Communications Officer
External Relations

Closing date: 9 May 2017
Interview date: 24 May 2017
Vacancy reference: 5671
INTRODUCTION

The Office of Philanthropic Partnerships and Alumni is the central support function at the University of York with responsibility for:

- forming transformational philanthropic partnerships with individual donors, charitable trusts and companies
- engaging York’s global alumni body in programmes to support current students and the University’s strategic priorities
- leading and managing volunteering opportunities within the University for our alumni and other friends.

The team works towards a series of annual targets and objectives which are devised by the OPPA Senior Management Team (SMT) and aligned to the University’s Strategic Plan: to deliver excellence in research, an outstanding and valuable experience for our students and outstanding teaching and learning.

In 2016 the University Executive Board agreed a plan to deliver the first fundraising and volunteering campaign for York. The University is in the early planning stages of the campaign which will provide an exciting, challenging and rewarding experience for all involved.
Main purpose of the role

Engaging audiences with relevant content, the Engagement Officer will provide communications and marketing support online and offline to the Communications and Marketing Manager, OPPA and other internal stakeholders.

This is the ideal position for an energetic and motivated individual interested in working in alumni and donor engagement. We are looking for an all round creative individual who combines technical know-how with an eye for design. Experience in communications, content production and marketing production is essential.

Key Responsibilities

Internal engagement

Provide a communications service and alumni and donor marketing support to all internal stakeholders in a responsive and timely manner.

Co-ordinate the supply of alumni and donor examples (including case-studies, profiles, interviews, quotes and supporting pictures) for OPPA, the central marketing team and other departments when needed, which reflect the positive impact and experience alumni and donors have of York.

Responsible for disseminating key OPPA messages to the wider University community and ensuring that the internal OPPA web presence is kept accurate and updated.

Provide marketing administrative support to the Communications and Marketing Manager when required.

External engagement

Working with the Communications and Marketing Manager help plan, produce, design, disseminate and evaluate alumni and donor communications and engagement material.

Produce optimized email templates for OPPA to engage both donor and alumni audiences and to support events activity, promote alumni services and to support University engagement.

Co-ordinate the planning, production and dissemination of alumni and donor e-newsletters.

Contribute to the development of alumni and donor engagement plans, and analyse and interpret reports to help plan and shape our future communications, building and engaging audiences to support the University fundraising campaign.

Support events activity and organise photo-shoots/videos, liaising with suppliers (agencies, printers, designers, sponsors etc).

Provide design assistance to the OPPA team for small projects eg: presentations, web banners, av, invites etc

Manage and edit the alumni and donor WordPress sites, working with our YuMagazine Editor and Stewardship Officer to manage the release of quarterly e-issues of our Donor magazine, Changing Lives.

Edit and maintain the office website, YorkSpace.net and provide online support to our online platforms, YuConnect and YuStart.

Any other duties that fall within the scope of the job, as allocated by the line manager following consultation with the post holder.
## PERSON SPECIFICATION

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<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tr>
<td>Educated to degree level or equivalent</td>
<td>Essential</td>
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<th>Knowledge</th>
<th>Essential / Desirable</th>
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<tr>
<td>Experience of editing and maintaining websites. Able to work in a CSS, HTML web based environment</td>
<td>Essential</td>
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<td>Experience of producing and designing marketing and communications material, ability to work within Adobe Creative Package: InDesign, Dreamweaver</td>
<td>Essential</td>
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<td>Ability to work within Adobe Creative Package: Photoshop and Illustrator</td>
<td>Desirable</td>
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<td>Able to produce optimized emails and newsletters and working in an online environment with sites such as WordPress</td>
<td>Essential</td>
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<td>Excellent written skills and ability to target content tone/style to specific audiences eg writing and editing copy, producing newsletter and online content</td>
<td>Essential</td>
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<td>Strong planning and project management skills with the ability to prepare project briefings and deliver results to tight deadlines</td>
<td>Essential</td>
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<td>Ability to write clearly, concisely and persuasively for a wide variety of communications and audiences</td>
<td>Essential</td>
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<td>Ability to use databases or experience of working with Blackbaud products such as NetCommunity or Raiser’s Edge (or similar relationship management database)</td>
<td>Desirable</td>
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<th>Skills, abilities and competencies</th>
<th>Essential / Desirable</th>
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<td>IT skills, with the ability to use Microsoft Office, particularly Word, Excel, PowerPoint</td>
<td>Essential</td>
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<td>Ability to communicate effectively with a wide range of people, including face to face reception, orally and in writing</td>
<td>Essential</td>
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<td>Able to monitor expenditure against budgets</td>
<td>Essential</td>
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<td>An international outlook, with sensitivity to cultural differences, and the ability to communicate ideas clearly to a wide range of global audiences</td>
<td>Essential</td>
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<td>Ability to effectively organise and prioritise own work and follow procedures in order to produce work to a high standard, to required deadlines</td>
<td>Essential</td>
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<td>A calm disposition, tact and diplomacy when tackling competing challenges</td>
<td>Essential</td>
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## PERSON SPECIFICATION

