



**Lincoln
University**

Te Whare Wānaka o Aoraki

CHRISTCHURCH • NEW ZEALAND

POSITION DESCRIPTION

Alumni Relations Officer

Marketing and Recruitment



Vacancy 12-05

January 2012

POSITION DESCRIPTION

Alumni Relations Officer

Context

Lincoln University is committed to teaching and research excellence and prides itself on creating an innovative and progressive environment that is student focused.

With three Academic Faculties, two Research Centres, two Divisions and 16 Corporate Service Units, the University draws its students from throughout New Zealand and from over 60 countries. The University has a student roll of around 4500 and approximately 650 staff.

The Marketing & Recruitment Division plays an integral role in driving student recruitment and retention, and delivering a range of marketing, communications and external relations services, including the development of non-student revenue and alumni relations.

The Alumni Relations Officer is an integral member of the External Relations team, which sits within the Marketing & Recruitment division. The External Relations team provides strategic advice, consultancy and active input to public relations, communications, media relations and donor/fundraising programmes and as such is a key relationship builder with senior alumni, donors and supporters of the University.

The Alumni Relations Officer's role is to continually develop and enhance the profile and goals of the University and the Alumni Association by facilitating opportunities for alumni to connect with each other and the University, keep alumni informed and engaged with University activity, and to provide opportunities for alumni and others to support the University. The role is primarily focused on relationship and event management.

Purpose

To facilitate and encourage support of the University by alumni and friends through effective communication and attractive and accessible engagement opportunities.

Key Outputs	Key Performance Indicators
<p>Relationship and Event Management</p> <ul style="list-style-type: none">• Co-ordinate an annual programme of reunions and regional gatherings for alumni, with special emphasis on encouraging the participation of alumni who completed their study after 1980.• Organise and manage alumni events.• Perform the functions of Alumni Association Secretary.• Maintain and develop the range of benefits and services available to alumni (including high quality, contemporary Lincoln University memorabilia) and strategic alliances that support alumni activities and contribute to the	<p>Relationship and Event Management</p> <ul style="list-style-type: none">• The External Relations Manager and the Alumni Association are kept informed of key developments.• Alumni events are successfully run and positive feedback is received.• Alumni are contacted regularly and kept informed about opportunities and developments at Lincoln University.• Secretarial duties are carried out in an efficient and timely manner in accordance with KPIs specified by the Association.

<p>Alumni Association.</p> <ul style="list-style-type: none"> • Oversee, with the Executive, the Lincoln University Alumni Association activities and develop active alumni chapters and branches including web communities. • Develop relationships with alumni as employers and, in association with the Employer Relations Officer, encourage the participation of alumni in graduate placement activities. • Co-ordinate material and provide editorial input to AlumniLinc and any hard copy publications for alumni and friends of the University. • In association with the Student Recruitment Team, actively encourage the participation of relevant alumni in student recruitment activities. • Coordinate the production of alumni profiles for use in student recruitment material and activities as well as to promote where our alumni work after graduation on the website. 	<ul style="list-style-type: none"> • Alumni become more involved in the student recruitment and development programmes. • Alumni relationships are developed via a co-ordinated and constantly improved programme of events, communications with and amongst alumni in Canterbury, nationally and internationally. • A full suite of alumni profiles are collated annually to add to the data maintained on our alumni body as well as for use in student recruitment publications in time for print deadlines.
<p>Budgeting and IT Management</p> <ul style="list-style-type: none"> • Manage the alumni budget and resources and provide reports as required. • Develop the Alumni Association's financial schemes (insurance, travel, memorabilia etc) with special emphasis on products which suit the needs of those people who completed their study after 1980. • Develop and maintain the centralised alumni database and explore its wider application for other stakeholders. • Enhance, maintain and report from the alumni database. • Continuously monitor and develop the alumni website to ensure promotion of alumni, updating of information and opportunities to engage are easily accessible. 	<p>Budgeting and IT Management</p> <ul style="list-style-type: none"> • Budgets are adhered to and reports are accurate and provided in a timely manner. • Financial schemes are coherent and suit the needs of alumni. • The alumni database is developed and kept up-to-date. • The alumni database is maintained regularly and reporting is provided to the External Relations Manager on a regular, agreed basis. • The alumni web presence performs well against other institutions' offerings and continuously meets user expectations.
<p>Fundraising/Development</p> <ul style="list-style-type: none"> • Establish and develop new relationships with individuals and organisations (nationally and internationally) identified as potential donors. • Regularly identify and manage opportunities for investment that would lead to increased philanthropic development. • Develop pathways of interest, participation and involvement that lead to tangible support for the 	<p>Fundraising/Development</p> <ul style="list-style-type: none"> • Opportunities with existing corporate supporters, alumni and other donors to Lincoln University, as well as prospective supporters and donors, are identified and pursued. • Identified opportunities to build philanthropic development progress to implementation and produce measurable positive results for the University.

