

Communications and Marketing Manager

Development & Alumni Relations

Closing date: 25 October 2021

Interview date: TBC

Reference number: DEV111A



Version: Jul21

INTRODUCTION

A dynamic, multi-faceted Development and Alumni Relations communications and marketing plan is of vital importance to the University as it builds its fundraising capacity, campaign readiness, and relationships with alumni and donors in an increasingly competitive and technology-based fundraising environment.

As a member of the Development and Alumni Relations management team, the Communications and Marketing Manager: Development and Alumni Relations, will be responsible for developing, coordinating and implementing integrated communications and marketing strategies to advance the University's alumni engagement and fundraising plans and goals, with a key focus being the next major fundraising campaign.

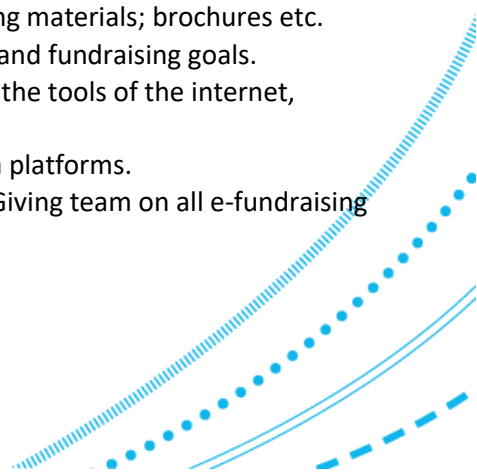
Recognising that media platforms are constantly evolving, the incumbent will also be well-versed in trends and developments in e-communications and e-fundraising and will help identify best methods and initiatives to reach priority audiences. S/he will be responsible for meeting objectives established in consultation with the Executive Director of Advancement, the Development and Alumni Relations management team and the University's External Relations office. The incumbent will manage a team of communications and marketing professionals and provide guidance to all staff in the delivery of communications and marketing strategies. This position reports to the Executive Director of Advancement and maintains a strong rapport with University of Aberdeen Communications through a dotted line reporting structure to the University's Director of External Relations.

JOB DESCRIPTION

MAIN PURPOSE OF THE ROLE:

The Communications and Marketing Manager: Development and Alumni Relations oversees all alumni and fundraising communications for the University of Aberdeen Development and Alumni Relations Directorate.

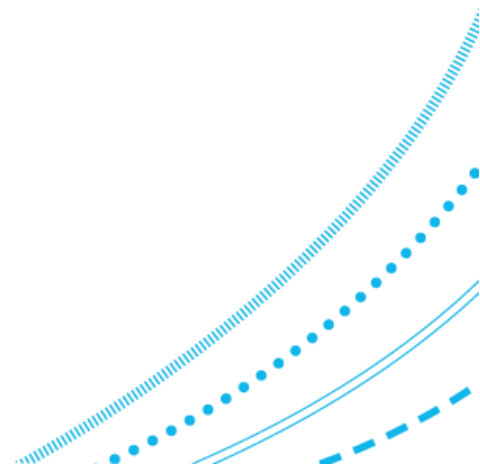
KEY RESPONSIBILITIES:

- Develops and implements, with broad consultation, the five-year communications and marketing strategic plan for Development and Alumni Relations, with emphasis on the pending fundraising campaign.
 - Develops key themes and messages and ensures their consistent integration through all Development, Alumni Relations/Regular Giving and Campaign communications.
 - Co-ordinates and participates in the writing, editing and approval process for all communications pieces. This includes, but is not limited to: Campaign materials; cases for support; proposals for major gift initiatives; newsletters; website; donor stewardship reports; videos/podcasts; promotional profiles of donors and/or alumni; advertising campaigns; presentations; annual giving materials; brochures etc.
 - Utilizes relevant social media as appropriate to achieve communications and fundraising goals.
 - Creates and develops a worldwide electronic community of alumni using the tools of the internet, vendors, and campus resources.
 - Generates and directs content to increase the use of web and new media platforms.
 - Leads all e-communications initiatives, working closely with the Regular Giving team on all e-fundraising initiatives.
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- Researches and drafts Development/Alumni-related news releases to be approved by and distributed through University Communications, conducting interviews as required.
- Oversees development of special event communications materials (invitations, messaging, visual branding, programmes, annotated agenda, speaking notes, etc.)
- Co-ordinates the work of Development and Alumni Relations communications with the University of Aberdeen Communications Office
- Works with the University's Communications Office in the development and implementation of visual identity standards for use on Development & Alumni Relations communications and Campaign materials, to ensure consistency with overall university visual identity standards.
- Strategic management experience together with solid experience of liaising with and advising senior management / leadership teams
- Strong leadership abilities – good experience of managing and motivating a team and providing clear direction

