

## JOB DESCRIPTION

<b>Job Title:</b>	Alumni Relations Marketing and Communications Intern
<b>Department / Unit:</b>	Development and Alumni Relations Department
<b>Grade:</b>	RHUL 3
<b>Accountable to:</b>	Alumni Relations Managers
<b>Purpose of the Post</b>	
<p>The successful candidate will work with the two Alumni Relations managers. The role will focus on supporting marketing activity to alumni including 'lost alumni' strategies and assisting with managing social media sites including Twitter and Facebook. The second part of the role pertains to the Graduate Outcomes survey and supporting marketing and events activity to enhance engagement with recent graduates and to raise awareness of the survey.</p> <p>The department is responsible for encouraging all alumni to stay involved with the College through regular communications, invitations to events and volunteering opportunities. Our team also works across the College to raise money and awareness for projects that are essential to the University's ambitions. We maintain and enhance relationships with over 1,000 donors who donated over £1.24 million in funds in 2017/18.</p>	
<b>Key Tasks</b>	
<p>The duties of the role include:</p> <ul style="list-style-type: none"> <li>• Assisting with lost alumni marketing strategies to secure up to date contact details</li> <li>• Preparing engaging content for social media sites Twitter, LinkedIn and Facebook</li> <li>• Assisting in production of promotional content for online/offline materials including content specifically for recent graduates</li> <li>• Assisting in ensuring that all marketing activity, materials and messages are proof-read, checked for accuracy by relevant stakeholders and signed off before distribution.</li> </ul> <p>To be successful in this role you should have:</p> <ul style="list-style-type: none"> <li>• the ability to meet deadlines</li> <li>• the ability to prioritise the work load</li> <li>• excellent standard of written English</li> <li>• an eye for detail</li> <li>• good understanding of social media and marketing/communications</li> </ul>	

<b>Other Duties</b>
<p>The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.</p> <p>The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.</p>