



UCD SUTHERLAND SCHOOL OF LAW
ALUMNI RELATIONS AND ENGAGEMENT OFFICER

UCD Foundation engages in communications, events, volunteering 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.

UCD Sutherland School of Law is the leading centre for legal education and research in Ireland, combining engaging undergraduate and graduate level courses, internationally-recognised research, and world-class educational facilities.

An opportunity has arisen within UCD Foundation for an Alumni Relations and Engagement Officer for the period of **one year** to work with the UCD Sutherland School of Law with a particular focus on engaging UCD BCL, BBL and Graduate Taught and Research Law alumni locally and 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 of the UCD Sutherland School of Law, with your success being measured through KPIs based on the ongoing enhancement of relationships with alumni, the School and the wider UCD community.

The Role

Your primary objectives will be to develop and coordinate the roll out of an Alumni Engagement Strategy across the School. In doing so, you will create an engaging calendar of events, activities and communications to drive and maintain contact with alumni in consultation with the Marketing and Events Manager within the School and the Alumni Relations Manager within the UCD Foundation.

As part of your role, you will work closely with the UCD Development and Annual Giving teams to identify a pipeline of supporters and donors, alumni who wish to support the University and the School 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 Sutherland School of Law to encourage lifelong engagement with UCD.

Reporting directly into the Alumni Relations Manager, with a dotted line to the Marketing and Events Manager in the School, you will create and maintain close working relationships with colleagues in the UCD Sutherland School of Law, the College of Social Sciences and Law and across the University, including the Dean and Head of School, Director and relevant School of Law Officers as well as other key internal and external stakeholders, such as UCD Career Development Centre. Normally, you will be based primarily in the Alumni Office, working two days a week within the School. Hybrid options between campus and home are currently in place.

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, volunteering activities, targeted communications and other marketing activities

Alumni Engagement, Development and Fundraising support

- Support the promotion of the alumni community and its benefits to current students, staff, academics and other key stakeholders by embedding alumni engagement into School activities
- Work with the Development and Annual Giving teams to create a pipeline of donors to support



the School's fundraising campaigns

- Support strategic development initiatives in the School, in liaison with the Marketing and Events Manager and School Director, contributing to the relevant support team including:
 - Coordinate and be the key contact in the development of the UCD and Matheson Leadership Seminar
 - Coordinate and lead a working group to support initiatives in driving awareness and engagement around a key alumni appointed to a prestigious, high profile global position in 2021/2022
 - Contribute to supporting development of the profile of Law alumni, employability of graduates and widening participation in the legal professions, e.g. the School's internship, mentoring and P2P initiatives
- 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 School

Relationship Management

- Support the Alumni Relations Manager, UCD Foundation and the Marketing and Events Manager, UCD Sutherland School of Law as required
- Support the Marketing and Events Manager progression of key strategic priorities of the School and reporting of same to the Dean and School Director
- Participate and contribute to the Alumni Engagement Group, a cross University working group whose responsibility it is to drive global alumni engagement
- Participate and contribute to the wider UCD Foundation team and relevant School and College support teams including programming, internships, career development etc.
- To establish and build relationships with a wide range of alumni, locally, nationally and internationally.

Marketing, Events and Communications Support

- Build a strong alumni communications programme to support the activities of the School, positioning its world class academics, facilities and programmes through targeted communications and marketing campaigns
- Support the Marketing and Events Manager with the development of the School's digital presence across social media, websites and other platforms as well as leading on content creation on social media
- Build on the current calendar of the School's events, alumni events and reunions in the Sutherland School of Law, including:
 - Support the Marketing and Events Manager and/or lead in the delivery of School led events which engage alumni such as the John M Kelly Memorial Lecture, book launches and industry conferences such as the '2022 Public Law Conference'
 - Support and/or lead in the delivery of pan-university mass engagement alumni events such as the UCD Festival, Golden and Diamond Jubilee Reunion, UCD Alumni Awards, Women in Leadership and our virtual event series to ensure the School is showcased and alumni engagement is maximized
 - Build on the success achieved to date with the Law milestone reunion events and reinstate reunions as part of engagement strategy including a strategy specifically for recent graduates

Alumni Volunteering/Student Recruitment and Employability/Careers

- Develop and manage a volunteer engagement programme for the School, to create volunteer opportunities for alumni both offline and online working with the Alumni Relations Volunteer



Manager

- Support the employability of students and alumni from the School by:
 - Contributing to the development of the School's internship programme, in liaison with the School's Internship Officer, by sourcing internship opportunities for students via alumni
 - Showcasing alumni as part of student recruitment nationally and internationally via testimonials and career profiles on the School's website, prospectii and publications
 - Organising career panels for students in conjunction with the Careers team to showcase alumni career pathways, providing motivation and direction for current students
 - Supporting the School's career mentoring programme(s)
 - Supporting the Marketing and Events Manager with student recruitment initiatives and positioning of alumni within these campaigns including an alumni presence at UCD Open Day, Postgraduate Open Day, School and College Open Evenings, Graduate Taught Programme events etc.

Data

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

Experience

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

- A minimum of 2 years' experience in events/marketing/PR preferably in Alumni Relations/Fundraising with experience leading on mass communications, social media, content creation
- Significant relationship management experience with stakeholders at various levels
- A high degree of computer literacy and experience of using a CRM database
- Highly developed organisational and multitasking 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 keen interest in the value of education, alumni engagement and students
- A third level qualification in a related area
- A knowledge and interest in the Irish legal system is desirable

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 in a close-knit and collaborative team environment.

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 one year contract subject to a six month probationary period and possibility of extension however this is not guaranteed.

Salary scale €36,000 - €45,000 – with potential future opportunities for growth as part of UCD Foundation's performance development programme.



Interested applicants should apply with CV and cover letter by emailing melissa.byrne@ucd.ie before 5pm on Friday 13 August 2021.

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

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

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

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