Position Description

Position Title: Alumni and Communications Coordinator

Reports to: Vice President Marketing

Key Relationships: ICMS internal departments (Marketing, Recruitment, Operations & Functions, Faculty, Industry Training, Scholarships, Student Experience, student associations)
ICMS stakeholders - alumni networks, current students, future students, industry partners, media, general community.

Purpose: To connect and engage with the ICMS community by coordinating an effective alumni relations program and developing content and news about the College's activities, initiatives and achievements.

Accountabilities/Responsibilities

<table>
<thead>
<tr>
<th>Key Responsibility Areas (KRA)</th>
<th>Key Duties and Accountabilities</th>
<th>Performance Review Measurement Criteria (PEAR)</th>
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<tr>
<td>1. Organise and coordinate alumni activities and events</td>
<td>Assist in planning an annual schedule of alumni events. Organise and coordinate alumni events such as networking functions and reunions, domestically and internationally, and travel as required</td>
<td>• Events are conducted within agreed budget and timeframe • Events meet expectations of stakeholders • Increased awareness of alumni program and alumni members</td>
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<tr>
<td>2. Coordinate alumni communications</td>
<td>Assist in developing an annual communications plan. Produce content for alumni publications such as bulletins, the website and social media forums such as facebook</td>
<td>• Content is relevant, well written and produced with agreed timeframes</td>
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<td>3. Plan, write and publish articles which align with ICMS strategic objectives.</td>
<td>Assist in developing an annual media plan and news schedule. Write and publish planned and investigated articles for ICMS communication channels.</td>
<td>• News produced is relevant to target audiences. • Articles are innovative and compelling.</td>
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<td>4. Collaborate with marketing staff to optimise readership through multimedia integration.</td>
<td>Work with the marketing team to innovate publication platforms, using news and articles to integrate all multimedia; especially social, digital and video. Stylise writing to suit channel.</td>
<td>• Articles and copy are suitable to multiple publication platforms</td>
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<td>5. Manage database of alumni details and news articles in CRM system</td>
<td>Maintain accurate database of alumni details and update as necessary. Build database of news articles and related contacts</td>
<td>• Database is up to date • CRM data effectively supports alumni and marketing communications</td>
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Key Result Areas (KRA)

1. **Organise and coordinate alumni activities and events**
   - Assist in planning an annual schedule of alumni events which align with ICMS strategic marketing and business objectives.
   - Coordinate all alumni engagement events according to budget, including communications, facilities, resource management, risk management, and assessment/refresh.
   - Coordinate with internal departments including operations and functions and other stakeholders to manage events.
   - Coordinate with offshore staff and third parties to consult on and/or manage international alumni events.
   - Leverage events as a platform to grow the alumni network and gather intelligence on alumni activities and achievements.
   - Measure and evaluate event success and provide recommendations for improved participation and networking.

2. **Manage alumni communications**
   - Assist in developing an alumni communications plan to support events and engagement objectives.
   - Implement the alumni communications plan across all identified media and publications including digital, social media, invites and other materials.
   - Produce content for alumni bulletins, webpages and online communities including social media forums such as facebook.
   - Promote the alumni community to current ICMS students.
   - Evaluate communications through gathering and reporting on metrics and feedback, and innovate to improve active engagement.

3. **Investigate activities and achievements of students, staff and alumni to produce news and feature articles.**
   - Network with staff, students and alumni to identify activities, initiatives, connections and achievements of interest to the College’s audiences.
   - Develop and investigate college news leads and topics of interest to produce articles suitable for publication in one or many platforms, from social and digital media to printed feature articles, and video.
   - Develop content, write and edit planned articles/copy stylised to targeted audiences and multiple publication platforms.
   - Review metrics around readership, engagement and audience response rates.

4. **Plan, write and publish articles which align with ICMS strategic objectives**
   - Assist in developing an annual media plan and news schedule which aligns with ICMS marketing objectives.
   - Assist in identifying audience segments and developing articles to target these.
   - Investigate, write and edit planned articles, targeted to specific audiences and stylised for relevant media platforms, online and print.
   - Review metrics around readership, engagement and audience response rates.

5. **Collaborate with marketing staff to optimise readership through multimedia integration, including social, digital and video.**
   - Work with the marketing team to innovate publication platforms, using news and articles to integrate all multimedia.
   - Stylise writing to align with channel and audience.
   - Assist in reviewing metrics around readership, engagement and audience response rates.
Selection Criteria

Essential
- Excellent communications skills including strong copywriting and content development skills.
- Tertiary qualifications in marketing, communications, or journalism, or minimum two years’ experience working in a similar role.
- At least two years’ experience working in a performance-oriented environment.
- Excellent professional presentation and strong interpersonal and networking skills with a passion for interacting with people from a variety of backgrounds.
- Project management skills across events and communications, including an ability to work with multiple stakeholders and manage deadlines.
- Willingness to work evenings and ability to travel domestically and internationally if required.

Desirable
- Experience in multi-media communications production including video and visual story telling
- Experience working for an education institution, preferably in the tertiary sector
- Fluency in a language other than English.