It is important to note that this job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

Job Description for the post of:

External Relations Manager
EHA1696-0920

Reporting to: Head of PR, Corporate Communications and External Relations

Accountable to: Head of PR, Corporate Communications and External Relations

The Post

The postholder will be a strong team manager able to support the Head of PR, Corporate Communications and External Relations in shaping and developing a high performing communications service to help extend the reach and influence of the University, motivating and coaching, while retaining a focus on high performance and achieving targets.

The postholder will be responsible for harnessing the power of relationship building and have a proven track record of inspiring positive engagement with external stakeholders.

With excellent interpersonal skills, the postholder will work in partnership with stakeholders to develop strategic solutions and ways to maximise the impact of activities to support on an effective external relations strategy for Edge Hill University.

The postholder will project manage and oversee the delivery of all communications with stakeholder audiences, including alumni, and work closely with colleagues across the university to capitalise on relationships and boost employability opportunities for our students.

Duties and Responsibilities

1. Support the Head of PR, Corporate Communications and External Relations on the management of a proactive and responsive corporate communications service to enhance reputation, including supporting in crisis situations.

2. Develop an effective and integrated external relations strategy for the university which aligns with the overall departmental and university objectives and overseeing its delivery.

3. Contribute to an evolving external relations function to create planned contact with key stakeholders to extend the University's reach and influence.

4. Liaise at a senior level with Faculties and Service areas, acting as the main contact for alumni relations, representing the team at committees and attending meetings as required.

5. Manage, maintain and continually develop an Alumni and Stakeholder contact database which can be utilised by and support activities in other departments within the university.

6. Develop programmes that will encourage alumni and stakeholders to become ambassadors and contribute to key priorities including employability, student recruitment and University promotion.

7. Manage an effective communications strategy for the HESA Graduate Outcomes Survey which seeks to increase Edge Hill graduate participation and boosts positive graduate outcomes.

8. Liaise with academic staff to increase opportunities for alumni and key stakeholders to get involved with the University through a variety of means.

9. Maintain accurate alumni and stakeholder records to reflect participation, involvement and engagement, providing reports to colleagues and senior staff as required.

10. Manage relevant communications, including e-newsletters, mailshots and social media relating to the alumni and stakeholder network, including producing topical content and ensuring two-way communication is facilitated.

11. Maximise publicity potential of successful alumni and stakeholders.

12. Project manage the delivery of alumni events on behalf of the University, ensuring the delivery of a high-level service to external stakeholders and liaising with external speakers.

13. Manage a budget to provide alumni services, agreeing expenditure levels and ensuring costs are apportioned correctly across agreed budgets.

14. Drive research to identify new ways to communicate with target audiences and work with the Data Administrator to deliver and monitor new activity.

15. Build relationships and identify opportunities for networking and interaction.

16. Have experience of managing a small team.

17.Assist colleagues in the delivery of external relations activity including corporate events, which may include working unsociable hours

18. To undertake administrative duties as required by the role

19. To undertake any other duties as required by the Head of service.

In addition to the above all Edge Hill University staff are required to:

a) Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety

b) Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons

c) Undertake appropriate learning and development activities as required

d) Participate in Edge Hill's Performance Review and Development Scheme

e) Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner

f) Demonstrate excellent Customer Care in dealing with all customers

Salary: Grade 8, Points 31-35

£34,804 - £39,152 per annum

Hours: 36.25 hours per week

Candidates should note that shortlisting will be based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification attached.

PERSON SPECIFICATION

External Relations Manager
EHA1696-0920

CRITERIA:

Applicants should provide evidence of their ability to meet the following criteria:

		Essential	Desirable	*Method of assessment (I/A/S/T/P)
Qualifications				
1	Educated to degree level or equivalent	*		A
2	Membership of relevant professional network or associations		*	A
Experience and Knowledge				
3	Experience of working within communications, alumni or external relations, including knowledge of handling emergency situations.	*		S/I
4	Experience of building effective relationships with key influencers and stakeholders at all levels	*		S/I
5	Experience of project managing communications, including producing newsletters or magazines, emails and other communications tactics	*		S/I/T
6	Experience of event management	*		I/T
7	Experience of working in the Higher Education sector or other large, complex organisations	*		S/I
8	Experience of managing processes and databases, including development and continual improvement of systems	*		S/I
9	Knowledge of effective methods of communications with a range of external stakeholder audiences	*		S/I/P
10	Experience of using data and metrics to drive improvements	*		S/I
11	Experience of line managing staff	*		S
Abilities/Skills				
12	Able to develop appropriate strategies and present ideas for stakeholder initiatives	*		I/T/P
13	Excellent communication skills and ability to write for a number of audiences with a high attention to detail	*		I/T/P
14	Able to manage data processes and data quality, adhering to GDPR legislation	*		I
15	Able to use influencing and networking skills to	*		S/I/T/P

	increase support for the University			
16	Able to manage external suppliers		*	I
17	Able to lead the delivery of the alumni relations service with strategic direction from the head of service	*		S/I
18	A self-starter, able to work without supervision and to operate flexibly and reliably	*		I
19	Able to maintain total confidentiality	*		I
20	Able to develop and maintain effective working relationships at all levels	*		I
21	Support the Head of Service in strategic matters	*		I
Other				
22	An awareness of various legislation including GDPR, copyright and Equal Opportunities Issues	*		I
23	Willingness to undertake staff training and development as required	*		I

*Method of Assessment

(I-Interview, A-Application, S-Supporting Statement, T-Test, P-Presentation)
Please note that applications will be assessed against the Person Specification using this criteria.