



UNIVERSITY OF LEEDS

## CANDIDATE BRIEF

Alumni Relations Executive, Marketing



**Salary: Grade 5 (£23,067 - £26,715 p.a.)**

**Reference: CSMAR1040**

**We have 2 roles available in the Marketing Team. One permanent and one fixed term (secondment cover). Your application will be considered for both.**

**We will consider flexible working arrangements**

## **Alumni Relations Executive Marketing**

**Are you an enthusiastic and motivated events or communications professional? Do you want to use your knowledge and experience to successfully plan and deliver events, communications and opportunities to graduates of Leeds University Business School?**

Alumni relations are critical for a world class Business School in developing lifelong, mutually beneficial relationships with its graduates. We strive to deliver activity for our alumni to enhance their knowledge, provide networking and professional development opportunities, and keep them updated with news of their fellow alumni and developments within the Business School.

You will have experience of planning, promoting and delivering events. You will have excellent planning skills, be self-directing, with excellent organisational and administrative skills, with experience of manipulating and maintaining databases.

You will have some communications experience, with excellent written and verbal communications skills, a keen eye for detail, creative flair and the confidence to help develop relationships and networks with alumni, colleagues and a wide range of stakeholders. You will act as the first point of contact with Business School alumni, so will be a confident and professional communicator.

You will also be digitally savvy, playing a key role in delivering communications to our alumni via our website, social media and digital channels. You will be involved in writing copy, commissioning design, photography and marketing communications duties.

The nature of the role means that there will be a requirement for occasional weekend and evening working in the UK.

The role is part of the University Marketing Team. The primary focus will be on marketing for the Faculty of Business, working as part of the marketing team that supports business, law, social sciences and education portfolios, but this may change over time.



## What does the role entail?

As Alumni Relations Executive, your main duties will include:

- Working closely with the Alumni Relations Manager to plan, design, administer and deliver a busy calendar of UK and overseas alumni events. This includes managing correspondence with events professionals in venues across the globe in a variety of time zones and cultures;
- Delivering integrated alumni communications plans via web, e-marketing, social media and printed communications;
- Responsibility for managing travel arrangements for University staff who are delivering events for the team;
- Responsibility for coordinating catering, event photography and other event suppliers;
- Coordinating the delivery of a series of professional development webinars;
- Database management – using 'Raiser's Edge' you will be the Faculty Super user of the alumni database;
- Writing, maintaining and developing a bank of alumni profiles to support student recruitment strategy;
- Supporting our international network of alumni groups;
- Supporting research activity and competitor research to feed into alumni strategy development;
- Acting as a first point of contact for business alumni via email, phone and in person;
- Analysing the effectiveness of events, providing regular updates on registrations, attendance and feedback;
- Budget responsibility including expenditure planning and monthly reconciliation;
- Developing networks with key internal stakeholders and the University's international offices to share best practice;
- Continually reviewing and prioritising competing demands to ensure a high level of service is provided at all times.

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 an Alumni Relations Executive you will have:

- Experience of planning and delivering events;
- Experience of working in a busy marketing or relevant marketing-related role; that involves marketing communications, including experience of delivering marketing campaigns;
- Excellent written communication skills (copy writing, editorial and proof reading skills) with a high level of accuracy and close attention to detail;
- The ability to organise, prioritise and plan work independently and effectively to meet strict deadlines, with attention to detail;
- Excellent IT skills with experience of web editing and working with digital content;
- Experience of working with databases including updating information and running queries or searches to generate targeted lists to be used for communications;
- Effective interpersonal, negotiation and team-working skills;
- Excellent communication skills and the ability to convey complex concepts clearly and effectively to a range of audiences;
- A proactive problem solving approach;
- The ability to work flexibly, as you will be required to support occasional weekend and evening working in the UK.

You may also have:

- A relevant Marketing qualification, or be studying towards qualification;
- Knowledge or experience of working in higher education.

## 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:



**Olivia Blythman**

**Alumni Relations Manager**

Tel: +44 (0)113 343 2640

Email: [o.blythman@leeds.ac.uk](mailto:o.blythman@leeds.ac.uk)

## **Additional information**

### **A diverse workforce**

The University of Leeds is proud to have been awarded the Athena Swan Bronze Award from the Equality Challenge Unit, the national body that promotes equality in the higher education sector.

### **Working at Leeds**

Find out more about the benefits of working at the University and what it's 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

