



ALUMNI RELATIONS AND MARKETING OFFICER – UCD COLLEGE OF SOCIAL SCIENCES

UCD Foundation engages in engagement, marketing, events and fundraising activities with alumni to support UCD in its pursuit of world-class education, teaching, research and innovation. Six Colleges and their constituent Schools make up the academic structure of UCD.

An opportunity has arisen within UCD Foundation for an Alumni Relations and Marketing Officer for the period of one year minimum, which supports the UCD College of Social Sciences with a particular focus on engaging Social Sciences alumni globally.

The Organisation

UCD Alumni Relations activity is embedded in the knowledge that a UCD degree is a passport for life which creates a lifelong connection between our graduates and the University. As part of the team, your role will be to forge strong, mutually beneficial relationships with alumni and friends from Social Sciences, with your success being measured through KPI's based on the ongoing enhancement of relationships with alumni, the College and Schools.

The Role

Your primary objectives for the year will be to develop and coordinate the roll out of an Engagement Strategy across the ten Schools. In doing so, you will create an engaging calendar of events, activities and communications to drive and maintain contact with alumni.

As part of your role, you will work closely with the UCD Development team to identify a pipeline of supporters and donors, alumni who wish to support the University through financial gifts or their time and expertise.

In line with the above, you will work with the Data Team to build contactable information for the ten schools to encourage lifelong engagement with UCD.

Reporting directly into the Alumni Relations Coordinator (College of Social Sciences and Law), you will create and maintain close working relationships with colleagues in the College of Social Sciences and across the University, including the College Principal, Heads of School, the College Office Manager and Marketing Manager, support staff and other key internal UCD stakeholders, such as UCD Career Development Centre.

Specific Responsibilities will include:

Development of an Engagement Strategy

- Development and implementation of a multi-channel alumni relations engagement strategy including a comprehensive events calendar, activities and targeted emails and communications
- Participate and contribute to the Alumni Engagement Group, a cross University working group whose responsibility it is to drive global alumni engagement

Relationship Management

- To establish and build relationships with a wide range of alumni, locally, nationally and internationally
- To promote the alumni community to current students, staff and other key stakeholders
- Develop and manage a volunteer engagement programme for the College in key regions, to create volunteer opportunities for alumni offline and online, with the Alumni Relations Volunteer Coordinator

Events and Communications Management

- Development and roll out of specific alumni engagement events
- Supporting pan-University events with a focus on Social Sciences alumni including the UCD Graduate Open Day in February, International Women's Day in March, UCD Festival in June and



UCD Alumni Awards in November

- Coordination of all College of Social Sciences alumni communications

Data

- Work with the in-house Data team to ensure accurate and complete alumni database records

Fundraising support

- Work with the in-house Prospect Research Coordinator to create a pipeline of donors to support the future Campus Development Plans
- Develop, with the Regular Giving team, a warm-up strategy utilising engagement and event activity to develop and drive a fundraising campaign plan to create a pipeline of new donors for the College of Social Sciences

Experience

The suitable candidate will possess the following experience and professional characteristics:

- A minimum of two years' experience in events, direct marketing or mass communications, preferably in Alumni Relations/Fundraising
- A high degree of computer literacy and experience of using a CRM database
- Highly developed organisational and multi-tasking skills, paying great attention to detail
- Exceptional verbal and written communication skills
- A proven track record in cross department collaboration
- Demonstrable ability to work under pressure and to challenging deadlines and KPI's, feeding into monthly, quarterly and annual reports
- Motivated, flexible and ability to use own initiative and adapt to changing priorities in a dynamic environment
- Great interpersonal skills
- A Degree

What You can Expect from Us

You will be part of a dynamic, fast paced organisation with an entrepreneurial and inclusive culture where you will be working as part of a close knit and collaborative team environment.

UCD Foundation has a structured formal and informal training programme that all staff may avail of.

This is a new role within the team and offers an opportunity to make the role your own with great development potential.

Additional details/ Application process

This role is a 1-year contract, with the possibility of renewal. Salary scale €32,000-€40,000 – with potential future opportunities for growth as part of UCD Foundation's performance development programme.

Interested applicants should apply with CV and cover letter to kate.conroy@ucdfoundation.ie

Final closing date for receipt of applications is Friday 11 January 2019.

For further information on the work that we do, please visit:

<https://alumni.ucd.ie/>

<https://www.ucdfoundation.ie/>

<https://www.ucd.ie/socscilaw/>