Information Officer
External Relations

Closing date: 24 February 2019
Interview date: To be confirmed
Vacancy reference: 7353
INTRODUCTION

The Information Officer provides expertise in the coordination of alumni and supporter data. They act as systems lead for Raiser’s Edge/NXT (the OPPA CRM database) and related systems. They will work with colleagues across OPPA to help achieve the three key aims, those of:

- Building a culture of philanthropy of and volunteering at the University of York
- Embedding the concept of York University for life
- Excellence in relationship management

He/she will bring drive, ambition and enthusiasm to help plan and execute a major strategic philanthropic campaign for the University of York that is exceptional in its scale and scope.

Working with the University’s Executive Board, the Campaign for York will set a new benchmark for innovation and achievement in philanthropic engagement. The Campaign will position York as a sector leader in alumni relations and fundraising, finding new and innovative ways to connect with our global community. OPPA works with academics across the University, the University board and donors to secure funding for innovative projects that tackle global challenges such as food sustainability, inequality and discrimination, and scholarships that open up a new world of opportunity for our global student community.

In developing our philanthropy and engagement strategy for the University of York, we have agreed five principles that inform the way we approach all of our work and we expect these to be embraced and championed by all members of OPPA:

- The concept of in partnership relates to how we approach all of our relationships
- Innovation is critical at every level, both in terms of our daily ways of working and approach to longer-term vision but is rooted in rigorous evaluation
- We aim to transparent about everything that we do and how we do it. Taking people with us each step of the way
- We will act with integrity with all of our stakeholders
- Excellence is our guiding principle by which we mean, doing everything to the best of our ability.
Main purpose of the role

To take a lead role in co-ordinating, managing and supporting the improvement and use of alumni and supporters’ data.

To act as systems lead for Raiser’s Edge/NXT – the alumni CRM database – and OPPA Departmental Computing Officer.

Key responsibilities

1. Lead data and systems projects to support more effective use of the Raiser’s Edge/NXT database.
   - Design and co-ordinate projects and processes for the continuous improvement of alumni and supporters’ data.
   - Liaise with colleagues in OPPA and across the University to gather user requirements.
   - Craft and present proposals and recommendations to meet user needs.
   - Implement, document and communicate changes to Raiser’s Edge/NXT data.
   - Supervise project work undertaken by the Information and Communication Assistants and casual staff, under the direction of the Head of Operations and Experience.

2. Perform data imports, exports and bulk changes to support database enhancement and maintenance.
   - Identify and perform complex data imports and exports on a project basis.
   - Lead the development of data recording standards that support effective reporting and evaluation.
   - Work with external suppliers to facilitate data enhancement and research projects.
   - Co-ordinate activities to research and reconnect with lost alumni and continuously improve data completeness.

3. Carry out targeting, segmentation and reporting using alumni, donor, student and staff datasets.
   - Support the targeting of mass communications through audience segmentation and data analysis.
   - Provide data reporting and analysis from Raiser’s Edge/NXT and related systems.
   - Provide excellent customer service to stakeholder groups requesting access to or reporting on alumni data.
   - Prepare submissions to external benchmarking exercises and statistical returns, including Graduate Outcomes and the Ross-CASE Survey.
   - Compile data for responses to alumni- and philanthropy-related Freedom of Information and Subject Access Requests.

4. Act as systems lead for Raiser’s Edge/NXT and Departmental Computing Officer for OPPA.
   - Manage supplier relationship with systems providers, including regular liaison and long-term planning.
   - Liaise with colleagues in the Business Intelligence Unit and other relevant offices to facilitate access to data across systems and teams.
   - Provide specialist advice to colleagues on effective use of Raiser’s Edge/NXT and other IT systems.
   - Plan and deliver IT induction and Raiser’s Edge/NXT training for staff.
   - Provide ‘power user’ support on Raiser’s Edge/NXT and other IT to University staff.
   - Create instruction guides and other IT training materials.

