



## 1 Advertisement

**Post Title:** Senior Alumni Relations Coordinator (the University of Sussex Business School)

**School/department:** Development and Alumni Relations Office

**Hours:** full time hours considered up to a maximum of 1.0 FTE / 36.5 hours

Requests for flexible working options will be considered (subject to business need).

**Location:** Brighton, United Kingdom

**Contract:** permanent

**Reference:** 20210

**Salary:** starting at £28,131 to £32,411 per annum, pro rata if part time

**Placed on:** 03 April 2023

**Closing date:** 24 April 2023 Applications must be received by midnight of the closing date.

**Expected Interview date:** to be confirmed

**Expected start date:** Mid-June 2023

The University of Sussex Business School is seeking an experienced and dynamic individual to join our newly structured Alumni Relations Team. With a beautiful campus, flexible hybrid working, and a supportive and collaborative team, this is the perfect opportunity to take your career to the next level.

As part of the Alumni Relations Team, you will play a key role in cultivating and strengthening relationships with our alumni. You will use your well-developed interpersonal skills, excellent oral and written communication skills, experience working with volunteers and familiarity with using database and social media channels to foster a sense of pride, community, and belonging among our alumni.

You will support the Alumni Relations Manager (Business School) in developing and implementing strategies to increase alumni engagement with the Business School, as part of the University's wider strategic goals. This is a fantastic opportunity for someone with a desire to pursue a career in alumni relations, communications, volunteer management, or membership services and events.

The University of Sussex was founded in 1961 and led the way in developing interdisciplinary research and studies. We recently celebrated our 60th anniversary year and experienced increased engagement from our 200,000 alumni across the world. At Sussex, we are committed to creating an inclusive and welcoming environment where everyone can thrive. If you are a dynamic and experienced individual who shares our values and is passionate about alumni relations development, we would love to hear from you. Join our team and be part of an exciting journey to create a diverse and engaged alumni community.

Please contact Lingning Zeng at [Lingning.Zeng@sussex.ac.uk](mailto:Lingning.Zeng@sussex.ac.uk) for informal enquiries.

For full details and how to apply see our [vacancies page](#)

*The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.*

**Please note: The University requires that work undertaken for the University is performed from the UK.**

## **2. The School / Division**

Please find further information regarding the school/division at <https://www.sussex.ac.uk/business-school/>

## **3. Job Description**

**Job Description for the post of:** Senior Alumni Relations Coordinator (the University of Sussex Business School)

**Department:** Professional Services

**Section/Unit/School:** The Business School and the Development and Alumni Relations Office (DARO)

**Location:** Hybrid working (50:50 on campus and remote), time on campus to be split between DARO office (Sussex House) and the Business School (Jubilee Building), in equal measure.

**Grade:** 5

**Responsible to:** Alumni Relations Manager (Business School)

**Responsible for:** n/a

### **Key contacts:**

- School: Academic Faculty; Professional Service colleagues in Marketing and Communications, Accreditations, External Engagement, Student Experience, Careers and Operations.
- University: Development and Alumni Relations Office, International Office, Careers.
- External: Alumni, PR or design companies, Higher Education consultants.

### **Role description:**

The Senior Alumni Relations Coordinator (Business School) plays an important role within the Alumni Relations Team at the University of Sussex Business School and the Development and Alumni Relations Office (DARO) at the University. This is an external and internal networking and communications role, based both in the Business School and DARO. You will further develop and support the implementation of the Business School alumni engagement strategy and action plan, which aligns to DARO's overall alumni development strategy for the whole of University of Sussex.

## **PRINCIPAL ACCOUNTABILITIES**

- Provide high-level project management support to the Alumni Relations Manager (Business School) to assist the development and delivery of the Alumni Engagement Strategy and Action Plan for the Business School.
- Develop and maintain the relationships with students and alumni from the Business School, enabling them to feel a lifelong connection to the School and the University and cultivating a culture of giving and volunteering.
- Help to collect and keep alumni's information up to date in our database in line with GDPR.

#### **KEY RESPONSIBILITIES**

**1. Working as part of the Alumni Relations Team within the Business School and the Development and Alumni Relations Office (DARO), in line with policy and procedure, develop and maintain our relationships with the Business School's alumni and students. Responsibilities include but not limited to:**

- 1.1. Proactively seek out opportunities to run activities during term time to introduce students to the value and benefits of the Sussex Alumni Network and raise the awareness of their own alumni identity during and after their courses.
- 1.2. Develop and deliver campaigns to promote Sussex Connect to Business School students and alumni. Help to maintain the platform and increase member engagement rates.
- 1.3. Proactively reach out to other teams within the Business School to seek information and participate in student activities to identify and approach potential future alumni leaders.
- 1.4. Offer alumni structured and varied volunteer opportunities to develop committed and ongoing relationships with the Business School which would include mentoring, giving talks or masterclasses, offering internships, speaking at events, providing marketing testimonials and case studies for web and digital content and campaigns, interviews for blogs and podcasts, and becoming regional consuls.
- 1.5. Help to develop regional focused communication channels and content to engage overseas and ODL (Online and Distance Learning) alumni, using your knowledge and professional experience.