CANDIDATE BACKGROUND

A strategic communications professional with outstanding writing skills and a creative flair, the incumbent will develop and oversee implementation of a five-year communications and marketing plan that focuses on ongoing (regular and major giving) and campaign-related fundraising, alumni engagement activities and goals; as well as the enhancement of web and new media platforms. S/he will play a pivotal role in determining and developing both targeted and broad-based communications and marketing initiatives for internal and external audiences/stakeholders.



Salary will be at the appropriate point on the Grade 7, £42,149 - £50,296 per annum and negotiable with placement according to qualifications and experience.

Any appointment will be made subject to satisfactory references and probation period

For further information on various staff benefits and policies please visit www.abdn.ac.uk/staffnet/working-here

This role is based in the Aberdeen and as such the successful candidate will be required to live and work in Aberdeen.

The candidate appointed to this post may be eligible for homeworking on an occasional or regular basis. For more information please refer to our [Homeworking Policy](#).

Should you require a visa to undertake employment in the UK you will be required to fulfil the minimum points criteria to be granted a Certificate of Sponsorship under the requirements of the Skilled Worker visa. At the time an offer of appointment is made, you will be asked to demonstrate that you fulfil the criteria in respect of qualification and competency in English. For research and academic posts, we will consider eligibility under the Global Talent visa. Please do not hesitate to contact Susan White, HR Partner (e-mail: s.white@abdn.ac.uk) for further information.

AT A GLANCE

SALARY:

Grade 7

£42,149 - £50,296 per annum

HOURS OF WORK:

37.5 hrs

CONTRACT TYPE:

Substantive

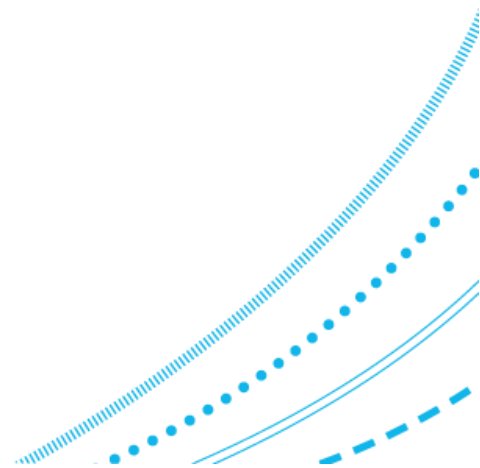
LOCATION:

