

Job Description

Note: This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time. Job-holders should be consulted over any proposed changes to this job description before implementation.

Job Title: Alumni Communications Intern
Department: Alumni Relations Office, Business Engagement
Reports to: Senior Alumni Communications Officer
Grade: NG2

Job Purpose:

The post holder will provide support in delivering the alumni communications programme. The role will have a specific focus on engaging recent graduates with employability and enterprise opportunities to support their professional prospects post-graduation. The post holder will assist with the delivery of day-to-day email campaigns and social media communications to help increase engagement with our 180,000+ global alumni community.

Principal Accountabilities:

1. Provide support to the writing and delivery of the alumni communications programme, from planning and collecting content, through to editing and publishing communications, under the support/direction of the Senior Alumni Communications Officer.
2. Contribute ideas for developing the recent graduate communications programme to increase participation and engagement in various employability activities.
3. Assist with creating tailored emails and social media content for recent graduates, to encourage higher engagement with courses and extra-curricular programmes that prepare our graduates for their professional life.
4. Liaise with academics and professional services teams, such as Communications, Marketing and Planning, to promote relevant opportunities and messages to relevant cohorts of alumni.
5. Support the Senior Alumni Communications Officer in liaising with external suppliers, including copy-writers and proof-readers, who are involved in the production of alumni communications.
6. Assist with researching and interviewing subjects for alumni communications, with a particular focus on those who could be role models to our current and prospective students.

7. Support with preparing reports which show the effectiveness of various communications in engaging graduates with employability activities.
8. Assist in answering general enquiries about alumni communications via phone, email or in-person, when required.
9. Support the Alumni Relations Team in the day-to-day running of various alumni programmes when required.
10. To carry out other duties appropriate to the grade, as required by the line manager.

Context

The Alumni Communications Intern will provide support to the writing and delivery of all alumni communications, with a particular focus on developing the communications plan for recent graduates. These communications will ensure that recent graduates are aware and engaged with the various opportunities available to them, to develop their skills and aspirations for their future careers. This role will also provide essential support to the Senior Alumni Communications Officer in expanding the University's digital offering for its alumni communications.

This post is funded by the Quintin Hogg Trust (QHT) and delivery of the project is to the timescales of the funded project.

The role is based within the Alumni Relations Office whose primary purpose is “to inspire and engage the University of Westminster’s vibrant, global community of alumni and supporters to build lifelong and mutually beneficial relationships with the institution”.

The Alumni Communications Intern works as part of the Alumni Relations Office which is a key component of the University of Westminster’s Business Engagement Directorate. Alongside the Alumni Relations Team, the Business Engagement Directorate includes the Student Enterprise Centre, Short Courses and Apprenticeships teams. The Business Engagement Directorate is tasked with embedding business engagement across the university’s operations, in the lead up to the opening of a new inclusive centre for enterprise and innovation at 29 Marylebone Road that will be highly visible “front door” for businesses to access services, training and student talent available through the University.

The University requires all post holders to have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.

Dimensions

The post-holder will be based at the University’s Wells Street site but will be expected work at other sites when necessary.

PERSON SPECIFICATION

	Essential criteria	Desirable Criteria
Qualifications	Educated to GCSE level including a grade C or above (or equivalent) in English.	
Training and Experience	<p>Excellent written communication skills, with experience of producing articles or online content such as blog posts, news stories etc, for different audiences.</p> <p>Excellent proofreading skills.</p> <p>Experience of general office duties including reception duties, dealing with telephone, written enquiries and office filing in a timely and professional manner.</p> <p>Excellent IT skills including good working knowledge of MS Office and an aptitude to use a range of different I.T systems.</p>	<p>Experience of producing communications in a student support department or related service.</p> <p>Experience working in a student support department or related service.</p> <p>Administration experience within a team environment and/or front-line work with students and other stakeholders.</p>
Aptitude and abilities	<p>Ability to understand and prioritise customer needs.</p> <p>Able to demonstrate excellent oral and written communication skills.</p> <p>Excellent interpersonal skills and ability to establish good working relationships with colleagues, students and external contacts.</p> <p>Ability to use tact and discretion when working with sensitive and personal issues and information.</p> <p>Excellent at paying attention to detail, organising and prioritising work and working accurately under pressure.</p>	
Personal attributes	<p>Must enjoy working as part of a busy team.</p> <p>Must be flexible to adapting to an ever-</p>	

	changing environment.	
Other	Fully committed to contributing to a stimulating learning and working environment which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.	