**2. Communicating effectively with all stakeholders**

- 2.1. Work closely with key internal clients and partners to ensure effective communications on the latest alumni relations projects, collaborating on accreditations and ranking submissions, marketing campaigns, alumni-orientated content, course reviews, and alumni database updating. The key internal clients and partners include Business School academics, Accreditation Team, External Engagement Team, Communications Team, Marketing Team, the Careers, Student Experience, the International Office and colleagues in DARO.
- 2.2. Promote alumni events and activities in an effective way to students within the Business School to achieve good participation levels.

**3. Providing support, information and guidance to staff and students.**

- 3.1. Raise awareness and develop an understanding of the service the Alumni Relations Team can provide to staff and students at the Business School and increase engagement with alumni to enhance the student experience as well as teaching and employability.

- 3.2. Proactively seek inspiring alumni stories and create alumni case study content for communications channels such as eNews, relevant University publications and web pages, social media, Wall of Fame posters, Sussex Connect and LinkedIn groups. Ensure the content is up to date.
- 3.3. Identify and contact successful and influential alumni from different cultural backgrounds to engage in activities such as giving talks at events, offering internships, mentoring, networking events, curriculum visits, and providing content for PR or marketing purposes.
- 3.4. Help to nominate and recruit suitable alumni for the International Consuls scheme and International Alumni Ambassadors programme.
4. **Liaising with colleagues with similar areas of responsibility and being actively involved in team meetings (both in the Business School and DARO), networks, attending meetings, sharing information, and contributing to the development and improvement of processes.**
5. **Collecting and maintaining accurate information on alumni activities.**
  - 5.1. Maintain appropriate records and documentation commensurate with University policies and procedures.
  - 5.2. Proactively collect alumni engagement data for reporting and measuring purposes and audience insight analysis. Some examples for alumni engagement data are numbers of new sign-ups for Sussex Connect, response rate for surveys, alumni's volunteering hours, event attendance and successful case studies post events etc.
  - 5.3. Ensure accurate and up-to-date recording of information on alumni activities and suggest ideas for improvement to the metrics board.

## **DIMENSIONS**

- This role does not have any budget responsibility.
- This role does not have any line management responsibility.
- This role does not have any responsibilities for equipment or premises.
- The post holder reports to the Alumni Relations Manager for the Business School and will be given clearly agreed responsibilities in specific areas. Their line manager would agree tasks and duties in order to achieve their agreed objectives and support the delivery of the University's goals. The post holder may be expected to work collaboratively across the University and with key stakeholders to deliver single team working that efficiently and effectively supports the achievement of those goals and objectives.
- This role supports the achievement of the School's compliance with all applicable statutory and regulatory compliance obligations, including (but not limited to): UKVI, Health & Safety, the Prevent Duty, data protection, Competition and Markets Authority requirements and equal opportunities, as appropriate to the grade and role. This role additionally promotes good practice in relation to University policy, procedure and guidance in relation to those compliance matters in respect of students, staff and other relevant parties.

- As a member of the broader Development and Alumni Relations team this role may be assigned with any relevant projects from time to time.
- This position requires a flexible approach to work, which will entail occasional evening and/or weekend commitments, for which time in lieu will be given.

This Job Description sets out current responsibilities of the post that may vary from time to time without changing the general character of the post or level of responsibility entailed.

#### **4. Person Specification**

##### **ESSENTIAL CRITERIA**

1. Good secondary education (see role-specific criteria below).
2. Effective planning and organisational skills to organise own workload and priorities.
3. Effective oral and written communication skills to work with colleagues and customers providing information and responding to questions and queries.
4. Ability to work flexibly within a small team and on own initiative.
5. Competent IT skills to effectively manager own workload – MS Suite.
6. Well-developed interpersonal skills with the ability to quickly build rapport.
7. Commitment to continuous improvement, willingness to suggest and implement new ways of working to improve efficiency and effectiveness, and aptitude to learn new systems and software.

##### **ESSENTIAL ROLE-SPECIFIC CRITERIA**

1. Experience of working in alumni relations, marketing, digital media, communications, or similar role.
2. Strong, accurate, copywriting, editing and proofing skills in English, for both social media and other digital content (both short and long form copy).
3. Experience of maintaining positive relationships with a wide range of people including motivating and managing volunteers.
  - a. Able to collect and effectively collate data and information from a wide range of sources.
  - b. Flexibility and willingness to work flexible hours when required.
  - c. An enthusiastic and positive approach and committed to customer excellence.
4. Strong attention to detail and ability to maintain accuracy whilst working under pressure.

##### **DESIRABLE CRITERIA**

1. Knowledge of the Higher Education sector in the UK.
2. Experience of creating surveys, measuring and evaluating audience engagement, and audience insight analysis.
3. Experience using publishing and design software such as Canva, Publisher, Adobe suite etc.