

THE EUROPAEUM

A network of leading European universities

Alumni & Communications Officer, The Europaeum

Full-Time, fixed-term for one year. Salary circa £26,000

Building on recent expansion and success, the Europaeum is seeking for the first time an Alumni & Communications Officer to establish a thriving Alumni Network that continues to connect academia and the wider society. This new post is an exciting opportunity and would be suitable for someone who values what the Europaeum stands for, and ideally already has some knowledge of alumni network development, website and social media communication, or alternatively someone who is looking to build a career in external relations. The postholder should be a creative thinker who can multitask and be willing to help with other tasks if needed.

The Europaeum is an association of 18 leading European universities, designed to serve as an 'international university without walls' and brings students from different disciplines together to discuss European issues and to problem solve in the interests of Europe. Its programmes take place in conjunction with its eighteen member universities and external bodies, and so are normally only open to students and academics from within the network. Significant public events are also organised from time to time to enable leading figures from the worlds of business, politics and culture to take part in transnational and interdisciplinary dialogue with the world of scholarship.

Europaeum Alumni are postgraduate students from within the network who attended Europaeum events, received bursaries, or completed a joint degree in the last 29 years. Currently there are about 1600 Alumni on the database. The Alumni network is still in its infancy and needs an enthusiastic, well-organised and inventive person to shape it into an effective and vital element of our organisation. Our first priority is to rally support for the Europaeum's 30th Anniversary in 2022, and our long-term goal is to keep alumni up-to-date with network news, as well as help organise a varied programme of events.

The communications part includes gathering, writing and updating content for the Europaeum website and social media channels to present information about the Europaeum to a diverse audience, including alumni, prospective students, university members, visitors, scholars, and donors, as well as the wider public. The postholder will support the organisation in the delivery of strategic, friendly and engaging events and communications for alumni, and will be key in building and developing lifelong relationships with this community in support of the Europaeum.

This is a full-time position, but part-time at 80% or above will be considered. The post is fixed-term for one year at the Europaeum's offices in Oxford.

Please see the job description for further details.

Applicants are asked to submit a completed application form to Susanne Heinrich (Administrator) at administrator@europaeum.org by **25th August, 2021**. An online interview and a timed written test are expected to be held in early September.

Terms & Conditions

This is a full-time position, but part-time at 80% or above will be considered. The post is fixed-term for one year. The nature of the job means that occasionally there are events outside the normal working week for which time off in lieu will be given. Europaeum staff are enrolled in an external pension scheme (<https://www.smartpension.co.uk/>). For the Alumni & Communications post an employer contribution percentage of 8% is offered.

Main duties

- Managing our database with contacts, and developing and supporting our growing alumni community via social media e.g. LinkedIn, Twitter and Facebook, and providing analytics on their use
- Planning and implementing regular communication campaigns to Alumni - monitor response rates, segment data.
- Supporting the organisation of events for Alumni (including online and hybrid); serving as a “community curator” and point person.
- Strengthening ties between member universities and stakeholders.
- Proposing interesting contents and topics for online discussion, empowering Alumni community projects.
- Part-responsibility for updating the Europaeum’s new website (under development) and social media presence. Populate the Alumni and news section of the website (attend events to gather content and/or liaise with other staff e.g. activities). Evaluate usability and make improvements as required.
- Supporting implementation of a communication strategy that improves communication channels within the network and raises awareness of the activities of the Europaeum.
- Sharing impact stories on social media, producing social media content and publications for external and internal audiences.
- Planning, writing and/or editing a range of material, including news articles that showcase the Europaeum.

The successful applicant will report to the Director and works alongside the Administrator and in consultation with the Scholars Programme Director. The postholder will be required to perform any other duties appropriate to the grade and nature of the role. Some flexibility with working hours may be required on occasion to meet the requirements of the post.

Selection Criteria

The following are essential:

- Evidence of strong intellect and analytical skills, demonstrable through educational qualifications or equivalent professional or life experience.
- Knowledge of European Affairs and clear commitment to the values of the Europaeum.
- Outstanding written and verbal communication skills, including strong attention to detail, excellent spoken and written English and confidence in speaking with people face-to-face.
- High level of IT literacy and good command of Microsoft Office.
- Experience of social media platforms including Facebook, Twitter and LinkedIn.
- A creative, ideas-driven attitude with the ability to demonstrate initiative whilst working as part of a team.

- Strong interpersonal skills, including tact and diplomacy, and the ability to establish good working relationships with a range of people and teams.
- Strong organisational skills and the ability to organise your own time, plan ahead, keep records and manage and prioritise deadlines effectively and independently.
- Ability to absorb complex and detailed issues quickly and to express them clearly and concisely in non-specialist language.
- Flexibility with working hours that event-related work may require including working occasionally on weekends and evenings.
- Willingness to travel internationally.

The following are desirable:

- Experience of using web applications including content management software and platforms such as WordPress, and on-line platforms such as Zoom and Teams.
- Awareness of Search Engine Optimization and web analytics and use these tools for reporting on improvements.
- Experience of producing and editing content for print and digital tailored according to audience.
- Some knowledge of alumni network development.
- Experience with promoting international events.
- Working knowledge of other European languages

Place of Work

The Officer will be provided with a workspace, currently at St Antony's College, Oxford, and be expected to be working there sufficiently regularly, unless further COVID restrictions apply at the time of the postholder taking up the position. Holiday entitlement in line with University of Oxford.

The Application Process

The closing date for applications is **25th August, 2021**. All applications should be submitted by email to Susanne Heinrich (Administrator) at administrator@europaeum.org.

Applicants should submit the following in support of their application:

(i) A statement/cover letter, in no more than 500 words, of why they consider themselves especially well-suited to this position.

(ii) A full CV

(iii) Contact details of two referees

Please provide the names and email addresses of two referees. Referees should be people who have direct experience of your work through working closely with you for a considerable period, and at least one of them should be your formal line manager in your most recent job. References will not be taken up before the interview stage.

An online interview and a timed written test are expected to be held in early September. If you already know that you are not available at certain times then, please indicate this in your application.

Pre-Employment Screening

Please note that the appointment of the successful candidate will be subject to standard preemployment screening, as applicable to the post. This will include right-to-work, proof of identity and references.

Further Inquiries

Anyone seeking further information should address their questions, in the first instance, to Susanne Heinrich at the email above. However, if the questions seem to require it, there may also be the possibility of discussion with the Director, Dr Marcin Walecki (director@europaeum.ox.ac.uk)

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