Aberdeen



PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Education/Qualifications Academic, technical, and professional education and training	<ul style="list-style-type: none"> Bachelor's degree combined with a minimum of 5 years' experience in communications, public relations, journalism, marketing, and/or public affairs. 	<ul style="list-style-type: none"> Membership in a relevant professional body
Work and Other relevant experience (including training) e.g. Specialist knowledge, levels of experience, supervisory experience, research	<ul style="list-style-type: none"> Demonstrated expertise in web writing and web development; formal training would be an asset. Demonstrated experience in the development and implementation of strategic communications and marketing, ideally in a fundraising environment. Strong knowledge of, and background in, social media, video and web applications for a wide variety of communications purposes, ideally including fundraising. Demonstrated ability to effectively apply the latest communications/social media technologies. Knowledge of MS Office (Word, PowerPoint, Excel, Access), InDesign, Photoshop. Knowledge of HTML and web 2.0 management tools, Linked In, Facebook etc. 	<ul style="list-style-type: none"> funding proposal writing/writing for fundraising purposes Experience in direct mail and online fundraising communications
Personal qualities and abilities e.g. initiative, leadership, ability to work on own or with others, communication skills	<ul style="list-style-type: none"> Superior written and verbal communication skills demonstrated through a first-rate and varied portfolio of writing samples. Proven ability to meet deadlines and manage several projects simultaneously. Strong attention to detail and follow-up. Ability to work independently, to multi-task and to lead and work within a team environment. Creative design sense, and ability to work with creative professionals to develop projects from concept to final product, as demonstrated through project samples. 	<ul style="list-style-type: none"> Familiarity with a university environment an asset.
Other e.g. special circumstances (if any) appropriate to the role such as unsocial hours, travelling, Gaelic language requirements etc.	<ul style="list-style-type: none"> Creative design sense, and ability to work with creative professionals to develop projects from concept to final product, as demonstrated through project samples. Sound news judgment and the ability to identify, develop, and deliver stories of interest to the media. Sophisticated problem solving and prioritizing abilities in a multi-task environment. Appreciation of diverse perspectives and ability to work with diverse groups. Complete discretion with sensitive information and sensitive situations. Demonstrated ability to work as a team player 	



UNIVERSITY OF ABERDEEN

open to all and dedicated to the pursuit of truth in the service of others

The University of Aberdeen is a broad based, research intensive University, and we put students at the centre of everything we do. Outstanding in a wide range of discipline areas, Aberdeen is credited for its international reach and commercialisation of research ideas into spin out companies. The University has over 16,000 matriculated students and 3,600 staff representing 130 nationalities. We encourage bold thinking, creativity and innovation, and we nurture ambition with many opportunities for professional and personal development in an inclusive learning environment which challenges and inspires.



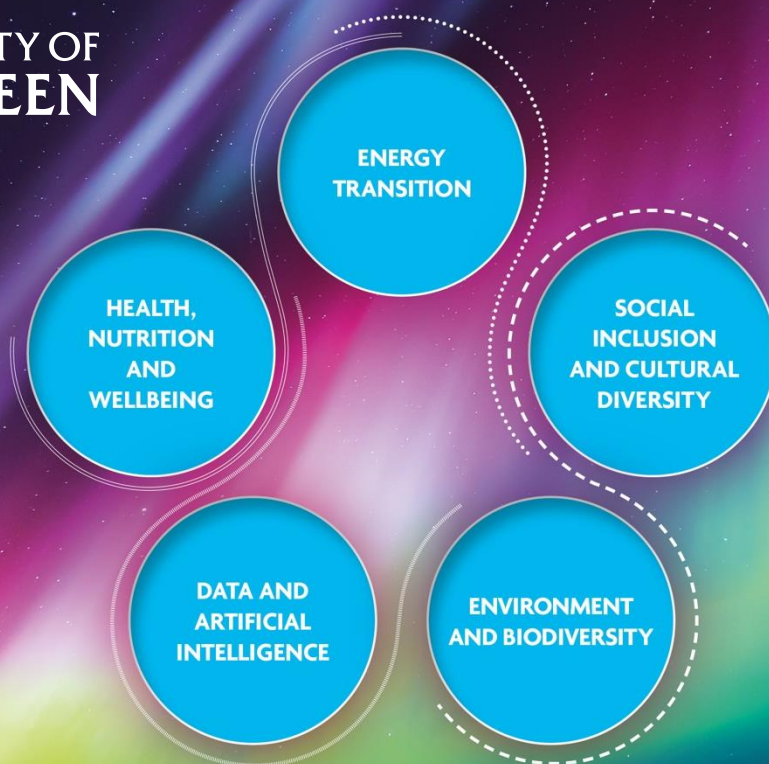
CURRENT CONTEXT

The University continues to build on its achievements. Underpinning our high performance and significant growth is a £100m investment in Aberdeen's estate which will include the completion of a new Science Teaching Hub, the regeneration of the historic King's Quarter and a new Business School building. The University has also invested in 50 new academic posts and in 2020 launched five interdisciplinary, cross-institution Research Centres that will catalyse world-leading research in our areas of strength. Our five Interdisciplinary Challenges are: Energy Transition; Social Inclusion and Cultural Diversity; Environment and Biodiversity; Data and Artificial Intelligence; and Health, Nutrition and Wellbeing.

