



GRIFFITH COLLEGE

<b>Job Title: Alumni Officer</b>	<b>Reports to: Head of Marketing</b>
<b>Location: Dublin South</b>	<b>Job Type: Full time, Permanent (subject to probationary period)</b>

**Job Summary:**

Griffith College, Ireland’s largest private third level college seeks to recruit a motivated, dynamic alumni officer. The alumni officer plays an important part in promoting the College’s vision – empowering learners to achieve their career and life potential. This role is ideal for someone looking for increased responsibility and the opportunity to grow the College’s presence, engagement and awareness levels with a global network of over 35,000 alumni.

Reporting to the head of marketing and the President’s Office, the successful candidate will have individual responsibility for delivering on agreed targets, but will also contribute to the overall growth objectives of the College. They will develop and implement a comprehensive alumni marketing plan to drive awareness, engagement and industry links, using the College’s online platforms and network of alumni and industry contacts. The College will mark its 50<sup>th</sup> anniversary in 2024. The successful candidate must have strong digital marketing skills.

**Job Responsibilities:**

***Alumni marketing and development***

- The creation and implementation of an alumni marketing strategy to increase engagement with the College’s global network of 35,000 alumni.
- Strengthening the College’s links with industry through its alumni network, including alumni representation on Griffith’s industry panels and forums.
- Overseeing the College’s alumni platform, [www.griffithalumninetwork.com](http://www.griffithalumninetwork.com) and App, delivering on agreed growth targets for the site. Candidate must be able to demonstrate strong social media and digital skills.
- Developing some sponsorship and donation opportunities with our alumni to support Griffith’s outreach and charitable activities with local and disadvantaged communities.
- Acting as a thought leader and champion for alumni within the College.
- Establishing stronger links with College alumni to create PR, content and thought leadership opportunities.
- Identifying guest-lecturing opportunities for alumni on Griffith’s academic programmes.
- Working closely with the marketing teams in the College’s Dublin, Cork and Limerick campuses to promote a strong range of alumni marketing activity.
- Any other reasonable duties assigned by your line manager.



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### ***Events and Networking***

- Undertaking alumni events at the College's four Irish campuses and exploring opportunities for overseas events that recognise Griffith's international alumni network.
- Working with the President's Office on specific alumni projects, and to mark the College's 50<sup>th</sup> anniversary.

### ***Website and Social Media***

- Working with the College's digital team to develop a strong, best in class online presence for the Alumni section of the College's website.
- Good content development skills are essential for the effective delivery on this role.

### **Minimum Education/ Experience Requirements:**

- Excellent communication, networking and interpersonal skills.
- A minimum of three to five years experience in a marketing role. Previous experience in an alumni, careers or industry links role is desirable.
- Strong social media and digital marketing skills.
- Good working knowledge of third level education is desirable.
- Relevant academic or professional qualification in business or marketing is desirable.
- Must be legally entitled to work full time in Ireland for any employer.

### **About Griffith College**

Established in 1974, Griffith College is Ireland's largest independent 3rd level institution with locations in Dublin, Cork and Limerick. The main campus is situated on seven acres within a mile of St. Stephen's Green on Dublin's South Circular Road. Griffith College enjoys national and a growing international reputation for student success. The College has gained an enviable, award winning reputation for providing students with first class lectures and excellent study material. Griffith College offers internationally recognised postgraduate and undergraduate degree programmes, complimented by a wide range of professional, short term and corporate training educational solutions - in Griffith college, there is something for everyone. Today there are over 7,000 students studying in the College, which is a designated educational institute of the Quality and Qualifications Ireland (QQI). Click the link for more information. <http://www.griffith.ie/>

### **Our Vision**

'Empowering learners to achieve their career and life potential'.

### **Why work for Griffith College?**

- Competitive salary package.
- Funding support for continued professional and academic development.
- Bike to work scheme.
- Tax saver travel scheme.
- Paid annual leave and public holidays.
- Opportunity for continued training development and support.
- Free parking facilities.\*
- Onsite subsidised restaurant.\*
- Stunning historical premises.



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- Vibrant multidisciplinary and multicultural learning environment.
- Innovative and agile place to work.
- Welcoming environment committed to learner and staff development.
- *\*Dublin campus on South Circular Road.*

*This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline of proposed areas of activity and will be amended in the light of the changing environment within the Faculty and the College.*

*Griffith College is an equal opportunities employer. Candidates must be eligible to work full-time for any employer in Ireland. We thank everyone for their applications, however, only candidates selected for interview will be contacted.*