Job Related Information

This document includes information about the role for which you are applying and the information you will need to provide with your application.

1. Role Details

<table>
<thead>
<tr>
<th>Vacancy reference</th>
<th>15716</th>
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</thead>
<tbody>
<tr>
<td>Job title:</td>
<td>Senior Alumni Engagement Coordinator</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Deputy Director of Development: Alumni Engagement</td>
</tr>
<tr>
<td>Salary:</td>
<td>£27,025 to £32,236</td>
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<tr>
<td>Terms and conditions:</td>
<td>Secretarial and Clerical</td>
</tr>
<tr>
<td>Grade</td>
<td>6</td>
</tr>
<tr>
<td>Duration of post:</td>
<td>Temporary contract until 31 July 2019</td>
</tr>
<tr>
<td>Working hours:</td>
<td>Full time, 37 hours per week</td>
</tr>
<tr>
<td>Location:</td>
<td>Walton Hall Campus, Milton Keynes</td>
</tr>
<tr>
<td>Closing date:</td>
<td>12:00 noon on 14 February 2019</td>
</tr>
<tr>
<td>Type of application form accepted:</td>
<td>Open University (OU) long application form with covering letter (no more than two sides of A4) detailing how you meet the required criteria in the person specification.</td>
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<tr>
<td>Number of referees required:</td>
<td>3 – including most recent employer</td>
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</table>
2. Summary of duties

**Purpose Statement:**

Working within the Alumni Engagement team, this role primarily provides administrative support and being responsible for the co-ordination of aspects of alumni fundraising and alumni relations activity.

**Description of duties of the post:**

Under the guidance of the Deputy Director of Development: Alumni Engagement and the Head of Alumni Fundraising, the post holder will be responsible for the co-ordination of various aspects of Alumni Engagement activity and projects from inception through to completion. The projects could include mailings, web, email, event or other projects in support of the alumni fundraising and alumni relations or wider Development Office objectives. Examples of the projects are Annual Report mailing, new graduate welcome, pre-degree ceremony communication, stewardship and engagement magazines, crowdfunding appeals.

Responsibilities for Alumni Engagement activity and projects will include setting up schedules, ensuring deadlines are met, dealing with the day to day communications with external agencies and ensuring copy and design is signed off and any other tasks required to ensure successful completion of the project. The post holder will also be responsible for providing regular updates to the Deputy Director of Development: Alumni Engagement and/or Head of Alumni Engagement regards to the progress of the project, as appropriate.

To be involved in both Development Office events and cross university events, and to actively participate within a stewardship role at these events. An example of this would be – degree ceremonies, pioneer events, supporter events.

To steward relationships with Alumni, to further engage them with the OU and its mission, and to nurture their relationship with us and harness their goodwill. By responding to telephone calls, emails and letters - this includes taking initiative and responding to enquiries and liaising with academic departments and other University colleagues.

3. Person specification

**Requirements (E = Essential/ D = Desirable)**

**Education, qualifications and training**

- Educated to A level or equivalent (an OU education would be helpful, but not essential (E)
- Knowledge of word-processing and other IT packages, including MS Word and Excel (E)
- CASE Spring Institute of Fundraising (D)

**Knowledge, work and other relevant experience**

**Essential:**

- Working with external agencies (e.g. direct marketing, advertising, design, mailing house, printers) and working in direct mail, or a related area (publications / advertising) would be a distinct advantage. Or a marketing qualification.
- Donor care (including lifetime giving, legacy donors and next of kin), and dealing with queries, complaints or information requests and stewardship.
- Fundraising in a charitable or educational setting.
• Working to deadlines, under pressure, and using own initiative to take decisions.
• Dealing with clients/donors/supporters by telephone, in writing and in person (queries, complaints, information requests).
• Work/volunteering that has allowed the post holder to develop and demonstrate good communications skills (written and oral), organisational ability, and confidence in coordinating projects involving a range of different people.
• A good understanding of alumni relations in a University setting
• Experience of stewarding donors and supporters and writing stewardship communications

Desirable: Experience of:
• University Fundraising Office.
• VOICE and STRATUM databases.
• Administration of gifts in the Wills of donors (legacies), including liaison with solicitors.

