

THE UNIVERSITY OF MANCHESTER

PARTICULARS OF APPOINTMENT

PROFESSIONAL SERVICES

DEVELOPMENT AND ALUMNI RELATIONS

DIVISION OF DEVELOPMENT AND ALUMNI RELATIONS

ASSISTANT ALUMNI OFFICER (COMMUNICATIONS)

VACANCY REF: PSX-018901

Salary:	Grade 4, £24,174 to £27,116 per annum, depending on relevant experience
Hours:	35 hours per week
Duration:	Permanent
Location:	Oxford Road, Manchester

Enquiries about the vacancy, shortlisting and interviews:

Name: Tom Fern

Email: tom.fern@manchester.ac.uk

Overall Purpose of the Job

The Assistant Alumni Officer (Communications) will work in a small team to help build an engaged alumni community who support the University's vision and strategic goals. You will be responsible for supporting, developing and delivering communications to alumni that make it easier and more appealing for them to engage with the University - from one-off pieces of user-focused content to larger, multi-channel campaigns. You will also be involved in supporting communications required for the forthcoming University-wide Fundraising and Engagement Campaign.

You should have a track record of delivering against communications plans, and comfortable with producing user-focused content. You will also be a highly organised and proactive individual with excellent interpersonal skills, along with a keen eye for detail and for what makes good content. Responsible for supporting communications to an audience of over 500,000 University of Manchester graduates in over 190 countries, your work will be fundamental in supporting that of the Division and the wider University.

Key Responsibilities, Accountabilities or Duties

The post-holder will undertake a range of activities commensurate with the grading and responsibility of the post, which will include the following:

Alumni Communications, Marketing and Events

- To support the Senior Communications Officer (Alumni) in generating, gathering and editing content for online communications targeted at the alumni community, including web pages and email, ensuring all work is to a high-standard and consistent with University-wide branding guidelines
- To support, in collaboration with alumni and student beneficiaries, the writing of case studies of volunteering and donor involvement and impact
- To actively promote volunteering and donor opportunities and success stories through social media channels including Twitter, LinkedIn, Facebook, School websites and the main University and alumni websites
- Production of videos for use in alumni communications
- To draft Mailchimp messages for promotion of volunteering opportunities to alumni, and to assist in developing the alumni newsletter
- To produce peripheral material for student-facing alumni events, including handouts
- To develop and deliver an effective stewardship communications plan for alumni volunteers, paying particular attention to key programmes including Global Graduates, Meet the Professionals which demonstrate the impact of benefits of alumni contributions
- To produce materials which demonstrate the impact of alumni volunteering to colleagues across DDAR, Schools, Faculties and the University as a whole.

The Production of Alumni Career Profiles

- Through research and use of the database, to identify suitable alumni for the provision of career profiles for use in School, Faculty and University publications, including their websites
- To approach alumni for written, spoken or filmed testimonials and edit in collaboration with academic or PSS staff, and seek approval for their content from the author
- To manage the logistics for video projects, including alumni and student availability, AV support, and venues
- To disseminate careers profiles to relevant academic and PSS units and manage their publication on Your Manchester Online.

Working With the Database

- Using pre-existing sources of information, including LinkedIn and other open access social media networks, to improve data accuracy
- To interrogate the Raiser's Edge database, including running queries, and Linked-in to identify potential alumni volunteers for programmes of engagement activity including case studies, speaker events, seminars, assessing projects, offer internships and placements, careers panels and a range of other student experience, employability and recruitment initiatives. To record invitations to, interest in, and requests for exemption from these activities.

General

- Support the management of incoming enquiries from alumni, particularly via email and social media
- To ensure that the alumni voice appears in student communications
- Such other duties as may be required by the Senior Communications Officer (Alumni) and Deputy Director (Alumni Engagement)
- Some evening and weekend work may very occasionally be necessary.

