Job Description & Person Specification

COMMUNICATIONS OFFICER (Alumni)

Location
Office of the Vice-Provost (Advancement)
Bloomsbury, London

Grade
6

Terms of job
Open-ended, full-time position

Reports to
Head of Communications

Team
The Office of the Vice-Provost, Advancement (OVPA) manages UCL’s philanthropic relationships and engagement with alumni audiences, including communications. As part of the current It’s All Academic campaign, we are aiming to raise £600m through philanthropy and to engage alumni in 250,000 hours of volunteering. OVPA also encompasses the teams that are responsible for the delivery of central Communications and Marketing for the wider institution.

This role sits within a six person Supporter Communications team dedicated to developing targeted, timely communications that engage and excite our audience. This role will help to create the foundations for OVPA to build and maintain strong and enduring relationships with some of UCL’s key partners and stakeholders, including volunteers, donors and advocates, and a growing global community of over 250,000 alumni.

The team sits within the wider Campaign and Supporter Engagement function within OVPA (encompassing Events, Donor Relations and Campaign Relations Teams), and works with partners within OVPA and across the university (including central Communications and Marketing) to tell UCL’s impact story and showcase the value of supporting and engaging with UCL.

Main purpose
As a key member of the Supporter Communications team, the post-holder will help us tell the story of the It’s All academic Campaign and philanthropy at UCL and will also contribute to the management and development of a range of communications channels, with focus on social media, a regular e-newsletter to UCL alumni and websites.

In particular, this role will provide dedicated communications support to the Alumni Relations team, working collaboratively to co-produce and schedule engaging, relevant and targeted content for UCL’s audience of alumni. This will partner the work of the Communications Officer (Fundraising).

Criteria for success
After twelve months in the role the successful candidate will be expected to have:
- Gained a strong understanding of the UCL Campaign, its priority projects, branding and communications requirements
• Built a strong business partnership with the OVPA Alumni Relations team, understanding the remit of the team and their immediate and long term plans for the future
• Developed good user skills for OVPA’s systems, in particular its CMS, CRM and email marketing software
• Taken responsibility for the planning and production of alumni e-newsletters and have produced impactful and engaging alumni e-newsletters
• Managed the delivery of a strategy to build an engaged community of alumni and alumni influencers
• Successfully used Adobe Suite products to produce high quality material using Campaign and UCL branding
• Produced high quality, relevant, timely and engaging content across OVPA’s communication channels and contributed to a growth in following across OVPA’s social media channels

Main duties and responsibilities

• Tell the impact story of UCL’s It’s All Academic Campaign in an engaging way through writing, images, graphics, video, podcasts and any other relevant format
• Partner with Alumni Relations and Alumni and Supporter Care teams and any other relevant OVPA teams to create a strong, collaborative alumni community content calendar
• Craft, plan and schedule alumni community content for OVPA mass communication channels, including: the Campaign Website, the alumni website (news, case studies, interviews, videos, podcasts and page content) and social media (Twitter, Facebook, LinkedIn and Instagram)
• Engage with the OVPA audiences across social media, working with the Alumni Relations team and other relevant teams to ensure tone of voice and content reflects the values and goals of the Alumni Relations team and OVPA
• Work with the Communications team members, in particular the Communications Officer (Fundraising), to create meaningful analytics reports from social and online channels
• Work to creative briefs and use InDesign to design and create content and collateral
• Partner with the Alumni Relations team to create impactful content for publications such as the alumni newsletter, Portico (the annual alumni magazine), and for other UCL publications as needed
• Advise the Alumni Relations team on communication best practice and create a regular quarterly alumni newsletter delivered to key segmented audiences. Work with the alumni relations team to regularly review segmentation options.
• Ensure that alumni communications reflect and support the Alumni Relations team’s efforts to build stronger relationships with faculties and departments across UCL
• Partner with the Events and Alumni Relations teams to ensure that OVPA Alumni programmes and events globally are supported with specific communications plans. This may include: design work, event briefings, filming support and creating engaging written content
• Assist at wider OVPA and UCL events when needed
• Work collaboratively with communications teams and other partners across UCL, in particular the central Communications and Marketing team to promote Alumni and OVPA stories

General duties and responsibilities

• Act as a champion of OVPA’s values; role-modelling and promoting these behaviours as part of everyday practices in OVPA
• Actively engage in OVPA's culture of learning and development
• Actively comply and promote UCL’s equality, diversity and inclusion strategy (2015-2020)
• Support UCL's Sustainability Strategy; conducting role in a resource efficient way
• Maintain an awareness and observation of Fire and Health & Safety Regulations
• Any other duties as are within the scope, spirit and purpose of the job, and as requested by the line manager.

**Person Specification**

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<th>Criteria</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Experience and knowledge</strong></td>
<td>Proven experience of creating high quality and impactful communications materials for a variety of audiences and channels.</td>
<td>Experience of working within an alumni or membership based environment.</td>
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<td>Proven experience of managing digital and social media channels for business and producing excellent business related content to grow and engage an audience.</td>
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<td>Experience of working in a fast-paced environment, within Higher Education, a Charity, social enterprise or NGO.</td>
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<td><strong>Skills and abilities</strong></td>
<td>Proven news writing and editing skills with excellent attention to detail. Supported with excellent proofreading skills.</td>
<td>Ability to use Premier Pro or experience in other professional video editing packages.</td>
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<td>Experience of translating complex or technical information into accessible, compelling material.</td>
<td>Experience of producing filmed or recorded interviews for social media and/or digital channels.</td>
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<td>Excellent interpersonal and communication skills, including high-levels of diplomacy, discretion and influence with the ability to liaise with internal and external stakeholders at any level of seniority.</td>
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<td>Excellent organisational and time-management skills,</td>
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including; the ability to work to tight deadlines on numerous projects simultaneously

High levels of Microsoft Office proficiency, including; Microsoft Word, Excel and PowerPoint

Proven experience of using creative tools such as: InDesign and Photoshop or similar creative apps for business content

Pragmatic and creative approach to problem solving, dealing with multiple stakeholders, and overcoming challenges

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<th>Attitudes and approach</th>
<th>Works collaboratively and builds and maintains productive relationships with others</th>
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<td>Strives for excellence and seeks to exceed the expectations of supports and customers</td>
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<td>Takes responsibility and encourages others to do the same</td>
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<td>Creative and looks for new and different ways to deliver results</td>
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<td>Is a supportive and generous colleague</td>
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<td>Remains focussed on results and impact.</td>
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