



**UCD COLLEGE OF ENGINEERING & ARCHITECTURE
ALUMNI RELATIONS AND MARKETING OFFICER**

The Organisation

UCD Foundation engages in fundraising and alumni engagement activities to support University College Dublin in its pursuit of world-class education, teaching, research and innovation.

The Role

An opportunity has arisen within UCD Foundation for an Alumni Relations and Marketing Officer to work with the UCD College of Engineering & Architecture in an established role. As part of a high performing and collaborative team, the role is centred on building mutually beneficial relationships with alumni and friends of the College of Engineering and Architecture

The UCD College of Engineering & Architecture comprises six schools. The five Schools of Engineering and the School of Architecture, Planning and Environmental Policy.

Specific Responsibilities will include:

- The development and implementation of a multi-channel alumni relations engagement strategy including targeted emails, events, social media, publications and website content with consideration to audience segmentation
- Utilise communications channels to position Engineering and Architecture alumni, academics, research and facilities to the broader community
- Increase engagement levels in line with targeted KPIs and establish and build relationships with a wide range of alumni locally, nationally and internationally
- Build on the current calendar of College and School events including reunions
- Support pan-university campaigns by showcasing Engineering and Architecture alumni as part of Golden & Diamond Jubilee Reunions, UCD Festival, UCD Alumni Awards, UCD Women In Leadership, UCD in Conversation, UCDHelloGrad, UCD Connections Magazine etc.
- Work with colleagues in the UCD Foundation to create a pipeline of donors to support and promote priority fundraising campaigns including but not limited to UCD College Support Funds, UCD Champions Alumni Fund, Breakthrough Research Fund and Future Campus.
- Reporting directly into the Alumni Relations Manager, create and maintain close working relationships with colleagues in the College of Engineering and Architecture and across the University, including the College Principal, Deans, Heads of Schools, College Office Director as well as other key internal and external stakeholders, such as UCD Careers Network and the College's Marketing and Internships Teams. The post holder will also build close working relationships with relevant research arms, centres and institutes connected with the College
- Support the College Principal, Deans and Heads of School in the progression of their key strategic priorities and reporting of same
- 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 and alumni by contributing to internship programmes, UCD Careers projects and the UCD mentoring programme
- Support student recruitment showcasing alumni as part of student recruitment campaigns
- Sit as part of the UCD Engineering Graduates Association (EGA) board which provides a networking forum for graduates, to promote their interest & foster links with industry through placements and research
- 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:

Must have:

- A third level qualification in a related area
- A minimum of 2 years' full time experience in events/marketing/PR leading on communications, social media, content creation
- Significant relationship management experience with stakeholders at various levels
- A high degree of computer literacy including use of relevant software (e.g. email marketing software, online event platforms, content management systems etc.)
- 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
- Strong interpersonal skills

Desirable:

- Previous experience in alumni relations and/or fundraising
- Experience using a CRM database (Raisers Edge)
- A keen interest in the value of education and/or in Engineering and Architecture

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 an established role within the team with opportunity for you to make it your own with development potential.

Additional details/ Application process

This role is for a period of three years, subject to a six month probationary period and possibility of extension however this is not guaranteed.

Salary scale €36,000 - €45,000 commensurate with experience –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 10 December 2021.

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

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

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

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