the Marketing Team to share alumni activities and success stories in order to enhance the reputation of the University and contribute to the marketing strategy.

9. To write copy and develop content for the alumni and fundraising website pages.
10. To work closely with colleagues in Curation and Library Services to oversee the acquisition of donations to the University Art Collection and Library Special Collections.
11. To contribute to team objectives in support of the marketing operational plan and University Strategy.
12. To support colleagues in the marketing team by contributing to the planning and organisation of annual University events.
13. To represent the University at internal and external promotional events e.g. Careers Fairs and University Open Days as required.
14. To work with the Careers, Employability and Enterprise team in delivering initiatives, activities and events that engage alumni.
15. To work cross University to provide links between Alumni and University wide initiatives and projects such as the Creative Networks and In Conversation With events, and to encourage alumni participation.
16. To identify potentially beneficial linkages between specific teaching or research goals of the University and the interests of alumni.
17. To build effective relationships with key members of the University staff.
18. To prepare and present reports and briefings to internal and external sources as required.
19. To represent the University at occasional out of hours networking, fundraising and promotional events.

Other

1. To comply with all relevant University policies and procedures.
2. To undertake any other responsibilities commensurate with the post as directed by either the Head of Marketing and Communications.
3. To adhere to the University's Health and Safety policies and procedures and to perform any University wide designated duties with regard to Health and Safety and the security of the University.
4. To adhere to and actively support the University's Equality & Diversity policies and their implementation.
5. To actively support and engage with all aspects of the Sustainability Framework to assist in establishing the University as a sustainability leader.

PERSON SPECIFICATION:

Criteria	Essential or Desirable	Method of Assessment
Qualifications		
Educated to degree or equivalent.	Essential	Application Form/Certificate
A degree in a creative arts related subject or experience working in a related field is desirable.	Desirable	Application Form/Certificate
Skills/Knowledge		
Skills in customer relationship management, events management, marketing, communications, copy writing and good organisational skills.	Essential	Application Form/Interview
Excellent communication skills, both oral and written.	Essential	Application Form/Interview
An understanding of fundraising best practice.	Desirable	Application Form/Interview
Experience		
Experience in database development and administration.	Essential	Application Form/Interview
Experience in alumni relations, fundraising or comparable activities.	Desirable	Application Form/Interview
Personal Qualities		
Ability to demonstrate an interest in and appreciation of the activities, purpose and ethos of the University.	Essential	Application Form/Interview
An ability to inform and enable alumni to donate in support of the University.	Essential	Application Form/Interview
Ability to build good working relationships across the University and externally.	Essential	Application Form/Interview
An interest in higher education and in particular an understanding of Leeds Arts University, and its goals.	Essential	Application Form/Interview
An ability to act independently and decisively when the situation demands it.	Essential	Application Form/Interview
A combination of the personal sensitivity, creativity and tact that is needed when working with senior academics and alumni who are prospective donors to the University.	Essential	Application Form/Interview
Other		
The candidate must be flexible and prepared to work out of regular hours and if necessary to travel.	Essential	Interview

This job description is a guide to the duties of the role and may be reviewed on an ongoing basis.