ABERDEEN 2040

On our 525th anniversary as a University we launched [Aberdeen 2040](#), our strategic vision for the next 20 years. Four strategic themes will shape our learning and discovery, underlined by 20 commitments we have made against each theme:

- **Inclusive**
We welcome students, staff and partners from all backgrounds, organisations and communities. We value diversity.
- **Interdisciplinary**
We innovate in education and research by generating, sharing and applying new kinds of knowledge. We learn together.
- **International**
We connect with others and extend our networks and partnerships around the world. We think across borders.
- **Sustainable**
We understand and nurture our environment, and take care of our resources, including our people and finances. We work responsibly.



OUR EDUCATION

Recognised as the Scottish University of the Year in the Times and Sunday Times Good University Guide 2019, we remain true to our roots as an ancient Scottish university, combining breadth and depth in our degree programmes and drawing strength from the quality of our research. Our flexible curriculum encourages students to grow as independent learners and therefore to thrive as graduates in the diverse workplaces of the future. Our education is open to all and we are setting ambitious targets to further widen access.

OUR RESEARCH

Researchers at the University of Aberdeen have been at the forefront of innovation and excellence throughout the centuries, generating insights in medicine, science, engineering, law, social sciences, arts and humanities. This research has contributed to five Nobel prizes as well as other awards such as the Queen's Anniversary prize. Our research is intellectually rigorous working within our established areas of excellence as well as new methods of enquiry. We will continue to generate new knowledge addressing economic and societal issues with ambition and imagination, ensuring that it is globally excellent and locally relevant.

INTERNATIONAL

Aberdeen is increasing its international presence, positioning the University as a global organisation and building on established global partnerships in e.g. Qatar, China, North America, Europe. We feature in the top 50 institutions worldwide for international students¹ and have been named 32nd in the world for International Outlook². The University of Aberdeen is proud to be the first UK University to operate on a dedicated campus in Qatar. Phase 1 of this partnership with AFG College has successfully recruited over 600 students. Phase 2 will see the creation of a substantially larger campus, with capacity for at least 5,000 students and research activity. For further information on our Qatar campus visit www.abdn.ac.uk/qatar.

IMPACT

Our dedication to building a sustainable future is reflected in the Times Higher Education Impact Rankings 2021 where we were ranked in the top 60 Universities worldwide for positive impact on society.

In 2020 the University signed the United Nations Sustainable Development Goals accord, solidifying our commitment to developing the world in a sustainable way. In 2021 we were listed in the global Top 50 for 6 of these goals and in the UK Top 20 for all 17³.

¹ Times Higher Education World University Rankings 2021

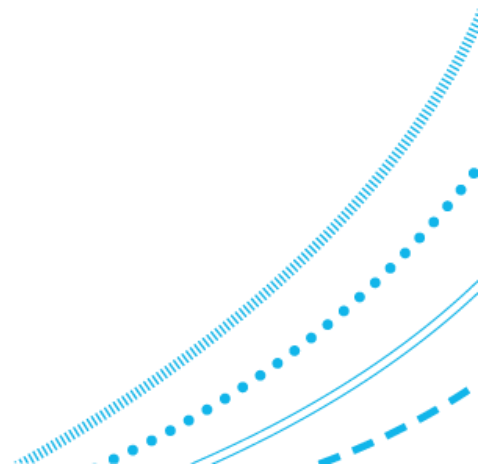
² QS World University Rankings 2021

³ Times Higher Education Impact Rankings 2021



THE DIRECTORATE OF DEVELOPMENT TRUST AND ALUMNI RELATIONS

The Directorate's responsibilities include all fundraising and alumni programming/communications for the University of Aberdeen. Our office is the sole, central repository for the alumni/donor database for the University. We are the principal way in which the university engages with its alumni worldwide.



