

Job Description

Alumni Engagement Officer

Directorate of Marketing and Communications

Office Grade: E

Full time, Permanent

Role profile: SME1

The Marketing and Communications Directorate delivers a comprehensive, full-service offer, supporting the University across all aspects of marketing, student recruitment, communications and engagement. This includes brand and creative development, student recruitment campaigns, faculty marketing, reputation and media relations, internal and external communications, events, admissions and widening participation, enquiry management, and web and digital development. Our communications services play a vital role in showcasing the University's achievements, strengthening its reputation, and supporting student recruitment through clear, compelling and audience-focused engagement.

	Duties of the role
Overall purpose of the role	Sitting within the University's Development & Alumni Engagement Office, the Alumni Engagement Officer will work alongside the Alumni Engagement Manager to establish and maintain programmes that meet the needs of over 200,000 DMU alumni who reside throughout the UK and across the world. The post holder will have a pivotal role in developing and enhancing the alumni engagement programme in line with our strategy. The position will focus on alumni engagement and lifelong connection with the University through communications, volunteering, events, networking and professional development opportunities. The role will support Graduate Outcomes and the implementation of the communication and engagement plan, strengthen relationships between alumni, students and the University, and contribute to the continuous improvement of engagement activity.
Main duties and responsibilities	Publications and Communications • Co-ordinate the production of communications and mailings with alumni and key stakeholders through Raiser's Edge NXT and DMU's Alumni Hub. • Maintain an effective alumni web presence, drawing on University and faculty stories and ensuring synergy with the University's overall alumni communications strategy. • Develop and maintain alumni social media channels, including Instagram and LinkedIn, and drive-up participation across these platforms. • Produce engaging digital content for alumni communications, including copywriting, case studies, newsletters and online content. • Support the delivery of targeted email marketing campaigns and communications plans.

Volunteer Management

- Cultivate and manage a worldwide network of alumni volunteers who can support in delivering the objectives of DMU for Life activities.
- Support and facilitate contact with alumni volunteers and encourage the growth of DMU's events programme, collaborating with colleagues across the University.
- Design and promote volunteer opportunities that enable alumni to contribute their expertise, experience and networks.
- Support volunteer recruitment initiatives and recognition activities to encourage participation and retention.
- Monitor and evaluate alumni volunteer engagement and impact.

Events and Activities

- Develop and deliver a programme of alumni events, including planning, execution and follow-up.
- Facilitate alumni career talks, networking opportunities and professional development activities.
- Support employability initiatives involving alumni to enhance Graduate Outcomes, connecting alumni expertise with current students and recent graduates.
- Provide advice and assistance to alumni groups and University stakeholders who are arranging alumni activities, maintaining regular and proactive communication and providing support for events and activities as required.
- Work with the Alumni Engagement Manager to develop and deliver a student engagement plan, identifying events and activities for students to meet and connect with alumni and the team.

Stakeholder Engagement and Partnerships

- Build and maintain effective relationships with academic schools, faculties and professional services to maximise alumni engagement opportunities.
- Work collaboratively with Careers, Marketing and Communications, Student Recruitment and International teams to support institutional objectives.
- Develop and maintain relationships with external organisations and partners that can support alumni, student and graduate engagement activities.

Data management

- Maintain and develop the alumni database, Raiser's Edge NXT. This includes recording alumni activity, volunteering and feedback, updating records in a timely manner and supporting annual data capture processes.
- Maintain regular contact with relevant internal teams and faculties to ensure alumni updates are being provided and input into Raiser's Edge NXT.
- Monitor and evaluate alumni engagement activity against agreed objectives and key performance indicators.
- Analyse and report on alumni engagement metrics, participation and programme outcomes to support future planning and continuous improvement.
- Ensure alumni data is used in line with strict standards of confidentiality and follows relevant data protection legislation and GDPR.