Essential Knowledge, Skills and Experience

- Have a high level of computer literacy with experience of using a range of applications including Microsoft Office applications.
- Knowledge of current trends in Alumni Relations and Development.
- Knowledge of current issues in Higher Education in general.
- Demonstrates tact, discretion and sensitivity in assessing, filtering and communicating confidential and often sensitive information.
- Have a keen eye for detail and accuracy.
- Have the ability to work flexibly and to co-operate effectively as part of a team, whilst equally being able to display initiative and ability to facilitate agreed programmes independently.
- Possess a high level of interpersonal skills including excellent communication skills, both verbal and written.
- Have some experience of working within a customer/volunteer focussed environment.
- Have experience of using a database or CRM system.
- Knowledge of current trends in marketing practice.
- Have experience of writing copy for a variety of different media including print and online.

Desirable Knowledge, Skills and Experience

- A qualification in marketing or similar field of communications.
- Knowledge of Raisers Edge.
- Experience in Alumni Relations and/or Development.
- Experience of creating, editing and publishing video content and animation.
- Experience of using social media in a professional context.
- Experience of using Mailchimp, InDesign and Qualtrics.

University of Manchester Campaign

The successful candidate will join the University at an exciting time.

We are preparing to launch our first ever major fundraising and engagement campaign while also preparing to mark our 200th anniversary in 2024. To make that happen, we are building an exceptional team of people to champion bold thinking that is rooted in impact.

At Manchester we don't just focus on what we're good at. We ask what we're good for.

Through our teaching we are educating a new kind of socially responsible graduate – tomorrow's thinkers, doers and leaders of a better world. Through our research we are addressing the most pressing global challenges with bold and brilliant solutions. Through innovation we are turning ideas into reality, creating the jobs and industries that will sustain us in the future. And in the heart of the city and beyond, we are breaking down barriers to art, science and learning in order to build stronger, more resilient communities.

Manchester people are different. Not only do we share the values of integrity, being bold, being ambitious, and being collaborative, we also share a pioneering spirit and the courage to make a difference. If you have a fearless personality, boundless optimism and a desire to create a healthier, fairer and more sustainable world, we'd love to hear from you.

About The University of Manchester

The University of Manchester is part of the prestigious Russell Group of universities, with outstanding facilities and the widest range of courses. Our University is highly respected as a centre of teaching excellence and innovative research.

Our vision is to be recognised globally for the excellence of our people, research, learning and innovation, and for the benefits we bring to society and the environment.

With 25 Nobel Prize winners among our current and former staff and students, we have a history of world firsts and brilliant discoveries, from splitting the atom to giving the world graphene. We're committed to world-class research, an outstanding learning and student experience, and social responsibility in everything we do.

The University of Manchester was the first and most eminent of the civic universities, furthering the frontiers of knowledge through research and teaching, but also contributing to the well-being of its region and society more widely.

You can read more about our University vision, values and strategic plan at

www.manchester.ac.uk/discover/vision/

About the Division of Development and Alumni Relations

In the Division of Development and Alumni Relations, our aim is to help everyone connected to The University of Manchester to make a positive impact in the world.

- We help the brightest young people to fulfil their potential, regardless of their background.
- We help our researchers make new discoveries and breakthroughs to improve our world.
- We help alumni, donors and others to stay part of the Manchester story, wherever they might be.

The Division aims to provide an outstandingly communicative, engaging, stimulating and rewarding experience to donors and alumni who wish to play a partnership role in taking areas of shared interest forward. The University benefits from the interest and support of the UK's largest alumni community for a campus-based university, maintaining contact with over 500,000 alumni in over 190 countries.

Beyond philanthropy, we work with alumni volunteers who are engaged in programmes that bring current students and alumni together in order to enhance the student experience and take the University's commitment to Social Responsibility to new levels.

DDAR: Our Values

Working in Development and Alumni Relations at the University of Manchester is exciting, rewarding and fun. Our four values reflect who we are, how we do things, and what we want to achieve. Underpinning everything is our drive and commitment to make a positive impact and to make a difference.

As an equal opportunity employer, we welcome applications from all suitably qualified persons and all appointments will be made on merit. As we are committed to the principles of the Race Equality Charter Mark, we would particularly welcome applications from the Black, Asian and Minority Ethnic (BAME) community who are currently under-represented at this level in this area.

