

## Job Description

<b>Post Title and Post Number</b>	<b>Alumni Communications Manager - 53766S2015</b>
<b>Organisation Advertising Description</b>	<b>Development, Alumni and Business Engagement</b>
<b>Post Number</b>	<b>53766S2015</b>
<b>Full Time/Part Time</b>	<b>Full time</b>
<b>Duration</b>	<b>Fixed term for 10 months</b>
<b>Post is open to:</b>	<b>Internal candidates only</b>
<b>Grade</b>	<b>Grade 7</b>
<b>Salary</b>	<b>Starting salary is normally in the range £28,695 to £37,394. With potential progression once in post to £39,685 a year.</b>
<b>Terms and Conditions</b>	<a href="#"><u>Administrative and Other Related</u></a>
<b>Closing Date</b>	<b>23 June 2015</b>

## Job Summary

We are seeking an Alumni Communications Manager to cover the maternity leave of our existing postholder. This post is available to existing University staff as a secondment for ten months from September 2015. We will consider applicants on a full time or part time basis (minimum 60%).

The University of Birmingham is one of the most ambitious institutions in the UK, with world-leading research, outstanding teaching and a well-rounded experience for our 28,000 students. After graduation, these students will join a global community of more than 200,000 alumni, many of whom choose to support the University through philanthropy or volunteering. The Development, Alumni and Business Engagement (DABE) division works with alumni and friends of the University to engage them with our programmes. We are a dynamic and enthusiastic team with a track record of success as we enter the final stages of our £160m Circles of influence fundraising campaign.

Communicating with a worldwide audience of more than 200,000 former students, staff, current students and students' families is a challenge our Alumni Communications Team relishes. Through print and digital channels, we share key University messages, promote fundraising for Birmingham and thank our community of 10,000 amazing donors. By producing lively, entertaining and readable content, we also encourage alumni to stay in touch, share memories, and feel nostalgic and

proud about their time on campus. The Alumni Communications Manager role is designed to help us achieve our aims in these areas and we need a talented individual to ensure the delivery of this programme.

We are seeking a creative, confident and experienced communications professional, who is great at multi-tasking and coming up with innovative ideas. You'll enjoy planning content, editing and writing for both print and digital channels, but must also be capable of leading complex projects, tackling budgets and managing a team. You'll work efficiently and tactfully with a wide range of people including alumni, students, donors, volunteers, academics and senior leadership. With strong organisational skills and an eye for detail, you'll be adept at proactively managing your workload with competing demands on your time.

For an informal discussion of this post, please contact Joanna Clark [j.clark.1@bham.ac.uk](mailto:j.clark.1@bham.ac.uk) or Kerrie Holland [k.holland@bham.ac.uk](mailto:k.holland@bham.ac.uk) or by telephone on 0121 414 4001.

### **Main Duties**

The Alumni Communications Manager is responsible for the Communications function. You will ensure the delivery of all communications to alumni, supporters and friends, including a twice-yearly magazine, regular email newsletters, social media channels and the relevant section of the University website.

The role will include (but is not limited to):

- *Old Joe* magazine: This lively, informative magazine is sent out in September and March and is our main way of communicating with the majority of our alumni and friends. You will plan and edit each edition, and also manage the production process. Liaising with the University's Design and Publications team and external mailing, print and fulfilment suppliers is a crucial part of the role. For the first time in March 2016, we are planning a purely digital edition. You will work on this project from scratch and source suppliers to ensure we deliver an innovative, high quality product
- Team management: You will manage a team of two Communications Officers, ensuring they help to deliver the communications programme to a high standard, meeting DABE and University objectives. You will enjoy helping them develop in their roles, managing performance and dealing with recruitment issues if they arise
- Email communications: We send a regular e-newsletter, *Old Joe*, and also produce a targeted email for our family community (students' parents). Working with the Communications Officers, you will plan, write and edit the content for these, ensuring they are interesting, entertaining, and contain key messages to engage alumni
- Social media: You have overall responsibility for social media strategy, providing up-to-date, relevant and entertaining content for DABE's social media channels and measuring the success of different social media campaigns
- Website: With the University due to launch its responsive website in autumn 2015, you will ensure all DABE content is updated and adapted to suit the

new format. During your time in post, you will work with your colleagues to ensure all information on the site is kept up-to-date.

