POSITION DESCRIPTION

Position Title: Alumni Engagement Officer
Organisation Unit: UQ Advancement, Alumni and Community Relations
Position Number: 3026090
Type of Employment: Full-time, Fixed-term
Classification: HEW Level 6

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world’s top universities, as measured by several key independent rankings, including the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (52), QS World University Rankings (47), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (65). UQ again topped the nation in the prestigious Nature Index and our Life Sciences subject field ranking in the Academic Ranking of World Universities was the highest in Australia at 20.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 250,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.8 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.
UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11billion+ (see http://uniquest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

Organisational Environment

ADVANCEMENT AT THE UNIVERSITY OF QUEENSLAND

Throughout its history, The University of Queensland has benefited from the support of its alumni and friends to enhance funding, deliver world-class research and allow students to reach their full potential. The St Lucia campus rests on land gifted through the Mayne siblings and the School of Veterinary Science continues to use farmland at Pinjarra Hills, donated to the University in the early 1920s. The modern research-intensive University is supported by a partnership of significant philanthropy and leveraged grants from the government.

As UQ moves into its second century, the University is committed to solidifying its reputation as one of the world’s pre-eminent public research universities. This involves strengthening our brand, improving our links with alumni and partners and promoting a strong culture of giving to significantly grow the sustainable level of philanthropic support the University receives annually. In line with this commitment the University launched its first major comprehensive campaign, Not if, When – The Campaign to Create Change in 2017, with the target of raising $500 million for strategic priorities aimed at empowering student success, transforming teaching and learning, and driving discovery and impact. To learn more about UQ’s campaign visit https://giving.uq.edu.au.

Advancement at UQ works in partnership with academic and professional colleagues throughout the University to increase engagement and to establish enduring relationships with key constituents including alumni, community, friends, organisations, trusts, foundations, industry and corporations. Under the leadership of the Vice-Chancellor, Deputy Vice-Chancellor (External Engagement) and Pro-Vice-Chancellor (Advancement), UQ Advancement is investing in a high performing team to partner with UQ academia to deliver new sustainable levels of philanthropic support.

Within UQ Advancement there are three primary portfolios:

The Development and Philanthropy team leads UQ’s philanthropic engagement and fundraising efforts by heading fundraising programs and activities with individuals, trusts, foundations, private ancillary funds and corporations. The team fosters effective relationships with key stakeholders to promote UQ as a worthy destination for philanthropy.

The Alumni and Community Relations team provides leadership on alumni and community engagement, fostering mutually beneficial life-long relationships between UQ and its 250,000+ alumni (50% of whom are living in Queensland and nearly 35,000 alumni are from abroad) while enhancing the brand, and raising the profile of UQ globally. The team promotes stronger connections through a range of high impact events, programs and services, professional networking and volunteer opportunities including engaging philanthropically with the University through the Annual Fund. The Marketing and Communications team within the portfolio leads UQ-wide communication for fundraising and Alumni and Community Relations initiatives. This team also oversees the campus-wide donor relations program.
The Advancement Services team delivers data and gift services, manages the University’s customer relationship management system and manages the University’s philanthropic financial processes. The team also provides services in constituent research, prospect management and analytics/reporting.

UQ Advancement’s recently redefined values and strategic beliefs (below) guide day-to-day processes and behaviours, and will be reflected in all decisions and activities.

**UQ Advancement Values**
- We lead with excellence to achieve high quality results
- We aspire to have the highest level of integrity in all we do
- We do our best when working as a team
- We have a commitment to innovation and continuous improvement
- We create and celebrate a positive work culture

**UQ Advancement Strategic Beliefs**
We believe:
- Philanthropy plays an essential and growing role in UQ’s ability to transform lives through education and research
- High-quality, authentic and responsive relationship-building with key stakeholders is essential to achieving our goals
- That our alumni and donors deserve a transparent and accountable approach to data, reporting, gift administration, investment and stewardship
- That an adaptable approach strengthens our ability to be better colleagues and industry leaders
- That the strongest advancement team will consist of individuals with a commitment to UQ’s mission and a passion for our work.

Further information about UQ Advancement can be found at: www.alumni.uq.edu.au

**Information for Prospective Staff**

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - [http://www.uq.edu.au/current-staff/working-at-uq](http://www.uq.edu.au/current-staff/working-at-uq)

**Living in Brisbane**

Situated on the Brisbane River and with a population of 2 million, Brisbane is the capital city of Queensland and is the third largest city in Australia. It enjoys the luxury of a semi-tropical climate, an outdoor lifestyle and warm weather year-round. An hour-and-a-half flight from Sydney, Queensland is the tourist destination of choice for many Australians as it has easy access to the Great Barrier Reef, the Gold and Sunshine Coasts, Port Douglas and the Northern NSW beaches such as Byron Bay. It is also the gateway to the Great Australian Outback.

For further information see:

For further information on:
- Information about the University, State of Queensland, living in Brisbane and employment at the University is at the University’s web site [www.uq.edu.au](http://www.uq.edu.au)
DUTY STATEMENT

Primary Purpose of Position

The Alumni Engagement Officer is a key staff member in the Central Advancement team and is responsible for planning and delivering a comprehensive outreach and engagement program that involves a range of targeted events, communications and marketing initiatives, which vary in size and complexity. Working as a valued member of a proactive and multidisciplinary team, the position will be a first point of contact for internal and external stakeholders in all matters relating to alumni engagement and will strategically engage with stakeholders to provide tangible benefits to alumni and other key stakeholders, including students, academic and professional staff.

