



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Communications Assistant, Alumni and Development



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

Reference: CSADT1057

We will consider flexible working arrangements

Communications Assistant Alumni and Development

Are you a confident communicator who is able to write content for print, digital and social? Can you support communications campaigns to engage a range of audiences and build a community? Do you have exceptional organisational skills?

The University of Leeds has one of the largest alumni communities in the Russell Group. Through our communications, the Alumni and Development Team encourage a warm relationship between the University and our 270,000 former students. The University benefits from the support of this global community in myriad ways, including volunteering, fundraising, advocacy and recruitment.

Our communications keep alumni and supporters connected to each other and the University. We provide relevant and interesting content that instils a lifelong pride in their membership of the University of Leeds community.

With an understanding and appreciation of the relationship between a University and its alumni, you will be a strong writer, an impeccable proofreader, an informed social media strategist and a determined researcher.

You will need organisational skills, flexibility and initiative to manage several tasks at once and work with a range of people in the team and the University to ensure our alumni and supporters feel connected to and proud of the University and their fellow alumni.

What does the role entail?

As Communications Assistant your main duties will include:

- Supporting multi-channel campaigns to engage alumni around specific activity, events or messages and monitoring and reporting on results;
- Writing content for online and print communications, including magazines, emails and websites to engage our alumni audience, including but not limited to recent graduates, donors and volunteers;



- Delivering Alumni and Development social media activity including developing plans, writing content, monitoring and engaging with comments and analysing and reporting on results;
- Maintaining, updating, monitoring and reviewing alumni websites including monitoring and reporting on website analytics and supporting the development of a new alumni website;
- Sourcing, storing and sharing information and imagery for use in Alumni and Development publications, emails and on social media;
- Liaising with content providers across the University including academics and colleagues in other departments to gather information and approve copy;
- Supporting the Alumni and Development Communications team members with administrative tasks.

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 Communications Assistant you will have:

- Great initiative, a pro-active and flexible attitude and a solutions focused approach to challenges;
- Evidence of creating engaging content for a range of audiences and channels;
- Proven English language skills in writing, grammar and attention to detail;
- Excellent planning and organisation skills and an experience in prioritising workload and working to competing deadlines;
- An ability to collaborate with people at all levels and work independently and within a team;
- Experience planning, managing and monitoring social media channels to achieve specific objectives and generate engagement with target audiences;
- An understanding of the relationship a University has with its alumni and an interest in how these relationships are nurtured over a lifetime;
- Strong IT skills, including Microsoft Office and Outlook and project management tools.

You may also have:

- An understanding of and experience in applying data protection legislation;



- Experience in website content management systems, html and usability for all;
- Experience in not for profit or HE sector;
- Relationship marketing experience;
- Experience of using The Raiser's Edge or other similar CRM packages.

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:

Mark Dorey, Senior Communications Manager

Tel: +44 (0) 113 343 1554

Email: M.Dorey@leeds.ac.uk

Additional information

Find out more about the University's [alumni engagement programme](#) 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.



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 made in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

