

Alumni Engagement Executive - 12 month contract	
Role Description	

Grade & Salary:	Grade 4 - £26,715 - £31,865 + pension
Campus Location:	Sighthill Campus, Edinburgh
Line Manager:	Alumni Engagement & Relations Manager
Role Summary:	<p>To support the Alumni Engagement and Relations Manager to devise and implement a strategy to progress the growth of alumni engagement within the UK and internationally, providing a high quality experience for alumni, fostering life-long relationships between the university, its alumni, students, staff and key stakeholders.</p> <p>By taking an alumni-centric focus you work with colleagues across the University's schools and operational departments to deliver a programme of activities and events which create a value-add journey of engagement for alumni and key stakeholders. You will support alumni to stay connected so they continue to experience the benefit of the Napier network, identifying opportunities for people who want to help the next generation of students to become more engaged through mentoring, volunteering or as a donor.</p> <p>This post holder will be part of a small alumni team based within the University's Marketing and External Relations Department. Both this post and the Alumni Communications Executive are line managed by the Alumni Engagement and Relations Manager</p>

Main Duties and Responsibilities

<ul style="list-style-type: none"> Develop Strategy and implement your plan 	<p>Aligned to the University's strategic objectives, support the Alumni Engagement and Relations Manager with strategic planning and implementation of the alumni communications and engagement programme. Plan and implement your own annual work plan to sit within this, working to agreed budgets.</p>
<ul style="list-style-type: none"> Create an engaging value-add experience, working collaboratively with colleagues across the university and external partners 	<p>Work closely with colleagues in International, Student Futures, Fundraising, Marketing and across all six Academic Schools to devise and deliver an engaging programme of communications and events which capture and convey the spirit of Edinburgh Napier, showcasing teaching, research and the accomplishments of our alumni and their far reaching impact. Ensure alumni recognise the value-add of being part of a connected graduate network so that they actively seek to stay engaged.</p>
<ul style="list-style-type: none"> Development of Alumni Volunteering and Chapters 	<p>Grow our engaged network of alumni throughout the world who actively support through volunteering, assisting with the arrangement of work placements and/or donate; working to increase the number of individuals actively engaged; working with existing chapters and where viable supporting the inception and growth of new chapters, enabling them to be self-sustaining whilst having a strong sense of connection to Edinburgh Napier University.</p>
<ul style="list-style-type: none"> Alumni Communications 	<p>Work collaboratively with the Alumni Communications Officer to suggest, write and help edit content, make introductions and support the engagement of alumni who contribute content to our communications (printed magazine, online website content, social media, film and radio).</p>
<ul style="list-style-type: none"> Measure and track progress – understand who our alumni are and what they want 	<p>Set KPIs, record and report quarterly and annually to review performance against the alumni and events strategy and make further recommendations for honing the strategic engagement approach. Produce statistical information, such as current roles, location, last contact etc on alumni as required. Use insight and data analysis to inform strategic development. Measure overall satisfaction of alumni experience, developing process for feedback and evaluation.</p>
<ul style="list-style-type: none"> Record Management 	<p>Establish robust stewardship programme fully utilising the alumni database (Raisers Edge), capturing, recording and managing data in-line with the Data Protection Act and GDPR. Record details of key volunteers, run queries, process registrations, extract data and update records as appropriate.</p>
<ul style="list-style-type: none"> Start relationship early 	<p>Engage with the student body to secure interest and involvement with the alumni community from students first year so that they have a strong awareness of the value of the alumni network well before graduation</p>

<ul style="list-style-type: none"> Engage with Sports Clubs, Societies and identifiable groups 	<p>Recognising that for many students, they will have connection beyond their course and school, engage with student body to develop close links with relevant clubs and societies and ensure communications and interaction between these groups and alumni cohorts.</p>
<ul style="list-style-type: none"> General support 	<p>This role will involve travel to meet alumni and deliver events both within the UK and internationally. International travel is likely to be a week at a time up to four times a year. Attendance at events is often out with normal hours, including weekends. The university operates a time-off-in-lieu scheme for evening and weekend work.</p> <p>Maintaining a good knowledge of higher education sector and, in particular, Edinburgh Napier University. Stay up-to-date with the latest communications and marketing developments including the use of new technology.</p> <p>Attend relevant professional networking groups where appropriate</p> <p>Attendance at training and networking events out with Edinburgh and out with normal working hours may be required</p> <p>Any other duties as outlined by Line Manager</p>



Person Specification

Attributes	Essential Requirements	Desirable Requirements
<p>Education/Qualifications</p>	<p>A degree or equivalent professional experience demonstrating success in delivering a similar role to this post.</p>	
<p>Experience</p>	<p>Proven experience of having worked to engage and work with people to deliver objectives through written and spoken communications</p> <p>Event management</p> <p>Extensive experience using and developing relational databases</p> <p>Proficient in use of Microsoft Office products – specifically Word, Excel, Access and Outlook</p> <p>Experience of project management with ability to organise, consult with colleagues, meet deadlines and prioritise work, on time and on budget</p> <p>Experience of quality control to ensure integrity of database.</p> <p>Experience of, budgets and ability to write and implement work plans</p>	<p>Contribution to departmental strategy development and implementation, ideally for an alumni relations programme</p> <p>Experience of working within the Higher Education sector and/or a membership based organisation</p> <p>Knowledge of Raiser’s Edge CRM</p> <p>Establishing systems to track and measure progress</p>

<p>Skills/Personal Requirements</p>	<p>Confident, curious, able to think flexibly, innovatively and analytically whilst having end goal in sight at all times.</p> <p>Appreciation of different cultures and ability to adapt work practice accordingly.</p> <p>Able to implement and track a stewardship programme</p> <p>Excellent and persuasive oral, written and interpersonal skills, able to relate to and communicate with ease, to a wide range of audiences, able to interpret jargon into plain English when required.</p> <p>Able to present to groups and individuals.</p> <p>Good Data Management and IT skills</p> <p>Working knowledge of GDPR</p> <p>Ability to manage time and resources effectively</p> <p>Leadership skills – able to host a gathering of a small group and co-host a larger groups</p> <p>Ability to represent the University both internally and externally</p>	<p>Understanding of Higher education institutions, alumni engagement environment.</p> <p>Knowledge of fundraising process, donor stewardship and relationship building</p>
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