<p>University.</p> <ul style="list-style-type: none"> • Provide regular progress reports regarding development/fundraising to the External Relations Manager. • In association with the Director, Marketing & Recruitment and the External Relations Manager, help coordinate fundraising and sponsorship undertaken by Faculties and Research Centres through Lincoln University Foundation and provide advice and support on sponsorship activities. 	<ul style="list-style-type: none"> • Fundraising/development is carried out successfully in a professional manner, and positive feedback is received. • Existing donor relationships are enhanced and maintained • Opportunities are not pursued where they will not add value to Lincoln University. • Faculties and Research Centres are provided with accurate and timely advice to support their sponsorship activities. • Reports on progress against fundraising targets are provided for External Relations Manager on a regular basis.
<p>Other</p> <ul style="list-style-type: none"> • Comply with all legal and University requirements in respect of the administration and management of all university records. • Other tasks that may be required from time to time. 	<p>Other</p> <ul style="list-style-type: none"> • All legal and University requirements are complied with in respect of the administration and management of all university records. • Demonstrates knowledge, willingness and ability to respond to ad hoc tasks as they arise.

Staff Supervised

The Alumni Relations Officer is not responsible for the supervision of staff although from time to time projects may require supervision of external contractors.

Key Relationships

The Alumni Relations Officer is expected to establish effective working relationships with:

- Staff within Marketing & Recruitment
- The Alumni Association President, Executive, Branch Secretaries and senior alumni
- Lincoln University Students Association (LUSA) representatives
- Other staff as necessary
- Relevant external individuals and organisations, including existing and prospective individual and donor organisations, charitable trusts and foundations.

Accountability

The Alumni Relations Officer will be responsible through the External Relations Manager to the Marketing & Recruitment Director and thence to the Assistant Vice-Chancellor (External Relations and Development).

Person Specification

Qualifications

A tertiary qualification in business development, marketing or a related area, would be a distinct advantage.

Experience

The position requires:

- Proven record in relationship management.
- A background in marketing and/or public relations.
- Experience in a computerised environment (with Microsoft Word, Excel and databases).

Technical Skills

- Excellent written communication skills e.g. report writing, newsletters.
- The ability to build and maintain contact between alumni and the University.
- Highly developed interpersonal skills including the ability to relate to a wide range of people and to present to large groups.
- Financial acumen particularly in reporting on progress and being able to communicate about financial returns/benefits to internal and external stakeholders.

Personal Attributes

- A willingness to continually learn and develop.
- A high level of personal motivation, initiative and the ability to drive new programme development.
- The ability to set priorities, meet deadlines and work effectively under pressure.
- Is able to work within the LU Code of Conduct and promote a respectful working environment.

CONDITIONS OF APPOINTMENT

Alumni Relations Officer

Term of Appointment

This is a continuing appointment.

Hours of Work

This is a full time appointment of 37.5 hours per week, with some of those hours being required to be worked outside the usual office hours from time to time.