	Other Activities
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| | <ul style="list-style-type: none">• Support the collaborative relationship between the Development & Alumni Engagement Office, the Directorate and other colleagues throughout the University to raise awareness of the importance of alumni and their role in supporting DMU.• Support stewardship activities and assist in identifying highly engaged alumni who may have an interest in supporting the University through volunteering, advocacy or philanthropy.• Manage enquiries made by alumni ensuring a relevant and prompt response from the Alumni Engagement team or an appropriate colleague.• Treat all DMU staff, students, contractors and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation. |
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Additional information	
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	The post holder will be required to travel and attend alumni events in the UK and occasionally overseas, and to work outside of ordinary office hours when deemed necessary. This job description reflects the main duties and responsibilities of the post however, the post holder may be required to fulfil other ad hoc duties, commensurate with the level of the post from time to time.
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Person Specification

Alumni Engagement Officer

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Area of responsibility	Requirements	Essential or desirable		*Method of assessment			
				A	I	T	D
Qualifications and Training	5 GCSEs (or equivalent) at grade A-C, including English Language and Mathematics. 3 A-Levels at grade A-C or equivalent.	Essential		x			x
	Degree in relevant discipline or equivalent professional experience.	Essential		x			x
Previous Work Experience	Experience of working in alumni/volunteer engagement, marketing, communications, events or a similar relevant field.	Essential		x	x		
	Experience of working in the Higher Education (HE) sector.		Desirable	x	x		
	Experience of creating and maintaining effective relationships with alumni and stakeholders from diverse backgrounds, ages and nationalities to deliver collaborative projects or engagement initiatives.	Essential		x	x		
	Experience of planning and delivering events and/or supporter engagement programmes, including recruiting, supporting and engaging volunteers.	Essential		x	x		
	Experience of using online platforms and creating engaging content across digital and print channels for targeted audiences and campaigns.	Essential		x	x		
	Experience of working with Raiser's Edge, or other data management systems, to maintain and extract data.		Desirable	x	x		

Area of responsibility	Requirements	Essential or desirable	*Method of assessment			
			A	I	T	D
Knowledge / Skills / Abilities required	Strong interpersonal and stakeholder management skills, with the ability to build and maintain effective relationships with alumni, colleagues, students and external partners.	Essential	x	x		
	Proven excellent written and verbal communication skills, with the ability to create engaging written content for digital and print communications.	Essential	x	x	x	
	Excellent organisational skills, capable of effectively prioritising and executing tasks with consistency and accuracy in a high-pressure environment.	Essential	x	x		
	Experience of monitoring, evaluating and reporting on engagement activity, using data and insight to support future planning and continuous improvement.		x	x		
	Sound knowledge of IT including databases, MS Office (Word, Excel, PowerPoint, Outlook) and the internet.	Essential	x	x		
	Understanding of alumni engagement, volunteering, employability or supporter engagement, and their application in fostering lifelong relationships between alumni and the University.		x	x		
Motivation and Attitude	High degree of initiative, dependability and ability to work with little supervision.	Essential	x	x		
	An articulate, enthusiastic and confident manner with a proactive and positive approach.	Essential		x		
	Capable of remaining calm and effective under pressure.	Essential		x		
	Commitment to delivering excellent stakeholder and customer service.	Essential	x	x		
	Ability to think creatively to develop innovative engagement programmes and events.		x	x		
	Willingness to embrace new technologies and approaches to alumni engagement and communication.		x	x		
	Willingness to support and collaborate with colleagues.	Essential	x	x		

Additional Requirements	Knowledge of and experience working in accordance with GDPR and data protection legislation.		Desirable	x	x		
	Willingness to participate proactively in external networking and sector events.	Essential		x	x		
	Commitment to equality, diversity and inclusion.	Essential		x	x		
	Ability and willingness to undertake work-related travel and evening and weekend work when required.	Essential		x	x		

***A = Application Form; I = Interview; T = Test; D = Documentary Evidence**