

Job Description and Person Specification

Alumni And Development Data Officer
Engagement and Partnerships Team

Office Of The Vice Chancellor



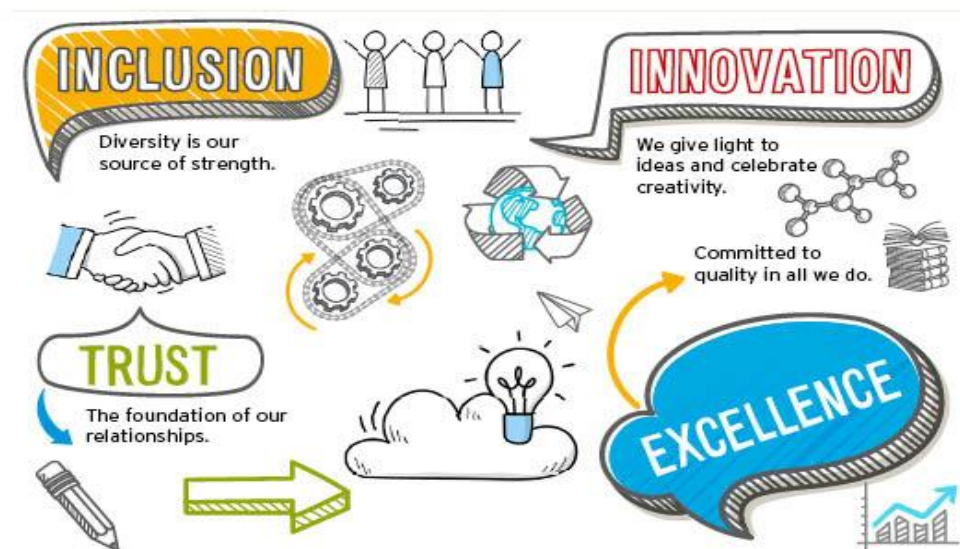
Brief summary of the role

Role title:	Alumni and Development Data Officer
Grade:	6
Faculty or Directorate:	Office Of The Vice Chancellor
Service or Department:	Engagement and Partnerships Team
Location:	City Campus
Reports to:	Alumni Relations Manager
Responsible for:	N/A
Work pattern:	Full time (36.25 hours per week) with 2-3 days per week in the office depending on workload.

About the University of Bradford

Values

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion part of everything we do – from how we build our curriculum to how we build our workforce. It is the responsibility of every employee to uphold the university values.



Equality, Diversity, and Inclusion (EDI)

At the University of Bradford, we are guided by our core values of Excellence, Trust, Innovation, and Inclusion. These values shape our approach and our commitment to making diversity, equity, and inclusion at the heart of everything we do.

We foster a work environment that's inclusive as well as diverse, where staff can be themselves and have the support and adjustments to be successful within their role.

We are dedicated to promoting equality and inclusivity throughout the university and have established several networks where individuals can find support and safe places fostering a sense of belonging and acceptance. We are committed to several equality charters such as Athena Swan, Race Equality Charter, Disability Confident and Stonewall University Champions Programme..

Health, safety, and wellbeing

Health and Safety is a partnership between employee and employer each having responsibilities, as such all employees of the University have a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions.

It is the responsibility of all employees that they fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards.

Managers should note they have a duty of care towards any staff they manage; academic staff also have a duty of care towards students.

All colleagues will need to ensure you are familiar with any relevant Health and Safety policies and procedures, seeking advice from the Central University Health and Safety team as appropriate.

We are registered members of the University Mental Health Charter. This visibly demonstrates our commitment to achieving cultural change in student and staff mental health and wellbeing across the whole university, whilst supporting the vision of our People Strategy to create a culture and environment of transformational diversity, inclusion and social mobility, creating a place where our values come to life and are evident in our approach.

Information governance

Employees have a responsibility for the information and records (including student, health, financial and administrative records) that are gathered or used as part of their work undertaken for the University.

An employee must consult their manager if they have any doubts about the appropriate handling of the information and records with which they work.

All employees must always adhere to data protection legislation and the University's policies and procedures in relation to information governance and information security.

Employees will be required, when and where appropriate to the role, to comply with the processing of requests under the Freedom of Information Act 2000.

Criminal record disclosures and working with vulnerable groups

Depending on the defined nature of your work and specialist area of expertise, the University may obtain a standard or enhanced disclosure through the Disclosure and Barring Service (DBS) under the Rehabilitation of Offenders Act 1974.

All employees of the University who have contact with children, young people, vulnerable adults, service users and their families must familiarise themselves, be aware of their responsibilities and adhere to the University's policy and Safeguarding Vulnerable Groups Act 2006.

The University is committed to protect and safeguard children, young people and Vulnerable Adults.

Suitable applicants will not be refused positions because of criminal record information or other information declared, where it has no bearing on the role (for which you are applying) and no risks have been identified against the duties you would be expected to perform as part of that role.

