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POSITION DESCRIPTION

Alumni Engagement Officer

Position Level

7/8

Faculty/Division

External Engagement

Position Number

ADMIN ONLY

Original document creation

October 2020

Position Summary

The portfolio of External Engagement has been created following a Taskforce 20/21+ review of opportunities 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

The focus of the Alumni Engagement Officer is to engage with UNSW alumni, with the purpose of building ongoing support and participation through fostering mutually beneficial relationships.

The Alumni Engagement Officer reports to the Alumni Experience Manager and has no direct reports.

Accountabilities

Specific accountabilities for this role include:

Level 7:

- In consultation with all relevant staff and external stakeholders, develop and implement strategies for engaging with various uniwide alumni segments such as those graduates based overseas, or new/young graduates.

- Work collaboratively and productively with Alumni Engagement Coordinators based in faculties, ensuring that the uniwide alumni engagement strategy is implemented effectively, and that processes and protocols are understood and respected.
- Lead alumni engagement projects as required.
- Act as a key point of contact and expert on alumni engagement across the Division of External Engagement, and broader University.
- Use alumni data responsibly by following all established processes, identifying and addressing issues as they arise, and undergoing training as appropriate.
- Work effectively with alumni and alumni representative groups, acting as relationship manager and key point of contact where required.
- 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.

Level 8 (in addition to Level 7 responsibilities)

- Prepare reports, high-level confidential presentations, discussion papers and general responses to issues arising and ensure effective communication at all levels, in a way that requires minimal supervision.
- Manage relationships with senior stakeholders, being responsible for their interactions with UNSW, in a way that requires minimal supervision
- Take responsibility for design and execution of strategy for engaging with uniwide alumni segments as required.
- Stand in for the Alumni Experience Manager in internal meetings, feeding back and undertaking actions as appropriate and to a high standard.
- **Manage and maintain relationships with mid to senior level internal and external stakeholders.**

Skills and Experience

- A relevant tertiary qualification and substantial experience or an equivalent level of knowledge gained through any combination of education, training and experience.
- Proven experience in the research, development, delivery and evaluation of alumni and strategic engagement programs, initiatives and projects.
- Demonstrated success working effectively and sensitively on initiatives with a range of people at different levels within an organisation.
- Excellent written and verbal communication skills and the ability to liaise effectively with all levels of internal and external stakeholders.
- Advanced level of computer literacy with excellent skills in Microsoft Office applications and databases (e.g. CRM systems).
- Proven ability to manage a substantial workload with multiple priorities, and minimal supervision.
- Ability and capacity to implement required UNSW health and safety policies and procedures.

Level 8 (in addition to Level 7 selection criteria)

- Superior written and verbal communication skills and the proven ability to engage, influence and negotiate with stakeholders to garner support and commitment for projects.

- Demonstrated ability to contribute strategically to the work of the team, and to innovate in the delivery of programs and initiatives.
- Demonstrated ability to manage staff if required.

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.