



Alumni Engagement, Marketing and Communications Officer

Job Title	Alumni Engagement, Marketing and Communications Officer
Organisation	Jordanhill School and Jordanhill School Educational Amenities Trust Fund
Reporting to	The Development Manager and the Depute Bursar
Main Purpose of Role	<p>The key purpose of this role is to support the operation of the Development function in school and will involve alumni research and engagement. Attendance at, and the planning and organisation of events is also central to the role. The post holder will be responsible for producing reports and statistics that recognise donor support, translating qualitative data into recommendations and strategy as appropriate.</p> <p>The role also involves the delivery of communication and engagement activity across Jordanhill School's community. The post holder will be responsible for producing engaging content for communications to Jordanhill School's community of alumni, donors, friends, pupils, parents, and staff across a variety of communication vehicles such as the bi-annual journal, e-newsletters, and social media. A strong focus will be placed on digital communication.</p> <p>Other administrative duties associated with the function and general school admin will also be incorporated into the role and be directed by the Depute Bursar.</p>
Grade	SCP 34 – SCP 42 (dependant of experience) £21,439 – £24,078 (full time equivalent)
Status	Permanent, up to 35 hours, 52 weeks

Job Description and Duties

Organisational Citizenship

Intrinsic to the post is and a strong association with Jordanhill School's values and ethos. This includes:

- Commitment to Jordanhill School's strategy and values
- Unequivocal support for the ethos of Jordanhill School and its role in the community
- The courtesy, flexibility and communication skills required to work with alumni, friends, parents, staff, the Board, pupils, and all connected with Jordanhill School's community
- Commitment to continuous professional development appropriate to the role
- Compliance with Jordanhill School's and policies, procedures, and processes

Any other tasks appropriate to the post and in line with School requirements.

Alumni Engagement

- Engage in alumni research and fact-finding
- Cultivate relationships with alumni
- Friend-raising and Fund-raising
- Produce an engaging and dynamic alumni and friends' magazine (bi-annual journal)
- Contribute to the creation of stewardship reports to demonstrate the impact of donor support establishing and growing reporting mechanisms by accurately monitoring and tracking alumni engagement activity on software databases, spreadsheets and via monthly reports
- Translate qualitative data into recommendations and strategy as appropriate
- Create both written and video case studies from alumni and beneficiaries
- Support the Development Manager in the planning and delivery of all alumni events and attend these events
- Network with other peers and Development professionals and gain access to professional organisations
- Share and positively engage with Jordanhill School's personnel in the progress and growth of the alumni strategy.

Marketing and Communication

- Contribute to the creation of communications, including (but not limited to) social media posts, news articles and video or other digital content, to share the activity and work of Jordanhill School and Jordanhill School Educational Amenities Trust Fund and continue to raise the profile of both. All communications to engage actively with our communities, positively and appropriately, to represent the aims and ethos of Jordanhill School and Jordanhill School Educational Amenities Trust Fund
- Proactively search out information, events, successes, and news stories for marketing purposes. Liaise with colleagues to ensure a broad representation of activity across Jordanhill School
- Produce (create, edit, proof-read) and manage high-quality content for all social media forums and networks, driving participation across platforms (e.g., LinkedIn, Twitter, Instagram, Website, Facebook).
- Be the 'expert' go-to person for all social media administrative queries
- Contribute to the website, ensuring it is visually appealing, informative, and proportionate
- Create dynamic photo and video galleries for the website and social media
- Create and/or oversee any graphics required for communications
- Ensure consistency of brand messaging across all communication channels
- Draft publicity material, letters, take minutes, create presentations, reports and write procedures
- Oversee the circulation of information to the community and others to ensure awareness
- Provide advice to colleagues and users based on knowledge and experience of policies and procedures relevant to school marketing and communication
- Stakeholder management and liaison to disseminate key information in the right format to the most appropriate people to facilitate future exchange of information and build and maintain relationships
- Establish and liaise with key contacts in the wider school body
- Deal with frequent, wide-ranging contacts of a more complex nature often requiring tact, discussion, and negotiation
- Organise and participate in events relevant to the marketing and operation of Jordanhill School and Jordanhill School Educational Amenities Trust Fund
- Actively participate in teams, working parties and committees, engaging in the life of the school
- Contribute to short term projects within the school and departments

Other Administrative Duties

- Provide and assist in the provision of administrative support to school colleagues, working groups and project teams
- Develop, maintain, and review records, databases, and management information systems
- Use computer packages/software to support the running of the school administrative function
- Resource management and delegated responsibility for small budgets, or for processing financial transactions following established procedures
- Preparation of reports and briefing papers
- Pupil facing support, telephone enquiries and general office duties
- Other administrative or finance duties as directed by the Depute Bursar

Person Specification

In reviewing applications and in the selection process the panel will be looking for evidence of the **criteria** and **competencies** set out below.

It is not expected that any one individual can evidence all the criteria and competencies as particular strengths in their application form, however during interview candidates should be able to provide examples of past actions or behaviours that offer some evidence of these.

Criteria

E - Essential or D – Desirable	
Educational and/or Professional Qualifications	Assessment Method
E - Educated to degree level and/or experience working in relevant field E - Professional qualifications and or training and experience in relation to fundraising and development E - Professional qualifications and or training and experience in relation to marketing and communication D - Membership of relevant professional bodies.	Application Form
Skills, Knowledge and Experience	Assessment Method
E - Excellent written communication skills, with strong attention to detail E - Experience of producing content for publications, reports, and websites E - Experience of producing engaging social media content for corporate channels E - Advanced skills in numeracy and literacy with analytical and critical reasoning skills E - Strong IT literacy and up to date knowledge of Microsoft Office packages E - Strong interpersonal and influencing skills E - The ability to interpret and convey complex information E - The ability to work under pressure and to tight deadlines E - The ability to work on own initiative and to work well as a team member E - Evidence of personal focus on relationship-building and customer service D - Experience working within an education alumni or communications department D - Experience supporting the delivery of events D - Skills in editing and producing video content D - Experience using fundraising CRM systems	Application Form and Interview

Competencies

Professionalism	Assessment Method
Strongly held and enacted values Respect for others Integrity and honesty Consistent and fair	Application Form and Interview
Personal Effectiveness	Assessment Method
Influencing Communicating Decision-making Self-development Team working Understanding others	Application Form and Interview
Excellent Customer Service	Assessment Method
Customer orientation Collaboration Forward thinking Drive for improvement	Application Form and Interview
Deliver Results	Assessment Method
Motivation Planning	Application Form and Interview
Manage Change	Assessment Method
Flexible and open to new ways of working Positive attitude Provide accurate information and messaging	Application Form and Interview
Leadership	Assessment Method
Taking initiative Displaying awareness Providing support	Application Form and Interview