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**Professional Services**

**Marketing and Communications**

**Faculty Alumni Engagement Officer**

**ZZ006952**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**THE TERMS OF APPOINTMENT**

Full-time

Permanent

Salary is in the range £31,406 - £35,326 per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

The full-time standard University hours are 37 per week which are normally from 8.30 a.m. to 5.15 p.m. Monday to Thursday and 8.30 a.m. to 4.15 p.m. Friday with one hour and ten minutes for lunch. Specific times may vary according to the Department concerned. If the position is part-time, the hours and days worked will either be as stated in the advert or discussed at interview/appointment. Overtime is not normally payable but time off in lieu may be given.

Annual leave entitlement is 32 working days in a full leave year. If you work less than 37 hours per week, your leave will be calculated on a pro-rata basis. The leave year commences on 1 October and staff starting and leaving during that period accrue leave on a pro-rata basis. In addition, the University is normally closed from Christmas Eve until New Year’s Day inclusive and on bank holidays.

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

There is a probationary period of six months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Please note if you are the successful candidate once the verbal offer of employment has been made and accepted, references will be immediately requested. It is the University’s policy that all employment covering the past three years is referenced. A minimum of two references is required to cover this three-year period of employment or study (where there has been no employment). One of your referees must be your current or most recent employer.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

If the position has a requirement for Disclosure and Barring Service check (DBS) or Non-Police Personnel Vetting (NPPV), this will be stated in the advert. Further information will be provided once the selection process has been completed.

All applications must be submitted by 23:59 (UK time) on the closing date published.



**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Faculty Alumni Engagement Officer  |
| **Grade:** | 6 |
| **Faculty/Centre:** | Business and Law (BAL) |
| **Department/Service:****Location:** | Alumni and Advancement |
| **Position Reference No:** | ZZ006952 |
| **Cost Centre:** | 47468 |
| **Responsible to:** | Head of Alumni Relations  |
| **Responsible for:** | N/A |
| **Effective date of job description:** | May 2021 |

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| **Context of Job:** |
| The Department of Marketing and Communications provides a complete in-house service to promote the University to its various stakeholders. The Department’s activities cover a wide range of marketing and communications, including marketing strategy, internal communications, publications, recruitment and outreach, press and public relations, marketing campaigns, market research, digital marketing and web. The Faculty of Business and Law offers UG and PG degrees in law, business and management. Faculty research delivers positive impact to society and industry, finding solutions to pressing issues around the world such as illegal ivory trade, nuclear energy risk, and support for Indian women at risk from breast cancer. In the most recent Research Excellence Framework ([REF 2014](https://www.port.ac.uk/research/research-excellence-framework/ref-2014/business-and-management-studies)), the Faculty ranked as strongest performing in post-1992 UK universities for business and management studies research, with 87.5% of the research environment rated as 'internationally excellent'. The Faculty regularly collaborates with SMEs and public sector organisations. The Alumni and Advancement team facilitates meaningful engagement across the wider University community, including alumni and supporters, developing and enhancing valuable stakeholder connections whilst raising the profile and reputation of the University. Support pathways span both volunteer and donation, with fundraising efforts targeted toward learning enrichment for students facing hardship, as well as priority research and the fostering of research talent. Through integrated communications, events and initiatives, the alumni officer will develop and deliver an engagement programme that involves and expands the Faculty’s global network, deepening relationships with alumni leaders and prospective donors, whilst maximising opportunities for valuable, career-enhancing graduate connections. The officer will grow the numbers of alumni volunteers in support of student recruitment, enriched student experience and career development.  |

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| **Purpose of Job:**  |
| To develop and grow the alumni community through the management of meaningful and mutually beneficial engagement opportunities intended to support the Faculty, its students and its graduates To manage a robust and integrated alumni outreach and participation programme with demonstrable results and impact aligned with Faculty accreditation goals and standing Working with the Alumni & Advancement team, to coordinate engagement communications and outreach that encourage broad-based participation whilst raising the profile and celebrating the success and achievements of the Faculty, its students and its graduates To organise alumni events, reunions and other engagement initiatives, formal and informal, including digital and face-to-face volunteering, both in the UK and internationallyWorking with the Alumni and Advancement team, to establish and build strong relationships with alumni leaders and prospective donors, creating opportunities for them to engage more deeplyTo demonstrate the impact of alumni engagement efforts by ensuring the capture and reporting of reach and performance results, including for the purposes of accreditation. To assess the alumni engagement programme on an ongoing basis and offer solutions-driven suggestions for improvement |

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| **Key Responsibilities:** |
| Working with the Head of Alumni Relations, the Alumni Officer BAL (0.5 FTE) and with relevant Faculty leadership, including course leaders, develop and deliver an alumni programme that demonstrably contributes to the achievement of Faculty goals, particularly in relation to accreditation requirements. This will include: * Acting as a first point of contact for BAL alumni, including by phone, email, social media and/or face-to-face
* Working closely with the Alumni and Advancement team, developing and implementing a BAL alumni outreach/communications and events programme that maximises engagement and affinity
* Working with and across course teams, identifying and developing a range of opportunities for alumni to support the work of the Faculty, particularly through volunteering as mentors, speakers and ambassadors. Recruiting and stewarding alumni suitable for profiles as well as for student experience and employability programmes, such as Career Ready.
* Supporting the development and delivery of the global alumni programme in priority territories: managing alumni networking events, identifying and developing relationships with prospective alumni leaders and recruiting and managing BAL Global Alumni Ambassadors
* Ensuring that all initiatives comply with data regulations and that thorough and complete data on all alumni activity are recorded on the Alumni and Advancement CRM system (Salesforce)
* Liaising regularly with the Alumni and Advancement [Fundraising] team to identify and cultivate prospective donors and steward existing ones. Including prospective and current donors in key initiatives, following relationship management protocol
* Fully understanding the Faculty’s accreditation requirements, including updates and changes. Ensuring a direct line between the alumni programme and these requirements
* Recording, analysing and reporting results against agreed objectives
* Keeping abreast of trends and alumni engagement best practice at other leading Business Schools, benchmarking BAL offerings against competitor institutions and recommending and implementing changes in consultation with BAL leadership and the Alumni and Advancement team
* Promoting the value of the alumni programme internally and externally