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<th>Experience</th>
<th>Essential / Desirable</th>
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<td>Experience of working in a Higher Education organization or non-profit</td>
<td>Desirable</td>
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<td>A minimum of 3 years marketing or design role</td>
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### Personal attributes

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<th>Ability</th>
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<td>Able to work as a member of a team</td>
<td>Essential</td>
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<td>Able to work flexibly, under pressure and to tight deadlines</td>
<td>Essential</td>
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<tr>
<td>Ability to work both under direction and on own initiative</td>
<td>Essential</td>
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<tr>
<td>A calm disposition, tact and diplomacy when tackling competing challenges</td>
<td>Essential</td>
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THE DEPARTMENT

The Department is located within the External Relations Directorate which includes the Offices of International Relations, Student Recruitment and Admissions, Strategic Marketing and Digital Communications, Centre for Lifelong Learning, Events and Public Engagement, Press and Media Relations.

We work closely with Careers, the York Students’ Union and Academic Registry, amongst others, to deliver funding and volunteering programmes that support key objectives of the University.

Within the Office of Philanthropic Partnerships and Alumni responsibilities are divided across the five sections of

1. Institutional Philanthropic Partnerships
2. Individual Philanthropic Partnerships
3. Participation Programmes
4. Alumni and Donor Engagement
5. Information and Philanthropy Services

Upholding transparency, professionalism, due care and diligence and good care of our supporters is of primary importance in all that we do.

The activities of the Department are overseen by a Senior Management Team (SMT).

In order to deliver on our targets, the Office of Philanthropic Partnerships and Alumni work with volunteers across the university and the alumni and donor community. Through their time, advocacy and support we are able to achieve our objectives by expanding our circles of influence, networks and access to information and resource. Within the University, this means close collaboration with heads of department, the colleges and the York Students’ Union.

A position such as this will suit an individual with a passion for higher education and belief in the transformational role of universities to society. The post holder will require a genuine desire to collaborate and to work across functions and departments. They must possess an ability to think creatively and to work independently when required. They will have the energy, drive and commitment to work towards ambitious targets and to help deliver a campaign for York.
THE UNIVERSITY

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2016 it is the centre for almost 16,000 students across more than 30 academic departments and research centres. In over 50 years we have become one of the world’s leading universities and a member of the prestigious Russell Group.

The University has consistently been recognised as one of the leading Higher Education Institutes and is one of just six post-war universities which appear in the world top 100 (2013-14) and 15th in the Times & Sunday Times league table (2016). The University of York has won six Times Higher Education (THE) Awards and five Queen's Anniversary Prizes.

We are proud of our association with Athena SWAN, holding ten awards in support of women in science, with gold awards for Chemistry and Biology as well as a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th on the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. With a compact and easy to get around design, York enjoys a safe, friendly atmosphere. The campus offers a wealth of facilities, which includes bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal. Since 2000 we have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning space, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we’ve worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing all staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University aims to offer a nurturing and supportive environment as an employer. Flexible working hours, nursery facilities, childcare vouchers, cycle to work scheme, generous holidays and an attractive pension scheme all make the University of York one of the region’s leading employers.

For further information please visit Rewards Extra.
THE CITY AND THE REGION

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York's bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles - just a few of the many attractions.

But York isn’t just a great place to visit - it's also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit www.visityork.org for more information on the city of York

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain’s best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online

- Go to https://jobs.york.ac.uk
- Find this job using reference 5671
- Complete the online application form

You will need to submit your completed application by midnight (GMT) on 9 May 2017.

What will I need?

We will ask you for details of:
- your employment history
- relevant qualifications
- two referees

You need to be ready to show us how you meet the requirements of the job, either in a written statement and / or by answering questions.

Help and assistance

Direct any informal queries to Sarah Phillips via email at sarah.phillips@york.ac.uk or call on (01904) 324001

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0)1904 324835