Duties

Duties and responsibilities include, but are not limited to:

Engagement Initiatives

- Under the broad direction of the Manager, Alumni and Community Relations, coordinate high impact and sustainable alumni engagement initiatives designed to engage with UQ’s 240,000 alumni. This will involve close liaison with university leadership and relevant advancement, academic and professional staff across the university.
- Provide support to Faculties and Units wishing to organise alumni initiatives. This includes acting as the primary point of contact and providing advice to senior staff regarding alumni event protocols and management.
- Manage senior relationships with a diverse range of internal executives and external constituents, and develop and exercise an intimate knowledge of the University’s target audiences.
- Represent Advancement leadership at appropriate functions; liaise with, and host if appropriate, external presenters and guests.
- Ensure appropriate and timely advertising and promotion of engagement initiatives through all relevant channels, e.g. websites, print and email invitations, newsletters, staff news, external websites, social media etc.
- Liaise with external suppliers to negotiate the best outcome for all aspects of the events including venue hire, catering, photography, audio visual requirements etc.
- Prepare all event briefing material, such as event proposals, running sheets, briefing notes and guest lists under the guidance of the Manager, Alumni and Community Relations and ensure these are appropriately circulated in a timely manner.
- Liaise with advancement team around pre- and post-event communications to ensure strategic objectives for each initiative are met, opportunity for engagement is maximised and maximum impact is achieved.
• Develop systems to track, evaluate and improve engagement initiatives: produce event status and evaluation reports; develop and implement appropriate event survey mechanisms; monitor the quality of event presenters and suppliers; measure the success of events through indicators such as event attendance surveys and new/repeat attendance figures.

• Liaise with faculty alumni staff to ensure that goals and objectives of alumni relations engagement is aligned across the university.

• Collaborate with the Annual Giving team and Faculties to develop giving/fundraising initiatives as a part of programming that supports and develops the donor base.

Communications

• Ensure that event and program messaging and branding aligns with the strategic goals of advancement and the university.

• Liaise with marketing and communications staff to provide up-to-date content (e.g. alumni profiles, bios, photos) for relevant channels as needed for advancement marketing purposes.

• Coordinate internal communication about alumni and community engagement activities and outcomes to advancement staff across the university, including providing any written reports for publications.

General

• Provide support for other areas of work within the Advancement team during times of peak activity if required.

• Ensure that the central team presents a relevant, consistent and integrated message and brand to stakeholders – external and internal – by adhering to University policy and style guides.

• Maintain regular contact with the staff in faculties and institutes in relation to alumni engagement initiatives.

Finance and Reporting

• Assist the Manager, Alumni and Community Relations in the preparation of an annual budget, end of year report and planning for alumni engagement initiatives, making recommendations on priorities and expenditure.

• Prepare a comprehensive budget and report for each initiative, and ensure all documents and data relating to each event are appropriately recorded on the shared drive.

• Ensure that data and records are updated with accuracy and in a timely manner.

Travel and Out of Hours Work

• Some event-related interstate and local travel may be required from time to time.

• The Alumni Relations Officer will be required to work after hours from time to time and may be required to work on weekends (e.g. Open Day).
Other
Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:

- the University's Code of Conduct
- requirements of the Queensland occupational health and safety (OH&S) legislation and related OH&S responsibilities and procedures developed by the University or Institute/School
- the adoption of sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
- requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University

Organisational Relationships

The position reports to the Manager, Alumni Engagement.
SELECTION CRITERIA

**Essential**

- A tertiary qualification with subsequent relevant experience, or extensive work experience/specialist expertise in community engagement, events management and/or communications.

- Highly effective organisational and planning skills including excellent attention to detail and accuracy, the ability to use initiative, prioritise own workload, solve problems and meet strict deadlines.

- A sound understanding of basic fundraising and alumni relations principles, and appreciation of the role that engagement and stewardship of donors and volunteers has within fundraising strategies.

- An understanding of marketing and communications principles as well as an appreciation for sound policies around accurate data evaluation, tracking, and accuracy.

- Demonstrated ability to manage high quality events and activities within designated budgets. Experience in events management is essential.

- Demonstrated experience working successfully with a range of stakeholders from a variety of cultural backgrounds in a service delivery environment.

- Proficiency in the use of a wide range of computer applications (particularly Microsoft Excel), Knowledge and use of databases or CRM systems. Knowledge of the processing financial transactions in a large to medium sized organisation, or the demonstrated ability to rapidly acquire such knowledge.

- Must have a positive attitude and display emotional intelligence and maturity: commitment to contributing to a supportive, friendly and dynamic team environment, as well as encouraging and demonstrating collaboration to achieve results.

- Outstanding interpersonal skills, including the ability to communicate effectively, build relationships, handle sensitive information with sound judgment, and effectively communicate and negotiate with internal and external stakeholders at all levels.

- A flexible approach and ability to adapt to changing circumstances.

**Desirable**

- Experience in alumni relations will be highly regarded.

- Experience in a tertiary environment is highly desirable.

- Experience using the Raiser’s Edge database would be an advantage.

- Knowledge of the preparation and monitoring of budgets or the demonstrated ability to rapidly acquire such knowledge.
The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage (http://www.uq.edu.au/equity) for further information and points of contact if you require additional support.

This role is a full-time, fixed-term appointment for 12 months; however flexible working arrangements may be negotiated.

Accessibility requirements and/or adjustments can be directed to the contact person listed in the job advertisement.