

## 1 Advertisement

**Post Title:** Alumni Relations Coordinator

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

**Hours:** Full time / 36.5 hours

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

**Contract:** Permanent

**Reference:** 8627

**Salary:** starting at £26,341 rising to £30,497 per annum, pro rata.

**Placed on:** 24 May 2022

**Closing date:** 23 June 2022. Applications must be received by midnight of the closing date.

**Expected Interview date:** TBC

**Expected start date:** As soon as possible

This is an exciting opportunity for a talented, personable communicator to work in a creative and varied role within the University of Sussex's Development & Alumni Relations team.

In addition to excellent communication skills, we are looking for someone who has experience of working with volunteers, creative flair and a keen eye for detail, and is a committed team player. Our friendly, professional team is seeking someone who will:

- Develop and deliver creative communication campaigns to promote engagement initiatives and volunteer programmes to alumni, staff and students.
- Create engaging content for use across multiple alumni channels.
- Work with colleagues in the team to manage our alumni volunteer programmes and increase the number of active volunteers, in strategic priority areas.
- Work alongside colleagues in the Communications Marketing & Advancement Division, the Careers and Entrepreneurship Centre, and within our Schools to enhance our volunteering programmes, campaigns and events and achieve good participation levels.

This comes at an exciting time as we celebrate our 60th anniversary year with a range of unique events for our global alumni community, and get ready to welcome a new Vice Chancellor.

The role offers a great opportunity to develop a career within communications, alumni relations and volunteer management, particularly within a Higher Education context.

Please contact Sally Atkinson, Alumni Relations Manager, at [sally.atkinson@sussex.ac.uk](mailto:sally.atkinson@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.*

## 2. Communications Marketing & Advancement / Development & Alumni

## **Relations**

The Communications Marketing & Advancement Division is responsible for enhancing the reputation of the University and profiling the institution's vision and aims to a wide range of stakeholders including media, staff, students, alumni, supporters, prospective students, government, business and the public.

The Division is responsible for promoting the achievements of academics and researchers, as well as major developments and partnerships. It works with colleagues across the University to help drive Sussex's reputation as a world-class, innovative institution, whose genuinely avantgarde approach to education is transforming society. Responsible for the recruitment of students, the Division also communicates the University's outstanding education offer alongside the student experience in the UK and internationally.

The Development & Alumni Relations Office sits within the Division and holds responsibility for our alumni engagement programme and for raising funds to support the University of Sussex.

For further information visit: [www.sussex.ac.uk](http://www.sussex.ac.uk)

## **Development and Alumni Relations Office**

The Development and Alumni Relations Office (DARO) is part of the Communications, Marketing and Advancement Division. The Department is responsible for the University's philanthropic fundraising and for developing and maintaining excellent relationships with the growing international community of alumni, supporters and friends of the University.

The Department has recently developed a five-year strategy that aims to take fundraising to a new level in support of the University's strategic priorities as outlined in Sussex 2025. The momentum provided by their last fundraising campaign – Making the Future – significantly enhanced the engagement of alumni and external supporters with the University, which in turn has inspired donors to support talented scholars and invest in its world-leading research.

The Development and Alumni Relations team manages the relationships with all the University's donors and actively seeks new pathways for continued support in aid of the institution's strategic objectives. As well as engaging with an active network of more than 100,000 alumni worldwide, the department is also responsible for organising Sussex's corporate events and graduation ceremonies, which are flagship milestones in the University's calendar.

### **3. Job Description**

Job Description for the post of: Alumni Relations Coordinator

**Department:** Development & Alumni Relations (DARO)

**Location:** Sussex House

**Grade:** 5

**Responsible to:** Sally Atkinson, Alumni Relations Manager

### **Key Responsibilities:**

- Identify new opportunities for engaging alumni enabling them to feel connected to the University and feeling proud to be Sussex alumni in order to drive greater commitment to the University, both through volunteering and financially.
- Develop and deliver creative communication campaigns to promote engagement initiatives, volunteer programmes to students and alumni, and boost alumni giving to Sussex
- With Alumni Relations colleagues, work to develop and manage our alumni volunteer programmes to increase the number of active volunteers and participants, in strategic priority areas.
- Work with Careers and Entrepreneurship colleagues to manage our annual mentoring programmes within Sussex Connect, our networking and mentoring platform
- Work with colleagues across the Communications Marketing & Advancement Division, the Careers and Entrepreneurship Centre, and within Schools to promote our volunteering programmes, campaigns and events in order to achieve good participation levels.
- Build and maintain the network of Sussex Connect affinity group contacts to enrich and increase the diversity of content within the platform.

