

JOB DESCRIPTION

JOB TITLE

Senior Events and Alumni Officer

GRADE

IV

FACULTY / DIRECTORATE

Student Recruitment

COURSE / DEPARTMENT

Marketing and Communications

REPORTS TO

Head of Student Recruitment and Marketing

JOB SPECIFIC INFORMATION AND CHALLENGES

Reporting to the Head of Student Recruitment and Marketing, the Senior Events and Alumni Officer is responsible for overseeing both the Marketing and Communications Sections' Events plan and AUB's Alumni plan.

The role will be responsible for planning, devising and running key University recruitment events, such as Open Days and Recruitment fairs, in support of the University's application and admissions targets. The post holder will also be responsible for the delivery of AUB's annual graduation ceremonies. As a front line in the recruitment effort, the post holder will need to ensure that AUB's successful marketing and communications programmes are underpinned by engaging and brand focused events.

The Senior Events and Alumni Officer will also be responsible for implementing the AUB's alumni plan, including communications programmes, campaigns, events e.g. alumni reunions, and fundraising. The post will develop AUB's two-way relationship with its alumni who can be key in developing progression opportunities for graduates in the creative industries, through formal and informal networks. Alumni networks are also crucial in terms of feeding best industry practice back into the University, and contributing to live projects as well as creating aspirational career stories to drive future recruitment. In this regard the post will have a vital role as an advocate of the University and its alumni community.

JOB PURPOSE

- To undertake the organisation and operational delivery of a range of recruitment events that engage prospective students and support AUB's application and admissions targets
- To undertake the organisation and operational delivery of AUB's graduation ceremonies
- To establish a programme of alumni communications and events to underpin the University's commitment to progression within the creative industries and fundraising objectives

KEY DELIVERABLES

Specialist:

- To draw upon event management experience and skills, and utilise strong leadership and project management skills, to ensure the successful delivery of the annual AUB Graduation ceremonies and guests' experience
- To use project management skills in the delivery of key recruitment events such as UCAS Fairs and Open Days
- To conduct competitive research and monitor competitive activity in relation to recruitment events
- To support AUB activities into colleges and schools, organising the wider AUB community to engage with prospective students
- Recruitment, selection and training of AUB Student Ambassadors
- To provide advice and support to the wider institution to embed the value of alumni communications and to help identify and deliver alumni communications opportunities which will support delivery of the university strategy

Planning & Organisation:

- To plan and deliver key University recruitment events that reflect the brand values and engage the target audience, on and off campus
- To prepare an annual plan supporting the delivery of Graduation, liaising with internal stakeholders and external suppliers and, in the lead up to the events, be dedicated to this event whilst still taking a supervisory role of other events
- To provide regular analysis and evaluation of recruitment events and activities in relation to the recruitment targets
- To work with the Head of Marketing and Communications to devise and implement an effective annual plan of Marketing and Communications events
- To develop AUB's alumni plan to meet AUB strategic objectives
- To undertake any relevant administrative tasks required by the role

Customer / Teamwork:

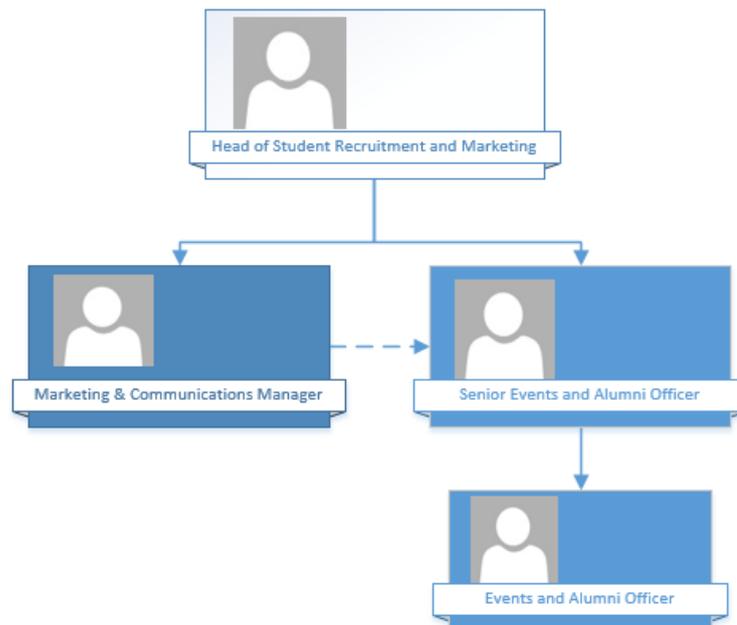
- To work with members of the Marketing and Communications team to integrate AUB events, and associated marketing collateral, within the annual Marketing and Communications plans
- To be a first point of contact for alumni and donors in response to communications
- To be the first point of contact for queries in relation to the Graduation event
- To oversee the delivery of Marketing and Communications contribution to AUB's programme of schools events and recruitment
- To develop working groups, with internal stakeholders, for the Graduation ceremonies and Open Days, to ensure the effective planning and operation delivery of these events
- To work with the Head of Marketing and Communications to identify areas of fundraising where external expertise is sought to deliver effective programs for the Charitable Foundation

JOB DESCRIPTION

Resource Planning:/Staff Management

- To work with the Marketing and Communications Manager in the management of the recruitment events and alumni budgets
- To maintain detailed records of all communications with alumni
- To identify opportunities for external engagement with alumni to enhance recruitment events
- To line manage members of the Marketing and Communications events team, including regular and annual review and their ongoing development
- To co-ordinate the input of staff contributing to AUB events
- To work with key stakeholders to ensure that University resources are being deployed strategically and effectively in the delivery of events, supervising the work of any contributors

ORGANISATION CHART



CONTACTS

Internal

- AUB staff contributing to AUB events, in particular, Academic staff, Gallery, Short Courses, International and Registry
- The Vice Chancellor and Governors
- Other AUB sections for events operations, including HR, Campus Services, Finance, DCS, MIS
- AUB schools and academic staff
- AUB students and the Students' Union

External

- Venue contacts and events suppliers
- UCAS event organisers
- Schools and colleges
- AUB Graduates and Alumni
- Prospective students, their families and representatives
- HE sector colleagues
- General public
- Event guests including local dignitaries
- Donors, trusts and foundations