ABERDEEN AND ABERDEENSHIRE

Scotland's third largest city, Aberdeen sits on the coast between the mountains of Aberdeenshire and the stunning North Sea coastline. The Aberdeen City region is a can-do place that is actively investing, at scale, in its future.

Renowned as a Global Energy Hub, Aberdeen is a vibrant, entrepreneurial region, home to a unique mix of business opportunities and specialist skills across various sectors including energy, technology, life sciences and food & drink. More than 20% of Scotland's top businesses are located in this region which is taking great strides to ensure that it continues to compete on a world stage. Investments of more than £10 billion of public and private infrastructure is due to be delivered before 2030, marking an exciting time to be part of a genuine world-class location.

Built from sparkling local granite Aberdeen has earned the name of the Silver City. As the energy capital of Europe, Aberdeen nevertheless retains its old-fashioned charm and character making it an attractive place in which to live, work and study. Due to its global business and international energy industry credentials, Aberdeen is well served by local and national transport infrastructure with excellent rail networks that run both North and South of Scotland and the rest of the UK. It also acts as an international travel hub. Flying time to London is just over one hour with regular daily flights and serves international travel to European centres such as Amsterdam (Schiphol) and Paris (Charles de-Gaulle) as well as flights to other European destinations.

The City and the surrounding countryside provide a variety of urban, seaside and country attractions. Aberdeen has first class amenities including [His Majesty's Theatre](#), [Music Hall](#), [Art Gallery](#), [the P&J Arena](#), [Museums](#), and [Beach Leisure Centre](#). The City is framed by its accessible beach front which is within a short walk of the city centre and there are an array of activities available across the region such as hill walking; mountaineering; sailing; surfing; salmon, trout and sea fishing; golf; sailing; surfing and windsurfing. The surrounding countryside, known as Aberdeenshire, is also one of Scotland's most appealing regions. Royal Deeside and the Cairngorms National Park are within easy access of the city, and there are a variety of towns and villages scattered along the coastline.

The city and the surrounding area have ranked consistently highly in nationally recognised quality of life surveys, coming out top 10 as one of the best places to live in Scotland in 2020 in the annual Bank of Scotland survey.

To find out more visit www.visitabdn.com



EQUALITY AND DIVERSITY

The University values a diverse working environment and recognises the benefits this can bring. The University is keen to receive applications from individuals from across all of the equality protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation).

The University supports opportunities for flexible working for a range of reasons and has policies in place to facilitate this. The policies can be found at <https://www.abdn.ac.uk/staffnet/working-here/flexible-working--5607.php>.

The University's commitment to gender equality has been recognised through the achievement of an Athena SWAN Bronze award at an institutional level and across all its subject areas. The University is also a Stonewall Diversity Champion to further LGBT+ equality.

The University is signed up to Advance HE's Race Equality Charter, affirming the University's commitment to the charter's aim of improving the representation, progression and success of minority ethnic staff and students within higher education.

Candidates who are British Sign Language (BSL) users can contact us directly by using [contact SCOTLAND-BSL](#).

The University is delighted to be accredited as a [Disability Confident](#) employer and strives to ensure that disabled staff and students have the opportunity to work and study in an inclusive, accessible and supportive environment.

www.abdn.ac.uk/staffnet/governance/equality-and-diversity-277

HOW TO APPLY

Online application forms are available at www.abdn.ac.uk/jobs

The closing date for receipt of applications is **25 October 2021**

Should you wish to make an informal enquiry please contact:

Rob Donelson, Executive Director of Advancement, rob.donelson@abdn.ac.uk

Please do not send application forms or CVs to Rob Donelson

Please quote reference number DEV111A on all correspondence