### **Communications**

- Develop creative communications campaigns and engagement initiatives such as the launch of our latest magazine, welcoming new alumni at graduation, the rebranding of a new volunteering programme.
- Monitor and contribute to our social media channels, with colleagues in the team.
- Engage with alumni and students to write interesting alumni stories and mentoring case studies for distribution across our multiple channels.
- Contribute to our alumni webpages by helping to keep the information up to date, writing new content and looking out for opportunities to maximise cross-links and share new stories.
- Work with DARO colleagues to produce creative communications for our fundraising campaigns that will speak to our global alumni community.
- Develop strong working relationships with key internal clients and partners: academic and professional services stakeholders; communications and marketing colleagues in the wider division; and colleagues in departments across the University, such as Careers and International Recruitment, to ensure planned activities are joined-up and colleagues are kept updated on the latest alumni relations programme news.
- Work with the DARO team at key events throughout the year, both on campus and occasionally further afield, to connect with and actively engage members of our wider alumni and supporter community.

### **Volunteer programmes**

- Work closely with Alumni Relations, Data team colleagues, Careers, and our platform providers to develop the Sussex Connect mentoring programme and increase engagement with both existing and new participants.
- Build and maintain the network of Sussex Connect affinity group contacts to enrich and increase the volume and diversity of content within the platform.
- Contribute to the running of the Sussex Connect by posting content, replying to members, and keeping up to date with the latest developments.
- Identify inspirational alumni to invite to the notable alumni programme and / or contribute to student experience by speaking at events, giving masterclasses etc.
- Promote volunteering opportunities to alumni for all our programmes and process new volunteer applications.
- Support Alumni Relations colleagues in the development of the overseas Consuls programme and International Recruitment Office colleagues in their use of volunteer International Alumni Ambassadors, with the Consuls programme.
- Ensure alumni volunteers are appropriately thanked and stewarded, in recognition of their valuable contribution to the University.
- Provide support to alumni volunteers who want to hold their own alumni events, under the guidance of the Alumni Relations Manager

### Administration

- Respond to internal and external alumni enquiries.
- Ensure that full and timely records of alumni activity are noted on the database, in compliance with the Data Protection Act and our Privacy Policy.
- Help ensure that alumni data contained within the database is accurate and reliable.
- As required, import and export data, build and generate queries and produce lists from the database.
- Provide administrative assistance to the Alumni Relations Manager with alumni relations activities.

### General

- Promote best practice in alumni relations across the University of Sussex community.
- Attend staff meetings and complete training as required.
- As a member of the broader Development and Alumni Relations team, help as required with any projects that be may assigned from time to time.
- Represent the University of Sussex to a high professional standard.
- The position requires a flexible approach to work, which will entail occasional evening and/or weekend commitments, for which time in lieu will be given.

## 4. Person Specification

### SKILLS / ABILITIES

	Essential	Desirable
Excellent interpersonal, written and verbal communication skills	x	
Advanced proficiency with Microsoft Office computer software and social media	x	

Excellent organisational skills and the ability to manage and prioritise a diverse workload	x	
Strong attention to detail and ability to maintain accuracy whilst working under pressure	x	
Able to use own initiative and judgement, especially in relation to cross-team work	x	
Ability to create and implement a communications plan	x	

## KNOWLEDGE

	Essential	Desirable
An understanding of communications, marketing or PR	x	
An understanding of Higher Education in the UK and the need for universities to raise funds	x	
An understanding of the benefits of an alumni relations programme	x	
An understanding of evaluation tools and techniques	x	

## EXPERIENCE

	Essential	Desirable
Experience of working in alumni relations, marketing, or communications	x	
Experience of copy editing or copy writing for print and digital media	x	
Experience of working with a CRM database such as Raiser's Edge	x	
Experience of working with or managing volunteers	x	
Experience of devising and delivering multi-channel communications campaigns including email and social media	x	
Experience of being a mentor or mentee		x

## PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
An enthusiastic and positive approach, and committed team player	x	
A flexible approach to work, which will entail occasional evening and weekend commitments for which time off in lieu will be given	x	

## QUALIFICATIONS

	Essential	Desirable
Educated to degree level or equivalent	x	
Communications or marketing qualification		x