- **Other communications:** The Communications Team is also responsible for the communications schedule, coordinating print and email communications sent to alumni from across the University. You will manage the schedule, and work to ensure that alumni are receiving a reasonable number of contacts per month. You and your team will also act as communications consultants, advising on and proof-reading College and DABE publications as and when required
- **Supporting fundraising and donor relations:** You'll work closely with the Deputy Head of Development and the Donor Relations Manager on fundraising communications and impact reports. As DABE moves forward from celebrating the end of Circles of Influence campaign, strategising for fundraising campaigns and creative donor relations communications to support a new wave of projects will be a central part of this role
- **Project management:** In addition to managing the production process for both the print and digital Old Joe magazines, you will be required to manage smaller projects and fundraising campaigns. (eg Christmas appeal)
- **Metrics and gathering feedback:** You will enjoy receiving constructive feedback about your programme and will be expected to run focus groups and surveys to measure audience engagement with DABE communications. You will also be expected to set and meet KPI targets for the portfolio of communications you manage
- **Building and managing relationships:** You will work with key members of the University and alumni community to develop mutually beneficial relationships. These may include prominent alumni, colleagues in the University's Marketing and Communications team, academics, the Careers Network, UG, PG and International Recruitment teams. You will also build relationships with colleagues at other Universities, and be prepared to share your expertise by presenting at sector events
- **Budget management:** You will be capable of managing and reporting on a large and complex budget and liaising with suppliers and freelance providers to negotiate the best deal

## **Person Specification**

### **General**

- Track record of working in a communications management role (preferably in the higher education sector) or substantial experience in another senior PR, marketing or communications role
- Line-management, project management and budget management experience
- Experience of managing a complex workload, with projects running simultaneously
- Experience of building relationships and engaging with a variety of individuals
- Passion for, commitment to, and knowledge of higher education, the role of alumni as volunteers and donors, and the priorities of students
- Knowledge, passion and interest in communications and media, both digital and print, and a strong news-sense

- Personal confidence, independence and determination to succeed as an individual and as part of a team

### **Strategic thinking & perspective**

- An understanding of the needs of individuals within a complex business environment, for example the challenges faced by academics and academic project champions within the University
- Knowledge of and commitment to the higher education sector and a strong belief in the importance of universities in society, coupled with an awareness of the issues that they face and an acceptance of the importance of the diversification of their funding base.
- Good understanding of the impact of high quality communications on fundraising and donor relations
- A sound knowledge of measuring the impact of communications and setting targets

### **Communication**

- Effective, confident communicator with people at all levels (written and verbal), including face to face interaction with alumni, students and staff.
- Understanding of and ability to represent, orally and in writing, plans and data in a concise manner.
- Ability to write and edit strong, compelling copy
- Confidence to interact with leaders and senior managers of the University
- The ability to represent the University with confidence, diplomacy and authority
- Proactive in developing relationships with colleagues in other areas (both within and outside the University) and confident to offer advice and guidance when required.

### **Other**

- Educated to degree level or equivalent, ideally with additional qualification/s in journalism, PR or marketing
- Ability to work under pressure and effectively prioritise a varied and diverse workload
- Inquisitive and sharp mind coupled with a demonstrable aptitude for alumni or customer relations
- Excellent interpersonal skills
- Good all-round IT skills including an ability to learn new software packages quickly. Should be able to demonstrate competence across all aspects of MS Office (intermediate/advanced user of EXCEL and intermediate user of Word and PowerPoint), email, the internet and ideally the Raisers' Edge database
- Competent user of social media, video filming and editing packages and Photoshop picture editing software
- The desire to support colleagues in the achievement of their individual and the collective goals and to celebrate others' success as positively as your own.
- Good organisational skills with a demonstrable ability to work under own initiative.
- The ability to work calmly, effectively and with a sense of humour, both in a team and independently and to remain cheerful in times of pressure.
- The ability to use the data to interpret wider contextual issues and vice versa.
- Methodical and meticulous with a high level of attention to detail.
- Flexible, proactive, solutions-focussed and motivated.

- Commitment to the vision and values of DABE and the University.
- The flexibility to work unsociable hours (evenings and weekends) when required and to travel in the UK and overseas.
- An understanding of the implications of the Data Protection Act.

#### **Milestones after three months**

- Took the September 2015 edition of *Old Joe* through the final stages of the production process
- Developed a detailed project plan for the launch of the March 2016 digital edition
- Ensured DABE web pages were updated and adapted for the University's new responsive website

#### **Milestones after ten months**

- Delivered a successful launch edition of digital *Old Joe* and effectively measured its impact
- Planned, wrote, edited content and project managed the September 2016 print edition of *Old Joe*
- Developed and followed an innovative plan to support fundraising and donor relations in the year following campaign close