Remuneration

An attractive remuneration package will be negotiated with the successful candidate commensurate with qualifications and experience.

Employment Agreement

- The appointee will have an Individual Employment Agreement.
- The conditions outlined in this document are indicators of some of the key items of that agreement.

Annual Leave

- Annual leave entitlement is four weeks per annum.
- The appointee is also entitled to statutory holidays in accordance with the Holidays Act.
- In addition, the appointee is entitled to the last working day before Christmas Day, the three working days between Christmas and New Year, and Easter Tuesday, as University holidays, provided they fall on days that the appointee would normally be required to work.

Health and Safety

- The appointee will work and act at all times in compliance with all Lincoln University requirements in respect of occupational health and safety.
- University staff can join the Recreation Centre on campus. The Centre offers a wide range of facilities and services, for example: gymnasium, weights room, exercise classes, fitness assessments, massage, squash courts.

Relocation

If the appointee resides outside the Christchurch area, relocation may be discussed with the successful applicant.

Other

Further information about Lincoln University can be found on our website: www.lincoln.ac.nz

Method of Application

All applications must include a Lincoln University application form, CV and covering letter and be received by 4.00pm on Monday, 20 February 2012.

Electronic applications can also be made online at www.lincoln.ac.nz

Enquiries can be made to:

The Human Resources Administrator
Phone: 03 325 3687
Email: jobs@lincoln.ac.nz

Applications should be sent to:

The Human Resources Director
PO Box 84, Lincoln University
Lincoln 7647, Christchurch
New Zealand

APPENDIX A

STATEMENT OF VISION AND VALUES

VISION

As defined in the Lincoln University Charter (effective 2003-2009), Lincoln University's vision is to provide the national and international leadership in research and teaching that will contribute positively to ensure a sustainable environmental, social and economic future for New Zealand.

To achieve its vision, Lincoln University will:

- Provide an innovative and challenging learning environment that is focussed on enabling its students to achieve their potential;
- Contribute to the creation of sustainable environmental, social and economic outcomes through education and research that expands knowledge and understanding of the science and management of natural resources;
- Work with its communities in New Zealand and beyond to address national and international issues by maintaining, strengthening and integrating its core competencies in commerce, physical, biological and social sciences; and
- Recognise and provide for the Treaty of Waitangi/te Tiriti o Waitangi and the status of tangata whenua.

VALUES

Lincoln University is committed to the following values:

Scholarship

The University's staff and students will exhibit the highest standards of scholarship in all academic endeavours.

Academic Freedom

The University values academic freedom and is committed to supporting and encouraging independent and critical enquiry necessary for learning, teaching, research and the role of its members as the critics and conscience of society.

Independent and Creative Thought

The University encourages and develops critical and independent thought in its research and its learning environment.

Quality

The University fosters quality by enhancing a culture of excellence.

Professionalism

The University is committed to professionalism in its dealings with students, staff, clients and communities.

Innovation

The University fosters innovation in its activities and, in particular, in the delivery of educational services.

Student Focus

The University has a 'student first' approach. It articulates standards of service and expectations of students in the student charter.

Relevance

The teaching and research of Lincoln University is innovative, rigorous, responsive, forward-looking and able to be applied to the solution of problems.

The Treaty of Waitangi

Lincoln University is committed to developing as an organisation that meets its obligations under the Treaty of Waitangi.

International Perspective

Lincoln University is committed to providing an international perspective to enhance the learning of its students and opportunities for its graduates and staff.

Responsible Utilisation and Management of Natural Resources

Lincoln University advocates the responsible utilisation and management of built and natural resources for sustainable environmental, social and economic benefit.

Ethical Standards

Consistent with its support for academic freedom, the University promotes its code of ethical standards to ensure the professional conduct of its learning, research and professional activities.

Accountability

Lincoln University, its Council and its staff accept the obligation to account to its students and other clients, the Crown and other stakeholders for the outputs produced and for the resources used in producing those activities and operations.