



**UCD COLLEGE OF HEALTH & AGRICULTURE
ALUMNI RELATIONS AND MARKETING 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.

The UCD College of Health and Agricultural Sciences was established in 2015 and brings all of UCD's health professionals under one banner providing an exciting opportunity to exploit synergies which exist across the One Health spectrum.

The College comprises five schools, the School of Agriculture and Food Science; the School of Nursing, Midwifery and Health Systems; the School of Medicine; the School of Public Health, Physiotherapy and Sport Science; and the School of Veterinary Medicine.

An opportunity has arisen within UCD Foundation for an Alumni Relations and Marketing Officer to work with the UCD College of Health and Agricultural Sciences with a particular focus on engaging 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 College of Health and Agricultural Sciences, with your success being measured through KPIs based on the ongoing enhancement of relationships with alumni, the College and Schools, and the wider UCD community.

The Role

Your primary objectives will be to embed Alumni engagement across College activity by developing and coordinating the roll out of an Alumni Engagement Strategy that will increase engagement numbers with alumni, alumni volunteers, supporters and donors across all five schools. 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 five Schools within the College of Health and Agricultural Sciences as well as 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 College 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 College of Health & Agricultural Sciences to encourage lifelong engagement with UCD.

Reporting directly into the Alumni Relations Manager and working closely with contacts within the five Schools, you will create and maintain close working relationships with colleagues in the College of Health and Agricultural Sciences and across the University, including the Dean, Heads of Schools, School and College Directors and relevant Officers as well as other key internal and external stakeholders, such as UCD Career Development Centre. You will also build close working relationships with the relevant research arms, centres and institutes connected with the College.

Specific Responsibilities will include:

Development of an Alumni Engagement Strategy

- The development and implementation of a multi-channel alumni relations engagement strategy including social media strategy, regular publications, targeted emails, audience segmentation, events as well as website content designed to engage alumni across the Schools



FOUNDATION

- This strategy must consider the customer supporter journey from recruitment to student engagement and experience to alumni and volunteer engagement while supporting the goals and objectives of the [College Strategy](#), the UCD Foundation's Alumni Relations Strategy as well as [UCD's Rising to the Future Strategy](#), and taking direction from current leadership in the College such as Dean and Heads of Schools
- Responsible for reporting on the effectiveness of the alumni engagement strategy to the College of Health and Agricultural Sciences and the UCD Foundation ensuring data is correctly inputted into the database to serve reporting purposes

Marketing, Events and Communications Management

- In collaboration with Marketing staff within the five Schools - build a strong alumni communications programme to support the activities of the Schools and to support relevant pan-university alumni activities through targeted communications and marketing campaigns
- Support Schools, College and pan-university social media channels by providing relevant content to position Health & Agricultural Sciences alumni, academics, research and facilities to the broader community
- Drive alumni engagement events with a focus on Health & Agricultural Sciences alumni as volunteer participants or as audience members to increase engagement levels in line with targeted KPIs
- Build on the current calendar of School events including reunions and work closely with the College staff to reinstate reunions as part of the engagement strategy including a specific strategy for those recently graduated
- Support pan-university campaigns by showcasing Health & Agricultural Sciences alumni as part of Golden & Diamond Jubilee Reunions, UCD Festival, UCD Alumni Awards, UCD in Conversation, UCDHelloGrad, UCD Connections Magazine etc.
- The development and support of School specific events that appeal to alumni or include alumni as volunteers providing advice on best practices in terms of alumni engagement, volunteer engagement, GDPR practices, logging of information on the alumni database
- Support the College and School's development of their digital presence across social media, websites and other platforms, leading on content creation and suggestions for improvement
- Collaborate on the delivery of a major increase in global alumni engagement through a variety of engagement tools with support from the Global Alumni Relations Officer and the Alumni Network online platform. This will include administrative support of the online mentoring tool

Development and Fundraising Support

- Work with the Development and Annual Giving teams to create a pipeline of donors to support the UCD, College and School fundraising campaigns including but not limited to UCD College Support Fund, COVID-19 Emergency Fund, Future Campus and UCD Breakthrough Research Fund
- Support strategic initiatives led by the Schools such as Advisory Groups and Committees
- Leverage the increased alumni engagement from your activity in order to devise, implement and drive fundraising at a Annual Giving level to create a pipeline of new donors for the College

Relationship Management

- Establish and build relationships with a wide range of alumni, locally, nationally and internationally
- Build relationships across the College of Health & Agricultural Sciences and wider UCD to enable the inclusion of Alumni Engagement across student recruitment, student experience, research, internships and mentoring, curriculum development and more.
- Contribute to the wider Alumni Relations Engagement Strategy by building and growing



relationships with the College Engagement team, the Information Services team, Senior Management and others to advise and share ideas based on your College engagement experience

- Support the Alumni Relations Manager, UCD Foundation and the College Engagement Team (CET) as required
- Support the Deans and Heads of School in the progression of key strategic priorities of the College and Schools and reporting of same in areas such as;
 - ❖ Global alumni engagement in strategic locations (School of Medicine and School of Veterinary Medicine)
 - ❖ Support in Student recruitment and showcasing of excellence in teaching (School of Public Health, Physiotherapy and Sports Science)
 - ❖ Driving partnerships for fundraising and collaborations (School of Agriculture and Food Science)
 - ❖ Supporting development of the profile of all alumni across the five Schools
 - ❖ Building community
- Represent College of Health & Agricultural Sciences within the Alumni Engagement Group along with relevant School leads. The group is a cross University working group established in 2017 to maximise impact and streamline efficiencies and work together to support the development of engagement with the UCD alumni community in line with the University's priorities

Alumni Volunteering/Student Recruitment and Employability/Careers

- Develop and manage a volunteer engagement programme for the College, to create volunteer opportunities for alumni both offline and online working with the Alumni Relations Volunteer Manager
- Support the employability of students (where applicable) and alumni from the College by:
 - Contributing to the development of the School's internship programme (where applicable), in liaison with the School/College 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 College and Schools' website, prospectii and publications
 - Organising career panels for students in conjunction with the Careers team to showcase alumni career pathways (where applicable), providing motivation and direction for current students
 - Supporting the School's career mentoring programme(s) and driving new programmes where opportunities arise
- Supporting student recruitment initiatives (where applicable) by:
 - Positioning of alumni within student recruitment campaigns including an alumni presence at UCD Open Day, Postgraduate Open Day, College Open Evenings, Graduate Taught Programme events etc.
 - Seeking out alumni to participate as ambassadors in the Global Alumni Ambassador Programme (GAAP) which provides support to international offer holders (where applicable)
 - Offering suggestions and driving initiatives that will assist the student recruitment teams drive recruitment while profiling alumni (where applicable)

Data

- Work with the in-house Data team to ensure accurate and complete alumni database records
- Develop plans to gather accurate and complete alumni details; capture quality contact data, biographical and career information of alumni via surveys, correspondence, website, postal returns, registrations to events etc.
- Work with the Prospect Research Coordinator within UCD Foundation to support profiling of key alumni in support of the campus development plans

Experience



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

- A minimum of 2 years' experience in events/marketing/PR 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
- An interest in the Health and Agricultural Sciences is desirable
- Previous experience in Alumni Relations and/or Fundraising 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 Monday 4 October 2021.

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

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

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

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