**Position Title:** Development Executive **- Communications  
Grade and Salary range:** G7 (£34,308 - £42,155)

**Job description**

The Development and Alumni Office (DAO) keeps graduates, friends and supporters connected and engaged Heriot-Watt, building and strengthening our globally connected community and securing support to help the University achieve its strategic aims.

As an enabling professional service, we deliver against four key themes in support of the university strategic plan:

* **Building flourishing communities:** With a focus on engaging our students and staff to be proud advocates of the university.
* **Pioneering in Education:** Create opportunities to showcase our excellent teaching, student experience and engagement with industry.
* **Excellence in research and enterprise**: Ensure recognition for our work and maximising opportunities for collaboration with strategically aligned external stakeholders.
* **Global, connected university:** Creating enabling frameworks and tools to ensure effective collaboration and knowledge exchange across the university community of staff, students and partners*.*

We are a Scottish University with truly global reach and ambition.  In our communications, social, print and image media we celebrate our diversity and our strengths.

The Development & Alumni team has responsibility for connecting and engaging with graduates, friends and supporters in a multitude of ways, ensuring that our 130,000 strong alumni community are supported throughout their lives by the University and each other, generating income through philanthropic gifts and other support, supporting the work of schools and departments to add value, collaborating internally to seek out capitalise on opportunities, raising money to support access to education through scholarships, bursaries and other activity, and more. In addition to development activity supporting access to education, we also raise philanthropic funds to support the University’s extensive world class research.

This post is part of the Development Team comprising three Senior Development Executives, three Development Executives, two Development Assistants as well as a Development Communications Executive.

**Key duties and responsibilities**

1. The postholder will develop and oversee the implementation of DAO’s marketing and comms strategy to support the university’s philanthropic priorities including the planned multi-million-pound major campaign and fundraising appeal, identifying marketing, fundraising and growth opportunities.
2. The postholder will offer communications expertise to create compelling Case for Support documents, and set clear communication campaign objectives & KPIs, introducing and implementing metrics to measure and monitor progress towards their achievement.
3. The postholder will work closely with senior stakeholders including Head of Schools, academics, and senior leadership, and in particular the Principal, Global COO and Provost for Dubai and Malaysia to develop communications plans to deliver increased profile and brand recognition across the university’s philanthropic projects.
4. Working closely with the Head of Development, the successful candidate will deploy their skills in digital marketing, and event planning to produce high-quality materials to develop a range of fundraising campaigns and appeals.
5. Work with creative agencies and fundraising consultancies to developing print and digital marketing materials and campaigns.
6. Assist with the writing and preparation of reports and papers for a variety of committees and groups.
7. Create and manage a clear communications channels strategy ensuring that all audiences are defined and that channels are maximised for the optimal outcome.
8. Support the team to continually improve content gathering and build the storytelling plan across the organisation, ensuring an ethical approach that adheres to best fundraising practice.
9. Write and deliver promotional materials and publications for fundraising campaigns and appeals and the wider needs of the university.
10. Lead the strategic development of communications activities to develop key stakeholder partnerships, supporting fundraising and policy objectives.
11. Create and manage a clear communications channels strategy ensuring that all audiences are defined and that channels are maximised for the optimal outcome.

* Exceptional ability, understanding and experience of the digital communications landscape.
* Excellent written and verbal communication skills, including strong ability to write at speed for different audiences and channels, and in editing and proof-reading, as well as ability to clearly and effectively negotiate changes with technical experts, authors including academics and designers.
* Excellent “news sense”, the ability to identify compelling stories that will inspire and engage target audiences.
* High level of ability to analyse and interpret complex information and present this in a simple and easy to understand way.
* experience of devising and using a range campaign tactics (both online and offline) and evidencing the effectiveness of these through detailed monitoring processes.
* Exceptional interpersonal and networking skills and ability to build good working relationships with a wide range of people and colleagues and members at all levels.
* Adaptable and flexible with the ability to manage multiple projects in a fast-paced, deadline-driven environment; a “can-do” attitude and excellent problem solving skills.
* Experience of developing and implementing multi-channel communications plans, including to support advocacy, influencing and building relationships with alumni and funders.

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|  | **Essential** | **Desirable** | **Method of assessment** |
| **Education and qualifications** | Graduate in Business, Marketing, Media or Communications, or have acquired equivalent knowledge and experience relevant to the role |  | Application form |
| **Experience** | Experience of delivering marketing/communication plans and campaigns to business audiences  Experience leading on the development and delivery of marketing communications outputs, such as brochures and adverts, including the development of design briefs, commissioning services and working closely with stakeholders and designers  Considerable project management experience and of working strategically within a communications role | Experience of delivering marketing/communication plans for a fundraising campaign  Experience of managing a budget and successfully allocating resources for communications projects  Professional experience overseeing and strategically developing digital communication channels: websites, social media, e-mail marketing, SEO  Experience of developing Case for Support documents | Application form and interview |
| **Aptitude and skills** | Ability to write engaging copy for a diverse range of stakeholders, purposes and audiences (such as research and business)  Ability to tailor communications for a range of audiences, especially to articulate complex information for a more generalist audience  Skills to communicate in an effective, professional, and courteous manner with a diverse range of people  Ability to represent the Head of Development and communicate professionally on his behalf within the organisation and with external stakeholders  Confidence with social media for professional usage (Twitter, Facebook, Instagram, LinkedIn)  Knowledge and understanding of issues in connection with confidentiality  Ability to develop and maintain appropriate administrative systems  Ability to think creatively to problem-solve and complete tasks  Ability to work independently and as part of our small, dynamic team  Experience of working with senior leaders in an organisation |  | Application form and interview |
| **Competencies, skills and knowledge** | First rate communicator (written and verbal)  Excellent written communication skills, with a keen eye for spelling, punctuation, and grammar  Ability to calmly and flexibly manage a full, varied, and confidential workload and meet deadlines in a very busy environment  Ability to prioritise and manage a diverse workload  Knowledge of fundraising regulations  Self-starter and team player  Ability to work in complex and often ‘fuzzy’ contexts | Knowledge and experience of corporate sponsorship  Knowledge of databases particularly Raisers Edge | Interview – practical test  Interview (for all remaining points) |
| **Special factors** | Willingness to travel across the UK (worldwide on occasions)  Willingness to work outside normal working hours as and when required |  |  |