



JOB DESCRIPTION

Subject to the current agreed terms and conditions of employment as set out in the college staff manual

Job Title:	Marketing, Alumni & Development Officer
Job Purpose:	To promote the college through marketing, with particular focus on our alumni organisation (the Old Collyerians' Association), and to launch a range of fundraising activities to support the further development of the college
Accountability to:	Director of Admissions and Marketing
Responsible for:	No staff

Key Responsibilities and Key Tasks:

1. To design innovative marketing materials that promote the college and its activities:

- a. Curate a termly college newsletter for distribution to current and prospective students and hosting on the college website
- b. Develop the college LinkedIn profile with weekly promotional posts in line with the latest social media strategy
- c. Design and publish an annual enrichment brochure or college website area for Collyer's 360
- d. Support copywriting for the main college prospectus
- e. Support ongoing development of and adherence to branding guidelines

2. To support the development of the college's alumni organisation, the Old Collyerians' Association:

- a. Develop the OCA microsite with regular news articles, alumni profiles and any updates required, cross posting relevant news to college social media channels
- b. Liaise with the OCA, joining committee meetings and providing promotional and practical support for key events and their bi-annual newsletter
- c. Work with the OCA and the Progression Directorate to develop networking possibilities for new alumni and guest speaking and placement opportunities for current students
- d. Develop the alumni database in conjunction with the OCA Membership Secretary

3. To develop fundraising activity to support the college's estates masterplan:

- a. Work with a design agency to develop a microsite for giving which includes payment functionality
- b. Oversee production of a promotional video
- c. Organise an annual donor event

4. Any other duties

- a. Attend meetings or events relevant to role which may on occasion be out of normal working hours.
- b. Undertake any other reasonable tasks, as required



COLLYER'S
Founded in 1532