



UNIVERSITY OF  
LINCOLN

**UNIVERSITY OF LINCOLN  
JOB DESCRIPTION**

|                   |  |              |   |             |            |
|-------------------|--|--------------|---|-------------|------------|
| <b>JOB TITLE</b>  | Senior Officer - Development and Alumni  |              |   |             |            |
| <b>DEPARTMENT</b> | Communications, Development & Marketing  |              |   |             |            |
| <b>LOCATION</b>   | Lincoln Campuses                         |              |   |             |            |
| <b>JOB NUMBER</b> | CDM0076                                  | <b>GRADE</b> | 6 | <b>DATE</b> | March 2023 |
| <b>REPORTS TO</b> | Head of Alumni and Stakeholder Relations |              |   |             |            |

**CONTEXT**

This role sits within the Development and Alumni Team within the Communications, Development and Marketing (CDM) department of the University of Lincoln.

The team is responsible for delivering an alumni relations programme in the UK and internationally, contributing to student recruitment, employability and income diversification and for fundraising for the University.

**JOB PURPOSE**

This role is responsible for the planning, management and execution of an agreed programme of activities to strengthen and raise the profile of the University's Alumni community, in the UK and overseas; and for supporting the implementation of the University's fundraising strategy.

To provide regular reports and presentations to inform strategic direction at a programme, function and University level.

## KEY RESPONSIBILITIES

### Planning and Organisation

To be responsible for proactively undertaking fundraising and alumni relations activities, including:

- Planning and delivering alumni events in the UK and overseas
- Recruiting and maintaining a network of international alumni ambassadors.
- Providing regular communications to alumni and supporters of the University
- Raising awareness of the alumni network among current students
- Planning and delivering fundraising campaigns
- Researching and developing information for trust and foundation applications
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- Agreeing timescales and delivering projects on time and within budget

To contribute to maintaining long-term relations with supporters of the University. This will include correspondence and reports, invitations, personal meetings and publicity where appropriate.

### Management of Resources

To adhere to the financial regulations of the University and department.

To project manage external market research suppliers, where relevant, to ensure research projects are delivered on time and within budget.

### Liaison and Networking

To build, develop and maintain relationships with colleagues in CDM, in particular the Postgraduate Recruitment and Schools and Colleges Liaison Teams to ensure opportunities for student recruitment via the alumni network are maximised.

To build, develop and maintain relationships with Careers and Enterprise staff to ensure appropriate information and engagement opportunities.

Consult with staff across the University about alumni relations and fundraising opportunities.

To provide specialist advice and training to colleagues across the University on appropriate alumni relations and fundraising activities.

To attend and be an active participant in internal and external working groups, using influencing skills where appropriate.

To share information to inform decision making.

### Creativity and problem solving

To apply knowledge and judgement to determine the best approach from a number of identifiable solutions in order to resolve problems which may be complex in nature

To be innovative and creative with suggestions and ideas.



**Decision-making**

As an experienced team member, support and guidance will be provided to others and there will be requirement to stand in for or cover for colleagues in similar roles and regularly provide demonstration, guidance or advice to others in the team.

May lead others in departmental or team projects, such as event management.

Will input into or be part of a collaborate decision making process in regards to Development and Alumni activities.

To collate information and provide recommendations to support planning, recruitment, marketing and fundraising activities.

**Other Duties**

To work as a collegiate member of the CDM team. To support colleagues within the Development and Alumni Team, taking on specific duties around alumni and fundraising such as planning and delivery of alumni events; manage relationships with international alumni ambassadors; overseeing the production of communications; data entry; attending lectures to promote awareness of the alumni community; assist in the management of relationships with donors.

Undertake any staff development deemed necessary for the effective performance of duties assigned to the post.