5. Proactively support other roles and projects within the Operations and Experience Team.
# PERSON SPECIFICATION

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<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tr>
<td>Degree or equivalent experience</td>
<td>Essential</td>
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<td>Minimum GCSE A*-C in Mathematics and English (or equivalent)</td>
<td>Essential</td>
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<td>Project management qualification</td>
<td>Desirable</td>
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<tr>
<th>Knowledge</th>
<th>Essential / Desirable</th>
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<tr>
<td>Good understanding of the design and capabilities of relational databases (e.g. SQL Server, MySQL, Oracle, Access)</td>
<td>Essential</td>
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<td>Understanding of IT systems development processes and supplier relationships</td>
<td>Essential</td>
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<td>Working knowledge of data protection principles and legislation</td>
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<td>Knowledge of equality and diversity issues and their impact on the storage and use of personal data</td>
<td>Essential</td>
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<td>Working knowledge of marketing processes e.g. targeting, segmentation and evaluation</td>
<td>Desirable</td>
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<tr>
<td>Understanding of higher education or charitable sector best practices related to data protection, e-privacy and freedom of information laws and regulations</td>
<td>Desirable</td>
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<th>Skills, abilities and competencies</th>
<th>Essential / Desirable</th>
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<tr>
<td>Project management skills</td>
<td>Essential</td>
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<td>Good verbal and written communication skills</td>
<td>Essential</td>
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<td>Ability to translate technical concepts into non-technical language</td>
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<td>Ability to present data in a clear and usable format to support decision-making</td>
<td>Essential</td>
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<td>Advanced Microsoft Excel and Access skills</td>
<td>Essential</td>
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<td>Basic SQL skills</td>
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<td>Ability to use Crystal Reports, Tableau or similar software to design reports</td>
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<td>Standards-compliant HTML5 skills</td>
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<th>Experience</th>
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<tr>
<td>Experience of maintaining and manipulating large datasets</td>
<td>Essential</td>
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<td>Experience of delivering IT training</td>
<td>Essential</td>
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<td>Experience of providing technical support to colleagues</td>
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<td>Experience of CRM administration</td>
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<td>Experience of managing software development projects</td>
<td>Desirable</td>
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<td>Experience of using the Blackbaud suite of products including Raiser's Edge</td>
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<td>Experience of supervising junior or casual members of staff</td>
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<td>Experience of working in higher education or the charitable sector</td>
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<th>Personal attributes</th>
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<td>Customer service focus, including ability to manage expectations and workloads</td>
<td>Essential</td>
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<td>High levels of accuracy and attention to detail</td>
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<td>Ability to work independently and manage own time across competing priorities</td>
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<td>Ability to collaborate effectively with managers, staff and other departments</td>
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<td>Effective team-working</td>
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The University of York is in the initial stage of planning a fundraising campaign that will shape and articulate our philanthropic ambition and belief. It encompasses priorities laid out in the University Plan, and takes into account the wider HE context and key strategic drivers for the University of York in relation to building our global reputation, providing the best possible student experience, and building our financial resilience. It is anticipated that the Campaign will be framed around four themes, those of supporting:

- our students to stand out;
- our research community to push boundaries of knowledge and understanding;
- to be enterprising and innovative in our business engagement;
- reimagining our campus - digitally and physically.
Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2018 it is the home of more than 17,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world's leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and are ranked 16th in the Times & Sunday Times league table (2017). The University of York has won six Times Higher Education (THE) Awards and five Queen's Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding 12 awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and 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 for 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. York enjoys a safe, friendly atmosphere with facilities including 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 spaces, 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 staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds.

For further information please visit our employee benefit pages.
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](https://jobs.york.ac.uk)
- Find this job using reference 7353
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 24 February 2019

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 Chris Barnes, Head of Operations and Experience at chris.barnes@york.ac.uk

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

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