**General:**Communicate with team members and liaise and network with relevant colleagues, to ensure effective working relationsParticipate in performance and development review (PDR), ensuring that work produced is in line with faculty/University aims. Comply with the University's Health and Safety Policy and pay due care to own safety and the safety of others. Report all accidents, near misses and unsafe circumstances to line management.Support the University's commitment to equality, diversity, respect and dignity, creating an environment in which individuals will be treated on the basis of their merits, abilities and potential, regardless of gender, racial or national origin, disability, religion or belief, sexual orientation, age or family circumstances. *These duties are a guide to the work that the post holder will be required to undertake. They may be changed from time to time to meet changing circumstances and do not form part of the contract of employment.***This post requires some evening and weekend work, as well as both domestic and international travel, for which prior notice will be given.** |

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| **Working relationships** |
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| * Head of Alumni Engagement
* BAL Alumni Engagement Officer 0.5 FTE
* Alumni and Advancement team
* Alumni - particularly graduates from BAL
* Faculty Dean, Executive and Manager
* Academic Staff
* Support Staff
* Students
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1. **PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |  |  |
|  | Work in a similar integrated marketing, communications and/or alumni engagement role, with demonstrable experience in developing and delivering successful outreach and engagement programmes | E | AF, S |
|  | Experience of building strong and positive relationships with wide range of people at different levels  | E | AF, S |
|  | Experience of events organisation  | E | AF, S |
|  | Experience with using a CRM [preferably Salesforce] or database and with Microsoft Office  | E | AF, S |
|  | Proven experience and understanding of digital and social media marketing | E | AF, S |
|  | Proven experience of writing copy for different media including social and web | D | AF, S |
|  | Work in a marketing or alumni engagement role in a Business School or University  | D | AF, S |
| **2.** | **Skills & Abilities** |  |  |
|  | Articulate, with excellent written and verbal communication skills | E | AF, S |
|  | Excellent organisational skills and the ability to work on a number of projects simultaneously | E | AF, S |
|  | Confident to interact with senior stakeholders and the public and answer enquiries, both at events and via telephone and email | E | AF, S |
|  | Proactive and self-motivated approach to working | E | AF, S |
|  | Creative thinking to develop new and engaging ways of building the alumni community, as well as internal and external audiences | D | AF, S |
| **3.**  | **Qualifications, Education & Training** |  |  |
|  | GCSE English & Maths or equivalent | E | AF, S |
|  | A Level education | E | AF, S |
|  | Degree level qualification or equivalent level professional qualification  | E | AF, S |
|  | Recognised marketing qualification, such as CIM | D | AF, S |
|  | Clean driving license | D | AF, S |
| **4.** | **Other Requirements** |  |  |
|  | Absolute commitment to excellent customer service and to successfully achieving goals | E | AF, S |
|  | Flexible approach to undertake some unsocial hours/weekend work as well as domestic and overseas travel for business | E | AF, S |
|  | Patient and tactful | E | AF, S |

**Legend**

Rating of attribute: E = essential; D = desirable

Source of evidence: AF = Application Form; S = Selection Programme (including Interview, Test, Presentation)

**JOB HAZARD IDENTIFICATION FORM**

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| **Please tick box(s) if any of the below are likely to be encountered in this role. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use the** [**Job Hazard Information**](http://www.port.ac.uk/departments/services/humanresources/occupationalhealthservice/jobhazardinformation/filetodownload%2C164407%2Cen.doc) **document in order to do this and give details in the free text space provided.**  |
| 1. International travel/Fieldwork
 |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants, welding fume)  |  |
| 1. Manual Handling (of loads/people)
 |  | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare settings, First Aiders, Nursery workers, Laboratory workers)
 |  | 15. Working with sewage, drains, river or canal water  |  |
| 1. Genetically Modified Organisms
 |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA
 |  | 17. Vibrating tools  |  |
| 1. Night Working

 (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment
 | X | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use etc)
 |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/ non-ionising radiation/lasers/UV radiation
 | 21. Soil/bio-aerosols |  |
| 10. Asbestos and or lead  | 22. Nanomaterials  |
| 11. Driving on University business: mini- bus (over 9 seats), van, bus, forklift truck, drones only)  | 23. Workplace stressors (e.g. workload, relationships, job role etc)  |
| 12. Food handling  | 24. Other (please specify)  |

**Completed by Line Manager/Supervisor:**

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| **Name**  | Trudy Monk  |
| **Date** | 19 May 2021 |
| **Extension number** | 07966 174491 |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284

3187) so that appropriate advice can be given.