Personal abilities and qualities

Essential:
• Excellent communications and customer service skills
• Is energetic and enthusiastic, with a positive attitude to working under pressure and the ability to remain calm
• Good team player with a flexible “will-do” attitude to assisting in all aspects of alumni fundraising
• Organised and self-motivated
• Willingness to exercise initiative, use judgement and make decisions
• Is tactful and discreet, comfortable dealing with personal information relating to donations
• Enthusiastic about the OU and pro-active in keeping informed about its news and developments

Desirable: N/A

4. Role specific requirements e.g. Shift working

• Available to work on occasional weekends or evenings.
• Some UK travel – for example to alumni fundraising and graduation events.

5. About the unit/department

The Development Office.

The key role of the Development Office is to raise philanthropic income from alumni, corporations, trusts, foundations and individuals to help further the mission of the University.

There are two sub-teams:

The Partnerships and Philanthropy Team specialises in major gift donations; seeking to secure donations of £50,000+ for The Open University. This funding is secured from mixed portfolios comprising of individuals, trusts and foundations, corporations and institutional grant makers. As well as identifying and securing gifts via a mix of face-to-face meetings and comprehensive proposal writing, the team are also responsible for all stewardship, managing all reporting and invoicing following the initial gift. Other duties in the team include organising and running high-profile fundraising events; undertaking all prospect research and due diligence; and working across the university to identify and articulate key funding needs.
The Alumni Team which seeks to engage alumni in a lifelong relationship with the University. The team also seeks support, primarily from the OU’s alumni body (but also students, staff and others), and includes:

- **Legacy Fundraising**
  Secures support from people leaving gifts in their Will.

- **Annual Fund**
  Seeks one off and regular donations, usually up to £10,000 and includes an in-house telephone fundraising team.

- **Mid Value Programme**
  Raises gifts from £10,000 – £50,000.

The Development Office is also responsible for running and managing the OU’s first fundraising campaign ‘Open Up the Future’; securing £50 million in further philanthropic donations by 2020. It also responsible for managing the OU’s wider commemorative 50th Anniversary campaign.

The teams are supported by colleagues working in finance, operations and database.

6. **How to obtain more information about the role or application process**

If you would like to discuss the particulars of this role before making an application or have any questions regarding the application process please email Resourcing-hub@open.ac.uk

7. **The application process and where to send completed applications**

<table>
<thead>
<tr>
<th>Please ensure that your application reaches the University by:</th>
<th>12:00 noon on 14 February 2019</th>
</tr>
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<tbody>
<tr>
<td>E-mail your application to:</td>
<td><a href="mailto:Resourcing-hub@open.ac.uk">Resourcing-hub@open.ac.uk</a></td>
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8. **Selection process and date of interview**

<table>
<thead>
<tr>
<th>The interview panel will be chaired by:</th>
<th>Karen Hart: Deputy Director of Development: Alumni Engagement</th>
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<tr>
<td>The other members of the interview panel will be:</td>
<td>Mark Parsons: Head of Alumni Fundraising</td>
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<tr>
<td></td>
<td>Emily Portch: Senior Alumni Engagement Co-ordinator</td>
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<tr>
<td>The interviews will take place on:</td>
<td>26 February 2019</td>
</tr>
<tr>
<td>The selection process for this post will include:</td>
<td>Interview and job-related task.</td>
</tr>
</tbody>
</table>
We will let you know as soon as possible after the closing date whether you have been shortlisted for interview. Further details on the selection process will also be sent to shortlisted candidates.

Applications received after the closing date / time will not be accepted.