Mansfield College, University of Oxford

Alumni Relations & Communications Officer – Further Particulars

Mansfield College seeks to appoint a full time Alumni Relations & Communications Officer in the College’s Development & Alumni Relations Office. The role is to create and co-ordinate an effective events and communications programme, to build and foster good relationships with the College’s alumni, and to support important fundraising initiatives. This post also involves coordinating the production of the College’s annual magazine to communicate with alumni and other friends of College. We are looking for someone good with words and people, who wants to take a career in development and communications to the next level.

The College

Mansfield College is one of the constituent colleges of the University of Oxford. Its membership comprises approximately 60 academic staff, 240 undergraduates, 190 graduates and 35 visiting students. This small size engenders friendly and close relationships not only amongst undergraduates, but also between Junior (undergraduate), Middle (graduate) and Senior (tutors) Common Rooms. Mansfield is also well known for its pioneering work on widening access to the University for students from a wide range of backgrounds.

Mansfield’s roots are in the Nonconformist tradition, and since the 1880s Mansfield has prided itself on offering previously excluded constituencies access to an Oxford education. We provide a progressive, informal environment, in which tutors and students work together to achieve academic excellence and sustain a supportive and lively community. The current Principal, Helen Mountfield QC is a very well respected constitutional and human rights lawyer, and Mansfield is also home to the Bonavero Human Rights Institute, which adds to the distinctive character of the College as a place where everyone is respected and valued as an individual.

Detailed information about Mansfield College may be found at [www.mansfield.ox.ac.uk](http://www.mansfield.ox.ac.uk)

Development & Alumni Relations Office

In 2017, Mansfield College completed a successful major Capital Campaign, which met its target of raising approximately £25m to establish a new student accommodation building and in partnership with the Faculty of Law created the Bonavero Institute for Human Rights. The new Hands Building has transformed the feel of the College, and we are looking to capture and continue the energy of that campaign to build on our success, to secure funding for the College’s wider needs, including our
widening access programme, supporting student welfare, the tutorial system, bursaries, and maintaining the existing beautiful College buildings.

The development team consists of a Development Director responsible for alumni relations and fundraising for the College, supported by a Senior Development Officer (Major Gifts & Legacy), a Development Officer (Annual Fund), the Alumni Relations & Communications Officer (this post), and a Development Assistant.

Building close and enduring relationships with our alumni is a key part of the development strategy, so having a truly skilled and enthusiastic Alumni Relations & Communications Officer, who understands and can communicate the College ethos is integral to the success of the Development & Alumni Relations office.

The role is to keep in regular contact with alumni and friends via a varied events and communications programme, and to support the team in ensuring we have the information we need on our alumni, through effective management of the database.

We are looking for a dynamic, enthusiastic and efficient person with the ability to communicate effectively with alumni, work well within a team, and to manage a busy workload.

**Job Description**

**Job Title:** Alumni Relations & Communications Officer  
**Department:** Development & Alumni Relations  
**Reports to:** Development Director

**Principal Responsibilities**

**Alumni Relations and Communications:**

1. Work alongside the Development Director and the team to develop a Communications Strategy for the next one to two years, including a review of the success and out-reach of current College communications.
2. Be responsible for communication with all alumni, as first point of contact for enquiries, handling a range of contacts and queries by post, telephone, social media and email from alumni and friends of the College, booking rooms for events, and for day to day communications.
3. Lead on the annual production of the Mansfield Magazine liaising with Fellows, staff, alumni, Mansfield Association and student groups along with arranging design, print and posting.
4. Oversee all online and electronic communications such as the e-newsletter, website updates, social media such as: Facebook, Twitter and LinkedIn groups and postings.
5. Maintain and update the Development Office’s webpages and ensure that the Alumni section of the College website is up to date and relevant.
6. Write copy for publications as necessary.
7. Assist with arrangements for alumni visits to College and tours.
8. Liaise with alumni and the JCR/MCR on mentoring and career talks.
9. Attend meetings of University and College Alumni Officers and keep up to date with events, publications and general alumni activity within the Oxford Community. Establish good relationships with the current student body, specifically the JCR and MCR Benches and with the Presidents of College Clubs and Societies, so as to facilitate two-way communications with alumni.