**In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.**

**ADDITIONAL INFORMATION**

**Scope and dimensions of the role**

Reporting to the Head of Alumni and Stakeholder Relations, the post holder will support in the delivery of alumni relations and fundraising for the University. This role may involves collating and analysing data from many sources, making recommendations, sharing information and evaluating outcomes. This role will be a specialist within the area.

The post holder will need to undertake regular travel and develop good practice.

**Key working relationships/networks**

| <b>Internal</b>   | <b>External</b>   |
|---|---|
| Director of Communications<br>Head of Alumni and Stakeholder Relations<br>Senior staff within the academic colleges<br>Colleagues in the Communications,<br>Development & Marketing department and in particular the alumni office<br>Finance | Alumni<br>Current UK and international students<br>Prospective donors – private individuals, business leaders within the Lincolnshire community and further afield, and alumni<br>Staff at charitable trusts and foundations and other funding bodies<br>CASE<br>Development teams at universities/institutions |



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|  | Business networks |
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**UNIVERSITY OF LINCOLN  
PERSON SPECIFICATION**

|                  |  |                   |         |
|------------------|--|-------------------|---------|
| <b>JOB TITLE</b> | Senior Officer (Development and Alumni ) | <b>JOB NUMBER</b> | CDM0076 |
|------------------|--|-------------------|---------|

| <b>Selection Criteria</b>  | <b>Essential (E) or Desirable (D)</b> | <b>Where Evidenced Application (A) Interview (I) Presentation (P) References (R)</b> |
|--|---------------------------------------|--|
| <b>Qualifications:</b>   |                                       |  |
| Degree – any discipline or equivalent experience   | E                                     | A  |
| Postgraduate qualification   | D                                     | A  |
| <b>Experience:</b>   |                                       |  |
| Experience of developing and successful implementing strategic plans for development and alumni relations            | E                                     | A,I  |
| Proven track record in securing philanthropic funds from individuals, trusts and companies                           | D                                     | A IP/R P/R   |
| Experience in a higher education environment   | D                                     | A  |
| Experience of maintaining engagement with diverse communities, including overseas groups                             | E                                     |  |
| <b>Skills and Knowledge:</b>   |                                       |  |
| Knowledge of major gift fundraising techniques   | D                                     | A  |
| Understanding of legacy programmes   | D                                     | IP/R A/I   |
| Understanding of annual fund giving  | E                                     | A/I  |
| Excellent verbal and written communication skills, including writing for online and printed publication              | E                                     | A/I  |
| Knowledge of sources of philanthropic funds for educations   | E                                     | A/I  |
| Understanding of charity law   | D                                     | I  |
| Understanding of Fundraising Regulator   | E                                     | A/I  |
| Knowledge of investments for charity funds   | D                                     | I  |
| Understanding pf privacy and data protection law   | E                                     |  |
| <b>Competencies and Personal Attributes:</b>   |                                       |  |
| Confident, proactive and positive  | E                                     | I  |
| Excellent interpersonal skills   | E                                     | A/I  |
| Ability and inclination to meet potential major donors and ask them for significant financial support                | E                                     | A/I  |
| Negotiation and influencing skills   | E                                     | A/I  |
| Ability to communicate the complex work of the University to potential donors with enthusiasm, authority and clarity | E                                     | I/P  |
| Sufficient breadth of knowledge about the world to engage potential donors   | E                                     | A/I  |



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| <b>Business Requirements:</b>   |   |   |
| Reliable to engage in flexible working when required, including occasional evenings and weekends  | E | I |
| Able to travel between campuses, across the county and outside of Lincolnshire; willingness to undertake occasional overseas travel   | E | I |
| The University is committed to ensuring a positive work life balance for all staff and it is within this context that you will be expected to work flexibly and efficiently which, dependent upon the needs of the service and the requirements for the performance of the post, will include evenings and weekends | E |   |

**Essential Requirements** are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

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|---------------|----|-------------|----|
| <b>Author</b> | RB | <b>HRBP</b> | DB |
|---------------|----|-------------|----|