



**UCD COLLEGE OF HEALTH & AGRICULTURE
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

A new and exciting opportunity has arisen within UCD Foundation for an Alumni Relations and Marketing Officer to work with the UCD College of Health and Agricultural Sciences.

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.

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 Health & Agricultural Sciences 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 Health & Agricultural Sciences alumni as part of Golden & Diamond Jubilee Reunions, UCD Festival, UCD Alumni Awards, UCD in Conversation, UCD Women in Leadership, 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 capital development at our Belfield campus and at UCD Lyons Farm
- Reporting directly into the Alumni Relations Manager and working closely with contacts within the five Schools, 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 Network and the College's Marketing and Internships teams. You will also build close working relationships with relevant research arms, centres and institutes connected with the College
- Support the Deans and Heads of School in the progression of their key strategic priorities 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 the development of the profile of all alumni across the five Schools and building community



- 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, showcasing alumni as part of student recruitment campaigns, supporting UCD Careers and mentoring programmes.
- 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 professional 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 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, producing and contributing 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
- A keen interest in the value of education and/or in Health and Agricultural Sciences

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

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 21 January 2022.

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

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

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

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