



**UNIVERSITY OF LEEDS**

## **CANDIDATE BRIEF**

**Senior Communications Manager, Alumni and Development Team**



**Salary: Grade 8 (£40,792– £48,677 p.a.)**

**Reference: CSADT1052**

**We will consider job share and flexible working arrangements**

## **Senior Communications Manager Alumni and Development Team**

**Do you want to play a leading role in developing and delivering alumni and supporter communications strategies to build relationships and achieve University strategic objectives? Are you able to lead and build collaborative relationships with multiple stakeholders? Can you lead, coach and manage a team of communications professionals?**

The University of Leeds has one of the largest alumni communities in the Russell Group, and benefits from the interest, involvement and support of an engaged alumni and donor community. Alumni and supporters make a significant contribution to the University's strategic priorities in student education, research and innovation, and internationalisation through their advocacy and generous gifts of time and money. Many more are not current supporters but are still important members of the community. Leeds alumni are a diverse group of people of different backgrounds, ages, careers and motivations, all of whom have a connection to Leeds.

To organise ourselves for future success the Alumni and Development team has recently been reconfigured to bring all those with core communications responsibility into one team. We have redefined our approach to communications, focusing on the need to prioritise some audiences (volunteers, donors, recent graduates and influencers), monitor success, share messages across channels and across the University and work together as an integrated, focused, flexible and committed team.

Leading a team of 4 you will have strategic responsibility for alumni and development communications. You will be an experienced communications professional, with a proven ability to work collaboratively and build relationships and networks to achieve your objectives and an experienced leader, able to build a motivated, high performing, purpose-driven team.

### **What does the role entail?**

As Senior Communications Manager in the Alumni and Development team your main duties will include:

- Creating the strategy, plan and leading alumni and development communications activity across all channels including print, digital and social;



- Building strong and productive relationships with colleagues with communications responsibilities in the Alumni and Development team, across the University and beyond;
- Keeping abreast of new communications trends and technologies and share with the team as appropriate;
- Setting, allocating and managing the communications expenditure budget, and providing reports and projections on a monthly basis;
- Leading, coaching and managing a team of communications professionals and creating an open, collaborative and consultative team culture;
- Representing the alumni and development team and the University with enthusiasm and credibility;
- Developing and leading the delivery of monitoring and evaluation processes for all communications, providing regular reports to the Leadership and Communications teams and use this data to inform future activity;
- Understanding and adhering to data protection processes and regulations as well as the University's Information Security Guidelines for all communications.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

## What will you bring to the role?

As Senior Communications Manager, Alumni and Development you will have:

- Experience of successfully planning, delivering and monitoring communications activity for target audiences at a managerial and strategic level, including experience using data analysis to monitor performance and drive future plans and activity;
- Experience writing producing and editing audience-relevant content for print, digital and social media channels and to reach a range of audiences;
- Demonstrable experience successfully managing and coaching teams to deliver multiple objectives;
- Strong project management experience and the ability to identify problems and recommend solutions and new procedures where necessary;
- Outstanding communications skills and the ability to build effective working relationships and collaborations with a range of stakeholders;



- Self-motivation and a results-focused and pro-active positive approach, be open to new ideas and creative problem solving;
- Able to work well under pressure, to tight timescales and adapt to changing priorities;
- A thorough understanding of and practical experience in applying data protection legislation;
- Strong IT skills including data analysis using Excel, Access or similar.

You may also have:

- Experience in not for profit or HE sector;
- Relationship marketing experience;
- Experience using Raiser's Edge or similar fundraising or CRM database.

## How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

## Contact information

To explore the post further or for any queries you may have, please contact:

**Friday Cordingley, Deputy Director: Alumni and Supporter Communications**

Tel: +44 (0)113 343 4258

Email: [f.cordingley@leeds.ac.uk](mailto:f.cordingley@leeds.ac.uk)

## Additional information

Find out more about the work of the Alumni and Development team [Home - Leeds Alumni Online - University of Leeds](#) and the [University's fundraising campaign](#).

## Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.



### **Candidates with disabilities**

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at [disclosure@leeds.ac.uk](mailto:disclosure@leeds.ac.uk).

### **Criminal record information**

#### **Rehabilitation of Offenders Act 1974**

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

