



**ST JOHN'S COLLEGE
CAMBRIDGE**

**Further particulars for the position
Alumni Relations Officer (Publications)**

March 2018

Requirement

Do you have a talent for creating compelling content? Could you tell the stories of an extraordinary global community?

St John's College, Cambridge is looking to appoint an Alumni Relations Officer (Publications) who will help us reach out to more than 12,000 alumni around the world.

Reporting to the Head of Alumni Relations, the postholder will be responsible for bringing alumni stories to life across print publications and digital communications.

Working within the Alumni Relations team in the Development Office, the Alumni Relations Officer (Publications) will support the alumni relations and fundraising strategies by maximising engagement across a range of channels.

The postholder will be responsible for producing alumni publications through the entire process from planning to mailing; including commissioning, copy-writing, editing and proofing. You'll champion editorial excellence within the department and commission or adapt content for a range of digital and print publications.

The successful candidate will be creative, self-motivated and detail-oriented. You'll be experienced in transforming complex content into compelling editorial and confident in working with a variety of stakeholders.

About St John's College and its alumni

St. John's College was founded in 1511 by Lady Margaret Beaufort, the mother of King Henry VII. It is one of the oldest of the University colleges and has over 530 undergraduate and 300 post-graduate students, and around 150 Fellows in a very wide range of academic disciplines. The charitable purposes of the College are the advancement of education, religion, learning and research. The College is currently able to accommodate all its students in College and nearby hostels and houses. All Fellows have a study in College and some are fully resident in College.

Additionally, the College employs some 250 Assistant Staff. The College is a very diverse community with approximately 20% of its undergraduates and 50% of its graduates coming from overseas.

St John's College forges a strong sense of affiliation among alumni of the College (known as Johnians) who affectionately declare 'once a Johnian, always a Johnian'. Over the past few centuries, the College has produced Nobel prizewinners, medics, engineers, artists, novelists, actors, statisticians, astronomers, entrepreneurs and more. St John's prides itself on enabling students to exceed their expectations and our graduates go on to achieve remarkable things that touch and transform lives all over the world.

College Aims: The College's statutory aims are the promotion of education, religion, learning and research.

Department Aims: The Development department's aim is to develop and promote the College's alumni relations and fundraising strategy.

Further information on the College can be found on the College website www.joh.cam.ac.uk

Principal Responsibilities and Duties

Job title:	Alumni Relations Officer (Publications)
Department:	Development Office
Responsible to:	Head of Alumni Relations
Job Purpose:	To be responsible for the preparation of alumni publications and offering editorial support to the Development Office team, as well as a range of other alumni relations activities.

Principal Accountabilities (Responsibilities)

a) Produce and distribute alumni print publications and promotional literature:

- I. Act as Editor of the bi-annual -magazine, The Johnian, and co-Editor of the College's annual record, The Eagle.
- II. Commission, research, write, edit and proofread copy for a variety of print publications and coordinate its dissemination across platforms, liaising with alumni, students, staff and senior College members.
- III. Manage a budget for the production and mailing of these publications, working with external suppliers within the defined budget.
- IV. Liaise with external suppliers, including designers, photographers, printers and mailing houses, to ensure that our publications are being produced to the highest standard, on time and remaining within an identified budget.
- V. Oversee the delivery of a professional, consistent design and editorial tone that supports the alumni relations message and reflects the values of the College.
- VI. Attend regular meetings of the relevant Committee and to provide reports to the Committee as appropriate.

b) Coordinate and produce digital alumni communications:

- I. Commission, develop or adapt suitable content for alumni digital platforms that will support the alumni relations engagement strategy
- II. Liaise with the Alumni Events Assistant and Head of Alumni Relations to research and develop timely, relevant news stories for the monthly enewsletter and other ecommunications
- III. Liaise with the College Communications Team to develop digital content for the College and alumni websites, and social media platforms.
- IV. Review the success of activity and make recommendations to improve engagement

c) To support the objectives of the Development Office:

- I. Assist the development of a plan for alumni communications that will support the achievement of the alumni relations strategy
- II. Contribute to the Development Office communications calendar to support timely, coordinated communications
- III. Integrate Development Office campaigns and messages where appropriate across digital and print alumni channels
- IV. Act as the editorial champion, providing advice to Development Office colleagues on best practice and support with writing and proofreading.
- V. Identify and develop opportunities for targeted messaging, data capture and giving

d) Support the organisation of a global programme of events

- I. Contribute to the work of the Alumni Relations team by providing administrative support as required

- II. Assist with the preparation of letters, mailings and promotional literature associated with these events
 - III. Attend events and represent the College in Cambridge and if required, elsewhere in the UK, in a way which effectively promotes the College and enhances its reputation. This may include work outside of ordinary hours.
- e) To ensure comprehensive record-keeping and reporting, the postholder will use the College's data-base system (Raiser's Edge).**

The list includes the principal accountabilities of the role but is not exhaustive. The College reserves the right to make reasonable changes to the duties and requirements in the job description which may be necessary to meet the changing needs of the job or to reflect the latest technology or best practice. Other relevant duties may be specified by the Head of Alumni Relations from time to time.

Person Specification

Set out below are the qualifications, experience, skills and knowledge that are the minimum essential requirements for the role or are desirable additional attributes.

Qualifications, Knowledge and Experience:

- Degree level education
- Experience of writing, editing and proofreading for digital and print publications
- Experience of producing digital and print marketing communications desirable
- Knowledge of alumni relations, fundraising and higher education preferred but an editorial/marketing communications background will be considered
- Experience of working with data-bases of some kind – full training will be given on the Development Office's data-base, Raiser's Edge, if necessary.
- Good knowledge of IT, including design packages

Skills, Abilities and Competencies:

- The post-holder must be able to demonstrate initiative and strong self-motivational skills
- Excellent organisational and administrative skills with an ability to prioritise workloads and meet deadlines.
- The post-holder will be a highly-organised, methodical and detail-oriented person, with an ability to work both independently and collaboratively. S/he should have excellent communication skills (both written and oral) and should be able to deal with a wide variety of people both within and without the College.
- High degree of flexibility to respond to highly fluid and open-ended tasks

Terms and Conditions

Length of post:	Permanent
Salary:	Between £26,085 - £29,874 p.a. (depending on experience)
Hours of work:	The hours for the post will be 36.25 hours per week.
Location:	The role is based in Cambridge

Contractual benefits include:

- Membership of a contributory pension scheme after a qualifying period

- Additional Christmas salary payment
- Annual leave of 36 working days (including College closure days and Bank Holidays) pro rata for those working less than 5 days per week

Other benefits include:

- Free lunch in the College's Buttery Dining Room (subject to a monetary limit)
- Free car parking close to the College (subject to availability)
- Access to a 'cash plan' healthcare scheme currently provided by Simplyhealth
- Free on-site gym

The appointment will be subject to an initial probationary period of six months during which the appointment may be terminated by one week's notice on either side. Following the successful completion of the probationary period, the period of notice would be one month on either side.

Recruitment Process

Please include in your application:

- a completed application form;
- a brief covering letter summarising why you believe yourself to be suitable for the role and why the role appeals to you; and
- a brief CV.

Applications should be sent:

- by email to: recruitment@joh.cam.ac.uk; or
- by post to: HR Department, The Bursary, St John's College, Cambridge, CB2 1TP

to arrive no later than 9.00am on **Monday 9 April 2018**

Interviews are expected to be held week commencing 16 April 2018.

We will contact you if you are selected to attend an interview. For those not selected may we take this opportunity to thank you for your interest in this post.

Information provided will be treated as confidential and processed in accordance with the College's Data Protection Policy a copy of which may be obtained from the Data Protection Officer, St John's College, Cambridge, CB2 1TP.