Role holder: essential and desirable attributes

Qualifications

Essential	<ul style="list-style-type: none"> • 3 A-Levels or equivalent level 3 qualification/equivalent experience • ECDL or other equivalent IT qualification
Desirable	<ul style="list-style-type: none"> • Level 4 qualification • CRM or Database Administration Qualification

Experience, skills, and knowledge

Essential	<ul style="list-style-type: none"> • Experience of managing and maintaining CRM systems, databases, and digital marketing tools • Experience of learning new CRM systems from a zero-knowledge baseline • Ability to explain complex systems clearly and accessibly to non-specialist audiences • Excellent data mining and analysis skills, able to sort, interpret and present data in a clear and organised manner. • Awareness of the importance of data security and confidentiality (GDPR) • High level of proven competence in Microsoft Office Suite and databases
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	<ul style="list-style-type: none"> • Experience of managing financial information, i.e. purchase orders, invoices and monthly reporting • Excellent administrative skills with demonstrable evidence of attention to detail and an organised approach to tasks • Good interpersonal skills and the ability to work as part of a team as well as an ability to work independently, show initiative and exercise sound judgement. • Strong written and verbal communication skills combined with the confidence to interact with a range of stakeholders, including some at senior levels. • Ability to balance competing priorities under pressure of deadlines without compromising the quality of professional customer service delivery. • Experience of supporting events, volunteer or project management
Desirable	<ul style="list-style-type: none"> • Experience of working in Higher Education • Able to evidence effective management and implementation of complex CRM campaigns • Ability to manipulate large amounts of data, including transferring between platforms • Able to work autonomously in creating presentations, reports and business cases • Able to highlight areas of opportunity for marketing activities through analysis of quantitative and qualitative data • Understanding of GDPR in a HE context • Experience of using alumni relations and fundraising databases such as Access Charity CRM, ThankQ or Raisers Edge

	<ul style="list-style-type: none"> • Experience of using Financial Management software • An understanding of alumni relations and philanthropy, recognising why people volunteer time and donate funds • An ability to comprehend new technology and developments in digital media
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Personal attributes

Essential	<ul style="list-style-type: none"> • Excellent time management and organisational skills. • Commitment to valuing people and equal opportunities. • Committed: demonstrates passion for education. • Ability to act as a role model to less experienced members of the team. • Flexible, resilient and able to deal with changing demands and priorities. • High level of personal motivation. • Committed to continuing personal and professional development. • Understanding of the University's commitment to Equality and Diversity.
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Main purpose of the role

To provide a critical project delivery function for the Alumni and Development Team by leading on day-to-day data management, developing the CRM system, and providing vital technical support and training to colleagues. To manage data processes, including extracting, producing and analysing data and reports to inform day to day operations and contribute to strategic decision making. The role will monitor financial processes with respect to day to day activities, budgets, purchasing and general financial transactions, including high level fundraising and donor administrative support. The role will also oversee enquiry management, lead on alumni reunion events, and support key development projects

Main duties and responsibilities

Note: The list below may vary to include other reasonable requests (as directed by university management) which do not change the general character of the job or the level of responsibility entailed

CRM and Data Management Duties

1. To lead on the day-to-day management and maintenance of the central alumni and development CRM system including identifying faults, resolving technical problems, troubleshooting and actively updating alumni, donor and honorary graduate records.
2. Acting as the first point of contact for the team around the CRM system and taking initial remedial action if required, such as clarifying team requirements and discussing problems. Reporting to the Alumni Relations Manager around long-term project management, giving assessed reasons and a rationale to enable others to make decisions.
3. To deliver the processing of all data requests, executing searches, queries and reports from the Alumni and Development CRM system, for a variety of purposes including direct marketing and communications, fundraising and appeals, market research and insight, and other strategic activities. Leads on the regular extraction, reporting and analysis and interrogation of alumni relations and fundraising data to support and inform future strategy and aid reporting.
4. To lead on the implementation of data entry protocols and for ensuring data is regularly updated, cleaned and accurate. Drafting user and 'How to' manuals for complex systems and software.
5. Training less experienced team members on using the CRM system and explaining technical requirements in a clear, accessible manner. Interpreting

procedures and guidelines to resolve complex problems and disseminating new information around the CRM system to the team.

6. Undertaking a variety of complex CRM administration processes including data extracts and imports, mail management, alumni registrations, and financial management, with particular reference to processing donations and transactions in a timely fashion.
7. To lead large and complex data management and maintenance operations as part of periodic activity including global alumni surveys, telephone fundraising campaigns (telethons), six-monthly imports of new graduate data, data cleansing activities, and CRM transition projects.
8. To monitor, evaluate and support the ongoing review of GDPR compliance for all aspects of the Alumni and Development Team activities and operations. To manage and develop, under the guidance of the Alumni Relations and Development Managers, data-management policies for the team.

Administration and Process Management Duties

9. Working with the Alumni Relations and Senior Development Managers to implement new procedures as necessary to streamline all alumni engagement and financial processes and integrate them with other teams, with responsibility for ensuring financial and donation management is in line with industry sector best practice standards.
10. To manage alumni and development queries and complaints received by email, social media, post or telephone in a quick and helpful manner, and within the agreed response time, directing enquiries to other members of the team as appropriate. To lead the development of the Team's internal web and SharePoint sites.
11. To support the organisation and delivery of alumni and development events including prospect meetings with potential donors and funders.
12. To lead the planning and delivery of alumni reunion events, including co-ordinating alumni volunteers and student ambassadors. To evaluate, review and implement improvements to the way Alumni reunion events are managed for maximum impact and engagement.
13. To manage financial processes for the team, including monthly monitoring and reporting of spend, and annual accrual procedures. To support the work of the Development Team through high level administrative tasks and in particular in relation to processing gift aid claims and donations, managing pledges, renewals and gift acknowledgements.



14. To arrange, schedule and service all alumni and development team meetings including, organising venues, ordering catering, minute-taking and coordinating action logs.
15. Carry out other duties as may reasonably be required and as appropriate for the grade and role.
16. As a university citizen supporting key student events throughout the year such as Open days, clearing, enrolment, and Graduation.