Events Planning & Management:

1. Develop a Five-Year Events Calendar based on the strategic aims of the Development and Alumni Relations team, providing a varied mix of events that will appeal to alumni in different parts of the UK and overseas. This will include developing a regular cycle of events such as gaudies, reunions and subject dinners.
2. Overall administration of all Development and Alumni events UK and overseas, liaising with College conference and catering staff, external suppliers and venues, invitation mailings and processing of replies (all through DARS), table plans, processing of payments, liaison with contacts and all other general tasks to ensure the smooth running of events. Events include but not limited to: dinners, lectures, networking events, Annual Summer Garden Party.
3. Prepare and monitor event budgets in line with agreed annual expenditure.
4. Produce briefings for the Principal, Development Director along with College staff attending events.
5. Review events and keep a forward calendar of activity of College and external venue events.
6. Work to ensure the effective promotion of events.
7. Represent the College at alumni events and Degree Days: some of which might be out of normal working hours e.g. evenings or weekends.
8. Produce event reports for the Development Director including finances, attendance and any future recommendations.

Database Management:

1. Assist with the upkeep of DARS (Central University database); including updating records, adding new alumni and friends of College onto the database, finding ‘lost’ alumni, data cleaning, maintaining consistency and high levels of accuracy.
2. Using the DARS database to develop queries, analyse records and trends and produce reports to support the Development & Alumni Relations Office in its fundraising and relationship management aims.
3. Taking the role of DARS Super User and participating on DARS user committees and steering groups when required.
4. Adhere to data protection, GDPR and E-Privacy legislation at all times.

Other:

1. Support with VIP visits and assist with stewardship of donors.
2. Other such duties relating to the work of the Development Office as may reasonably be assigned from time to time by the Development Director.

**Person Specification:**

**Experience/Skills - Essential**

- Educated to degree level or equivalent
- Ability to communicate in a friendly, effective and engaging way with people from a range of backgrounds, orally and in writing
- Experience of event management and office administration
- A flexible approach to working in a team
- Good diplomacy and problem solving skills
- Ability to work independently and to organise and prioritise own workload
- Attention to detail
- Confident IT skills, with in-depth knowledge of Microsoft Office and use of social media sites and ability to learn to use the DARS system
- Commitment to and understanding of Mansfield’s ethos, and developing access to excellent higher education

**Desirable**

- Experience of using DARS
- Proven track record in organising and managing a diverse workload with competing priorities with efficiency, accuracy and attention to detail
- Experience of using a database or customer relationship management (CRM) system
- Experience of developing creative online and postal publications and copy
- Experience of producing written news articles, liaising with press and creating dynamic social media and website posts
- Working knowledge of design packages (e.g. MS Publisher, InDesign)
- Experience in updating online website content and HTML experience
- Understanding of fundraising and alumni relations work
- Understanding of the particular characteristics of a University (preferably Collegiate) and its relationships with its alumni
**Training:**

Training on DARS (Central University database) will be given. The post-holder will also be encouraged to attend training provided by the University of Oxford ‘Inspire’ programme, to support their development in this post.

**Terms and Conditions:**

- Salary Grade 5: Point 1 £25,482 to Point 7 £30,395
- The post is pensionable in OSPS – Oxford Staff Pension Scheme.
- Hours per week: 36.5 hours per week.
- The post holder will be required to attend functions/meetings during the weekend and evenings with reasonable notice. Time off in Lieu is available.
- Free meals in College when on duty.
- 25 days annual leave, in addition to the College closed period (5 days at Christmas) plus Bank Holidays.
- The appointment will be conditional on the verification of the successful candidate’s availability for employment in the UK.
- The appointment is subject to a three month probation period and the policies and procedures outlined in the Staff Handbook.

**Application Process:**

Candidates should send a full curriculum vitae and a letter stating how their skills, experiences and interests equip them to take this role, and the names and contact details of two referees, electronically to Gemma McPhail Senior Development Officer:

seniordvelopment.officer@mansfield.ox.ac.uk

The closing date is 12 noon on Thursday 14th February.

Disability: Applicants should state if they have any particular disabilities for which the College would seek to make reasonable adjustments.

Short-listed applicants will be notified by e-mail of interview dates and times. **Interviews are expected to take place w/c Monday 25th February.**

Applicants are also asked to complete the Equal Opportunities Monitoring form and return it by post to Nick Clements, Deputy Domestic Bursar, Mansfield College, Mansfield Road OX1 3TF.

*Please contact Gemma McPhail, Senior Development Officer should you wish to find out more about the role by email (as above) or on 01865 270826. Please note Gemma works part-time Mondays and Tuesdays 8-4 and Thursdays 8-noon.*