Dublin City University
Director of Alumni Relations
Alumni Relations Office
(Three year contract position)

Background
DCU is currently recruiting for the position of Director for its Alumni Relations function. This position will report to the Deputy President of the University and have responsibility for the implementation and co-ordination of the alumni relations strategy of the University. The successful candidate will promote and implement a co-ordinated programme of ongoing alumni relations activity across the university community. This programme will deliver on the university’s strategy for alumni engagement developed in response to the University’s strategic plan 2012 – 2017 “Transforming Lives and Societies” and its successor plan.

The successful candidate will be expected to have an intimate understanding of the university’s working environment and strong programme management skills. S/he will be expected to deliver in parallel on multiple projects that engage alumni and provide tangible benefits to alumni and current students.

The role will require being an advocate for alumni engagement within the university and building relationships in support of alumni relations activity across the extended DCU community – with alumni, students, academic and administrative staff.

Key Responsibilities
The duties and responsibilities of the post will include the following:

The alumni relations function

- Develop, implement and co-ordinate the alumni relations activity of the university, combining a range of resources and liaising with faculty, President’s Office, HR, Finance, Communications and Marketing, Budget Committee, other central units of the university, the DCU Educational Trust and campus commercial companies as appropriate.
- Assume responsibility for operation of the central alumni office including delivery of high quality outreach to and service for alumni and provision of services to faculty and the wider university community.
- Facilitate active engagement for DCU with its alumni community that in turn involves alumni more actively with the work of the university across a range of areas in teaching, learning, research, external engagement, philanthropy and its corporate affairs.
- Develop an annual cycle of planning for alumni relations activity in support of the core strategy of the university and the supporting strategy for alumni relations.
- Report regularly to all stakeholders as appropriate on the implementation of those plans.

Specific programmes

- Ensure a regular communications programme is in place with alumni. This currently includes a print magazine, email bulletins and a range of social media platforms.
• Identify and deliver partnerships with appropriate third parties that will enable a greater range of alumni activities of mutual value to alumni and the university.
• Co-ordinate and expand alumni benefits and affinity programmes in conjunction with vendors and university partners.
• Work as a conduit between the alumni community and both academic and support units of the university to deliver appropriate alumni input on key projects and initiatives
• Explore avenues for revenue generation in order to expand the alumni services and team, as required, including event design, commercial partnerships, ticket sales, merchandise etc.
• Work with the DCU Educational Trust Team to deliver the annual fund programme including regular communications and telethons (driven by the Trust but in close collaboration with the alumni relations office)
• Co-ordinate and support the work of the volunteer Alumni Council as an active advisory resource to the alumni relations function and the university generally including specific supports for the elected Chair of the council and appropriate ad hoc committees.

On campus partnerships

• Engage and co-ordinate across the five faculties of the university to build on local alumni facing resources and activity through sharing of appropriate experiences and learning to optimise the use of resources and impact of activity.
• Work with other units of the university – academic and administrative - to maintain both their understanding of the value of alumni relations and their active support and involvement in delivering meaningful engagement with alumni.
• Build on relationships with staff and student leadership to engage the student community with alumni, from orientation right through the cycle of their university programme to graduation, creating a lifelong sense of the value of the university connection.
• Liaise and maintain relations with other units within the University as appropriate including Registrar’s Office, Chief Operations Officer’s Office, International Office, Student Support & Development, Careers, Registry, Information Systems and Services, Library, Sports Centre, DCU Educational Trust and DCU Commercial Enterprises.

Personnel, budget and office management

• Responsibility for the recruitment, selection and development of staff within the Alumni relations office through liaison with HR
• Develop, manage and assume responsibility for the areas of budgetary management and financial control within the alumni relations office.
• Oversee the detailed monitoring and recording of alumni activity to benchmark and evaluate the progress of alumni engagement, internally and externally, and deliver evidence based input into annual planning.
• Grow and maintain quality and currency in relevant data and work with other units of the university and the DCU Educational Trust to ensure effective annual data management and maintenance cycles are created and adhered to.

Networks

• Engage and co-ordinate with external organisations and bodies to maintain currency in best practice in the DCU approach to alumni relations.
• Participate at relevant committees, working groups and events within and beyond the university as appropriate.

**Person Specification – Qualifications, Skills and Experience**

Candidates for this senior role must have an honours degree and preferably be qualified to postgraduate level. S/he must possess

- Proven knowledge of the university sector and the challenges involved in engaging an alumni community.
- Experience at management level in a higher education or comparable context with responsibility for the planning and use of resources.
- Evidence of judgement and experience of decision making in a management environment. Capacity to take initiative and work independently where required within the frame of university’s strategic intent and sustainable resources.
- Proven programme or project management skills with a capacity to organize and complete multiple tasks simultaneously maintaining attention to detail and meeting deadlines.
- Strong influencing skills and experience of representation or advocacy to third parties
- Knowledge of modern marketing and communications methods including event management and use of digital media.
- A good working knowledge of database and CRM technologies (Raiser’s Edge/ Microsoft Dynamics CRM or similar)
- Evidence of excellent organisational, communication and relationship management skills and an ability to work collaboratively with varied groups is essential.
- Prior experience in alumni relations specifically would be an advantage but is not essential for the right candidate.

**Remuneration**

Salary scale:  *€54,331 - €83,023 (Administrator II - Grade 7)*

*Appointment will be commensurate with qualifications and experience*

**Closing Date:** Wednesday 12 October 2016

**Application Procedure**

Informal enquiries to: Professor Daire Keogh, Deputy President, President’s Office, Dublin City University. Email: daire.keogh@dcu.ie  Tel: 01 8842006

Application forms are available from the DCU Current Vacancies (open Competitions) website at http://www.dcu.ie/vacancies/current.shtml and also from the Human Resources Department, Dublin City University, Dublin 9. Tel: +353 (0) 1 7005149.

Please clearly state the role that you are applying for in your application and email subject line: Job Ref: 401 Director of Alumni Relations

Applications should be submitted by email to hr.applications@dcu.ie or by Fax: +353 (0)1 7005500 or by post to the Human Resources Department, Dublin City University, Dublin 9, Ireland. Tel: +353 1 700 5149; Fax: +353 1 700 5500 Email: hr.applications@dcu.ie