



ALUMNI RELATIONS MANAGER

ROLE SPECIFICATION

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

To support the work of the UCD Development and Alumni Relations team and to contribute to its ongoing growth and development, UCD Foundation is seeking to recruit an Alumni Relations Manager with a focus on developing and delivering new alumni engagement opportunities that are in line with the overall strategy of the Development and Alumni Relations team. This position is an exciting opportunity for resourceful, motivated, creative, ambitious and diligent individual to join a highly successful team.

ROLE PURPOSE:

Reporting to the Associate Director, the Alumni Relations Manager will be responsible for devising and implementing core components of UCD's strategy for fostering excellent alumni relations engagement that will build and strengthen relationships between the University and its community of nearly 300,000 graduates in order to maximise and deepen alumni engagement with the University.

The Alumni Relations Manager will be responsible for managing a team looking after digital engagement and alumni engagement with key colleges within UCD, which will include, engagement events and related communications, involvement in volunteer engagement, and overseeing professional development for alumni. KPI's will include increasing engagement amongst key audiences; students, alumni from the School of Law, College of Social Sciences and the College of Science.

This will involve relationship management and engaging a variety of audiences through collaboration and development of mutually beneficial relationships within and beyond the University. In addition to managing a broad variety of projects and adapting plans to consider the needs and concerns of different audiences.

Main Duties and Responsibilities:

- Deliver an increase in alumni engagement through a programme of events, communications and volunteering.
- Develop relevant and tailored marketing and communications strategies to increase alumni engagement.
- Manage a pre-existing programme of mass engagement alumni events.
- Manage a team of direct reports.
- Contribute to and proactively deliver the alumni engagement strategy and planning.
- Supervisory problem solving. Co-ordinate, analyse and critically assess and evaluate information to reach a decision.
- Manage change, people, budgets, project management and building relationships.

Relationship Management

- To liaise with Alumni Relations team members and senior colleagues within the University to ensure that there is effective communication on matters relating to University events, communications and activities.
- To work closely, and help to develop strategies, with colleagues in academic departments, University Relations, Careers Advisory Service and UCD Global to develop and implement alumni engagement.

- To work closely with the Volunteer coordinator to, develop strong student, alumni, staff and volunteer networks to support and develop strategies for alumni relations activity and to identify individuals (particularly alumni and others) who may be engaged for volunteer work and/or donations.
- Second in command to the Alumni Relations Associate Director and general right-hand person.

Team Management and Reporting

- Manage a team of direct reports, (including but not limited to Alumni Relations Officer – College of Social Sciences, Digital Engagement Officer, Alumni Relations Officer – College of Science) by allocating tasks and monitoring progress; supervising, motivating, and professional development; and taking full line management responsibility.
- Work closely across the team on various projects, to deliver the programme outlined above.
- Contribute significantly to the strategic direction and growth of the Alumni Relations team.

Strategy Development

- To play a significant role, in consultation with the Associate Director, for developing and implementing the University's Alumni Relations strategy.
- To help determine the Alumni Relations team's overall strategic direction and to provide leadership, motivation and support in order to maintain the quality of the team's output so that the University's and UCD Foundation's objectives are achieved.

College Engagement Activity

- Manage and deliver alumni engagement programme of activity across College of Science, Social Sciences and the Sutherland School of Law and possibly others.
- Build and develop strong relationships with key internal stakeholders across the schools, colleges and units that you will work with to deliver effective engagement strategies.
- Build on the success of the existing alumni and corporate events held at UCD. Collaborate with relevant key stakeholders on delivering exceptional events with a high caliber attendee profile.
- Work with the Alumni Engagement working group to build on progress achieved to date. Grow milestone reunions across the colleges and schools and support the team on Golden and Diamond celebrations.
- Conduct yearly surveys with alumni to increase alumni engagement and use these findings to develop relevant alumni engagement strategies.
- Collaborate with colleagues within the team and from UCD Careers on Career Development and Career Mentoring programmes, supporting the colleges in the delivery, logistics and communications.

Event Management

- Oversee extensive event management plans for the Schools and Colleges under your remit.
- Work with the Associate Director and other colleagues on identifying key alumni the UCD Alumni Awards Nominations Process, preparing reports and documentation.

Marketing and Communications (online and offline)

- Responsible for the development of Alumni Relations marketing and communications including branding, tone of voice, brand guidelines etc.
- Oversee the digital engagement of all alumni relations - online engagement to be implemented by the Digital Engagement officer, including for the, UCD Festival, UCD alumni awards, other events and the UCD Highlights video.
- Empower the Digital Officer to implement new ideas and to educate the Alumni Relations and Regular Giving Teams on social media.

Fundraising support

- Collaborate closely with the Regular Giving team and development colleagues to ensure fundraising is always considered and that we are driving support from alumni, most especially in the area of class gifts at College of Science, College of Social Science and School of Law reunions.

Finance & Suppliers

- Responsible for all relevant budgets and reporting including cost management and monitoring return on investment targets, planning and management of design agencies and event budgets.
- Manage service providers including design agencies, research agencies, PR agencies and printing houses.
- Ensure that third parties are cost-effective, and budget is always used effectively, with maximum impact.
- Should be familiar with and understand risks of contracts and SLA agreements.

Data & GDPR

- Work closely with the Information Services team to develop plans to ensure the team gathers accurate and complete alumni details; including biographical and career information of alumni etc.
- Oversee the data protection within the Development and Alumni Relations office, ensuring our GDPR approach, strategy, and implementation is fully compliant.

External

- Proactively monitor the external alumni relations environment to seek out, develop and successfully implement innovative ideas that contribute to the achievement of the Development and Alumni Relations strategy.

Suitable candidates will possess the following experience and professional characteristics:

- 5 years relevant experience of working as a manager in marketing and communications, alumni relations, event management, stakeholder engagement or fundraising with a track record of achieving results.
- Co-ordinate, analyses and critically evaluates information to reach a decision.
- Proven track record of managing a team to deliver key performance targets on time within budget.
- Experience and understanding of Alumni Relations.
- Motivated, flexible and ability to use own initiative in a busy working environment.
- Ability to work with others and creatively engage with colleagues and volunteers.
- Exceptional verbal and written communication skills, paying great attention to detail.
- Extensive experience with Raiser's Edge or a similar database.
- Highly developed organisational, planning and multi-tasking skills and prioritisation to meet deadlines.
- A degree in a relevant discipline.

An attractive remuneration and benefits package are available for this post. Interested applicants should send a CV and cover letter to Lorraine.otoole@ucdfoundation.ie by Wednesday 25 September 2019.