POSITION DESCRIPTION

Alumni Engagement Coordinator

Position Level | 6
Faculty/Division | Division of External Engagement
Position Number | ADMIN ONLY
Original document creation | June 2021

Position Summary

The portfolio of External Engagement has been created to streamline our operations across both Faculties and Divisions. The new Division covers the following activities, separate to any activities relating to future student recruitment (which is coordinated via the Division of Academic and Student Life):

- Media, news and content
- Corporate marketing and communications
- Web transformation
- Events, venues and hospitality
- Fundraising
- Alumni engagement
- Government, community and diplomatic relations

A new External Engagement (Faculties and Precincts) team has been established to provide specific support for each UNSW Faculty. The faculty-based EE team will work alongside central areas such as events, alumni, news & content, and internal communications, assisting the Faculty to build its reputation and networks of influence. This team is committed to working with colleagues across DEE, ensuring a ‘OneUNSW’ approach is taken to developing strategy and implementing the appropriate quality standards.

The core focus of the Alumni Engagement Coordinator is to engage with graduates with the purpose of building ongoing support and participation through fostering mutually beneficial relationships. There is an Alumni Engagement Coordinator embedded in each of UNSW’s Faculties.

The Alumni Engagement Coordinator reports to the External Engagement Manager and has no direct reports.
Accountabilities

Specific accountabilities for this role include:

- In consultation with Faculty staff and external stakeholders, develop and implement an alumni relations strategy for the Faculty. This will need to be consistent with the UNSW alumni strategy, as well as the Faculty’s overall vision and goals.
- Ensure all engagement activities are consistent with the UNSW alumni strategy, as well as the Faculty’s overall vision and goals.
- Coordinate a program of engagement activities that builds strategic and sustainable engagement with alumni.
- Act as a key point of contact for Faculty alumni and respond or action accordingly.
- Work collaboratively and productively with the central alumni team, ensuring that the uniwide alumni engagement strategy is implemented effectively, and that processes and protocols are understood and respected.
- Use alumni data responsibly by following all established processes, identifying, and addressing issues as they arise, and undergoing training as appropriate.
- Take part in Faculty, or Division of External Engagement activities and initiatives as required.
- Assist with web updates, social media and events as directed by the EE Manager to support colleagues on priority projects.
- Align with and actively demonstrate the UNSW Values in Action: Our Behaviours and the UNSW Code of Conduct.
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

Skills and Experience

- A relevant degree and/or an equivalent level of knowledge gained through any other combination of education, training and/or experience.
- Proven track record of coordinating alumni and other engagement programs and projects.
- Demonstrated experience in marketing communications.
- Excellent written and verbal communication skills and the ability to liaise effectively with external stakeholders.
- Strong engagement and stakeholder management skills including highly developed written and verbal communication skills.
- High level of attention to detail and demonstrated commitment to excellence in program and project delivery.
- Demonstrated ability to influence and garner support and commitment for projects.
- Excellent organisational skills and proven ability to show initiative and think creatively and independently.
- Proven ability to work collaboratively and sensitively with colleagues across a range of teams whilst coordinating multiple priorities.
- An understanding of and commitment to UNSW’s aims, objectives, and values in action, together with relevant policies and guidelines.
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.
About this document
This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.