Job title:	Alumni Communications Officer
Department:	Development & Alumni Relations
Salary:	Grade 6
Responsible to:	Alumni Communications Manager
Responsible for:	n/a
Location:	East Building, Claverton Campus, Bath

Purpose of the job:

To work with the Alumni Communications Manager to implement the strategy for both digital and printed communications that will cultivate strong relationships between the University and more than 120,000 alumni, friends, students and donors – the objective being to maximise alumni and donor interest in, and engagement with, the University. This will involve managing the production of bespoke alumni communications materials and e-newsletters, and assisting in the production of *BA2*, the University's alumni magazine, and other online communications.

The Alumni Communications Officer will support the Alumni Communications Manager in maintaining and updating the University's development and alumni web pages, and take the lead in how we communicate directly with alumni and friends of the University through social media channels, including Twitter, Facebook, LinkedIn and Instagram.

Duties and Responsibilities:

- To support the Alumni Communications Manager in implementing a strategy for communications including publications, digital communications and the alumni website and blog, which will encourage alumni and other stakeholders to engage with the University.

- To write, edit and proofread copy, online and offline.

- To obtain quotes and see print jobs through the production process on time and within budget.

- To maintain the alumni website and blog, with input from the Alumni Communications Manager, using both the University's content management system and NetCommunity software.

- To manage the content, design, production and distribution of e-newsletters, including working with the Faculty Marketing Managers to produce subject specific e-newsletters.

- To work with Events Team to write, edit and send email event invitations and compile and update supporting information on web pages.

- To manage the University's online alumni community via social media e.g. Facebook, LinkedIn, Twitter and Instagram, and provide analytics on their use.

- To source and edit photos for use online and offline, create content plans for publications and liaise with designers and the University's Print Services team to produce effective and financially viable communications materials to agreed timescales and standards.

- Take the lead on developing the strategy for the e-mentoring site Bath Connection, providing monthly analytics and sending regular updates to users.

- To ensure that data is used in line with strict standards of confidentiality and within the provisions of relevant data protection legislation.

Additional requirements of the job:

- To participate in any relevant training course which the Director of Development & Alumni Relations considers to be relevant to the duties of the post and/or the needs of the post-holder as agreed through the appraisal process.

- Occasionally to attend events taking place out-of-hours, normally by prior arrangement.

- To undertake such other similar duties consistent with the remit of this role as may be required.

Internal and external relationships:

- All members of the Department of Development and Alumni Relations.

- Other teams within the University, particularly Digital, Corporate Communications, Image, Design & Print Services and the Faculty Marketing Managers.

- Students' Union Officers and current students.

- Key alumni who may be volunteers, prospects and/or existing donors and good friends of the University.

Person Specification

Qualifications	Essential	Desirable	Assessed at
Educated to degree level or equivalent	*		AF

Experience and knowledge	Essential	Desirable	Assessed at
Significant experience of producing high-quality communications for a mass audience.	*		AF/Int
Substantial experience of writing copy for both online and print media.	*		AF/Int
Experience of managing communications projects from conception to completion.	*		AF/Int
Experience of using relationship management databases to manipulate information.		*	AF/Int
Practical knowledge of the Data Protection Act/GDPR.		*	AF/Int
Proven experience of website maintenance using a content management system.	*		AF/Int
Extensive knowledge and experience of using social media channels e.g. Facebook, LinkedIn, Twitter to promote an organisation.	*		AF/Int
Experience using Blackbaud NetCommunity web software.		*	AF/Int
Experience of compiling and interpreting web analytics reports.		*	AF/Int
Experience of working in alumni relations, fundraising, public relations or similar environment.		*	AF/Int
Knowledge and experience of the Higher Education sector		*	AF/Int

Skills	Essential	Desirable	Assessed at
A high degree of attention to detail.	*		AF/Int/T
The ability to communicate effectively, persuasively and imaginatively in writing.	*		AF/Int/T

	Essential	Desirable	Assessed at
Excellent interpersonal skills.	*		Int
Planning and project management skills with the ability to deliver results to tight deadlines.	*		AF/Int/T
Strong analytical, IT and administrative skills including experience in database manipulation.	*		Af/Int/T
Excellent level of grammar with fluency in the English language.	*		AF/Int/T
The ability to liaise with staff, other administrators and the public.	*		Af/Int
Photo editing skills using Adobe Photoshop or similar software.	*		AF/Int
Basic practical understanding of HTML.		*	AF/Int

Attributes	Essential	Desirable	Assessed at
Organised and flexible, able to prioritise	*		AF/Int
Possessing creative flair	*		AF/Int/T
Highly motivated, able to work independently or as part of a team	*		AF/Int
Proactive and positive approach	*		AF/Int
Ability to deal with confidential matters and act with discretion	*		AF/Int
Ability and willingness to support colleagues	*		AF/Int
Flexible approach to work and willingness to be flexible over working hours when required	*		AF/Int
Capable of remaining calm and effective under pressure	*		AF/Int
A strong belief in the importance of universities to society, coupled with an acceptance of the importance of diversifying the funding base of these institutions, particularly with philanthropic support	*		AF/Int

Key   **AF** Application Form   **Int** Interview   **T** Test/Assessment

Effective Behaviours Framework

The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously.

Managing self and personal skills:
Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others.

Delivering excellent service:
Providing the best quality service to all students and staff and to external customers e.g. clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards.

Finding innovative solutions:
Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation.

Embracing change:
Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas.

Using resources:
Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University.

Engaging with the big picture:
Seeing the work that you do in the context of the bigger picture e.g. in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others.

Developing self and others:
Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University.

Working with people:
Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills.

Achieving results:
Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria.