

Job Title: Alumni Relations Communications Specialist, Editor
Reports to: Director, University Communications
College/Unit: University Relations
Department: Communications/Alumni Relations
Job Family: ASPA/Specialist Phase 2
Status: 1.0 FTE, permanent
Posting Date: February 26, 2019
Competition No.: req3857

Primary Purpose

The Office of Alumni Relations works in collaboration with the University of Saskatchewan Alumni Association to engage over 150,000 alumni living worldwide by encouraging and fostering a sense of community and connection among graduates through communications, events, programming of relevance to alumni, celebrating alumni achievement, and converting alumni goodwill into action. Work of Alumni Relations is fundamental to the University of Saskatchewan's University Relations mission, which is to ensure that the University has the reputation, relationships and resources to take its place among the most distinguished universities in Canada and the world.

The Communications Specialist is editor of the *Green & White* alumni magazine and *Beyond the Bowl* e-newsletter and is responsible for all aspects of these publications. The incumbent is also responsible for communications support of the Alumni Association's strategic plan and the Associations' engagement activities. This position provides guidance and expertise in alumni communications to alumni relations and communications professionals across campus.

Nature of Work

Reporting to the Director, University Communications and working collaboratively with the Associate-Vice President, Alumni Relations, the Alumni Relations Communications Specialist will develop and implement communications and marketing strategies for the University of Saskatchewan that grow meaningful relationships with alumni and stakeholders. This position plays a key role in increasing awareness and engagement with alumni, and supporting the development and implementation of alumni engagement programming intended to develop and grow the relationship between the university and its alumni.

The Communications Specialist is responsible for the implementation and management of leading-edge alumni communications that contribute to increased awareness and engagement of the University of Saskatchewan alumni community. As a member of the Alumni Relations team, this position develops communication and marketing plans, and is responsible for the coordination of alumni communication channels including print, website, social media, and e-mail. As editor of the *Green & White* alumni magazine, this position is responsible for leading the production and evaluation of this magazine (published twice per year), and in the production and evaluation of the alumni e-newsletter *Beyond the Bowl* (published monthly). This includes conducting ongoing research and evaluation of communication trends and providing expertise to ensure leading-edge alumni communication practices.

This position is responsible for supporting the communication needs of the Alumni Association strategic plan and using communication channels to promote these activities for increased awareness, participation, and ultimately support for the Association. The incumbent will collaborate with campus units and colleges to facilitate alumni communications and provides recommendations and expertise that contribute to increased awareness and engagement of University of Saskatchewan alumni. This position will work closely

with senior level staff, and contribute to the university's strategic directions by maintaining an understanding of the university's priorities and ensuring the successful implementation of alumni engagement programs are in alignment with the strategic directions of the University of Saskatchewan and the University of Saskatchewan Alumni Association.

This position requires a high level of creativity, insight and analytical thinking to formulate communication initiatives and ensure their effectiveness while managing competing interests and priorities necessary for successful outcomes. Working proactively, the position liaises with a diverse group of on- and off-campus individuals and stakeholder groups to coordinate communication activities. Strong interpersonal skills, a high level of emotional intelligence, problem solving, and conflict management skills will be required to help establish and maintain the level of personal relationships that support exceptional collaboration. Confidentiality and discretion are required as the position works with sensitive information. The impact of error for this work is significant for the university and the Alumni Association. Occasional evening and weekend work and some travel is required.

The University of Saskatchewan values diversity and Indigenous engagement is a strategic priority. In support of this priority, this position will lead a team environment which recognizes and supports the importance and value of diversity in achieving the mission of the University, and actively seek out those with diverse cultural backgrounds, perspective and experiences to support the mission.

The position will display a knowledge and commitment to the University Relations mission, and its guiding principles that include:

- Creative: We embrace change and take strategic risks by seeking bold ideas with curiosity and enthusiasm.
- Open: We nurture relationships with each other, on campus and with community partners that respect and honour different and diverse perspectives.
- True: We communicate clearly, keep our promises and focus on achieving amazing results.

Accountabilities

- Develop and implement the alumni communications strategy intended to increase alumni engagement and reputation of the university.
 - Identify new strategies and best practices in alumni communications and implement new approaches in response to alumni and institutional needs;
 - Establish metrics and evaluation processes for alumni communications, consistent with benchmarks and targets established by Alumni Relations, and ensure appropriate processes and tools exist for effective measurement;
 - Contribute to the Alumni Relations business plan, outlining priorities, project and budget.
- As editor, lead the development and production of the *Green & White* alumni magazine in alignment with the alumni communication strategy.
 - Work with internal and external service providers, including writers, printers, graphic designers and website support team;
 - Seek out stories of broad alumni interest and maintain awareness of alumni achievements and accomplishments;
 - Develop and update content plans, budget and timelines.

- Manage and monitor the day-to-day activities of alumni relations communications officers who are responsible for producing content for various communications channels and promoting alumni relations activities.
 - Provide day-to-day feedback and support to alumni relations communications officers work related to marketing and communications planning and promotion of program, events, initiatives and projects.
- Develop and coordinate alumni communications through a variety of high-impact communications channels and resources.
 - Oversee and manage alumni e-communication channels, including bulk email, websites, and social media including the Alumni Association's Facebook and LinkedIn pages;
 - Develop and source content for the monthly alumni e-newsletter *Beyond the Bowl*;
 - Develop communication plans that support alumni engagement strategies that increase awareness and participation in alumni programs.
- Develop and implement the University of Saskatchewan Alumni Association communication plan.
 - Write and coordinate communication material for Association activities, including speeches, announcements, advertisements, and messaging.
- Build collaborative relationships and partnerships with colleagues and units across the university.
 - Provide strategic alumni communication and marketing expertise in support of college-based alumni communication initiatives;
 - Provide support to units and departments who want to communicate with alumni;
 - Provides communication support for the university's outreach and engagement awards program.

Education

An undergraduate degree; graduate degree is desirable. Preference will be given to a graduate from the University of Saskatchewan.

Experience

Five to seven years of marketing and communication experience; experience with the production of a significant organizational publication or magazine is required; progressive experience in a post-secondary, non-profit sector, or similarly complex environment; strong ability to build relationships among complex stakeholder groups, organizations and volunteers; analytical and research experience for program planning, managing budgets and generating reports; proven experience with Microsoft Office and Excel applications; database knowledge. Involvement with volunteer boards as well as current knowledge of alumni programs and services, fundraising or communications through job-related training or experience, seminars, conferences or workshops would be an asset. Knowledge of the University of Saskatchewan's culture, issues, goals and stakeholders would be considered an asset. Experience in a university setting or similarly large and complex organization would be an asset.

Skills/Competencies – exceptional written and verbal communication skills; excellent interpersonal and relationship-building skills including tact, diplomacy, professionalism and ethical behavior; demonstrated ability to think and act strategically and responding positively to challenges; proven creativity and understanding of effective communications design and delivery; must be highly organized to work independently and work collaboratively within a team of environment and with volunteer leaders; effective planning and organizational skills in relation to program development and experience in applying best practice in communications to achieve desired results, demonstrated initiative and collaborative strengths across a broad demographic; ability to prioritize and manage multiple projects from conception to completion within tightly prescribed timelines and evaluate results; proven ability to prioritize workloads

and balance conflicting demands; detail oriented; proven ability, discretion and tact in working effectively with confidential and sensitive information.