



Candidate Brief

Senior Alumni Relations Manager
(Assistant Principal Officer)
(Assistant Principal Officer)

Reference: 392/2025

Recruiting Difference; Reflecting Diversity

**Infinite
Possibilities**



TU Dublin at a glance

Technological University Dublin (TU Dublin) is the second largest university in Ireland with students studying and staff working across five locations, including Bolton Street, Aungier Street, Grangegorman, Blanchardstown and Tallaght. The University was established on 1 January 2019 following the integration of Dublin Institute of Technology (DIT), Institute of Technology Blanchardstown (ITB) and Institute of Technology Tallaght (ITT) into a single organisation.

A leader in STEM disciplines, TU Dublin supports the largest cohorts of students of business, media, culinary arts, and the creative and performing arts. We are passionate about apprenticeship education, life-long learning, and as the largest provider of part-time education, we make an important contribution to the economic life of Ireland, enabling capacity building for the future.

About TU Dublin Foundation

TU Dublin Foundation is a not-for-profit organisation and registered charity, established in 2001 to advance the mission of TU Dublin. The two primary functions of the Foundation are:

1. **Philanthropy**, which has a key role to play in leveraging funds and enhancing the resources that can be offered to future generations of students; and
2. **Alumni Engagement**, stewarding a community of over 175,000 graduates to stay connected, expand their professional network and keep in touch with their Alma Mater.

The Foundation is overseen by the TU Dublin Foundation Board.

About Our Alumni

The TU Dublin Alumni Network proudly connects graduates from all corners of our university's history. Whether from the legacy institutions of DIT, IT Tallaght or IT Blanchardstown, or from the more recent cohorts of TU Dublin, this vibrant and growing community reflects a rich tapestry of experiences, disciplines, and backgrounds. Our strength lies in the diversity and perspective each graduate brings, creating meaningful opportunities for connection, collaboration, and engagement.

Senior Alumni Relations Manager

Role Description

The Senior Alumni Relations Manager will support the delivery of TU Dublin's alumni engagement strategy through the coordination of a wide-ranging programme of communications, events, and volunteer activity. This role is dedicated to supporting the ongoing implementation of a five-year strategic plan, ensuring consistent alumni engagement throughout the contract period.

Reporting to the Executive Director and working as part of the TU Dublin Foundation team, the successful candidate will collaborate with colleagues across the University, including our colleagues in Partnerships, faculty and school representatives. The role requires strong organisational skills and experience in managing busy communications schedules and events programmes. There is one direct report responsibility with this role. The successful candidate will be adaptable, detail-focused, and committed to delivering high-quality engagement activities.

Overarching responsibilities

The successful candidate will be responsible for delivering a busy and varied programme of alumni engagement activity. This includes regular digital communications, event coordination, and the ongoing management of alumni data and systems. Responsibilities include, but are not limited to:

Communications and Digital Engagement

- Create and deliver engaging content across multiple platforms, including a monthly alumni newsletter, social media (LinkedIn, Instagram, Facebook), and continuously refreshed content for the alumni section of the TU Dublin website.
- Coordinate the planning and scheduling of alumni interview and stories, features and updates to maintain a consistent and compelling digital presence.
- Ensure all communications align with the University's brand and tone, and are clear, inclusive and relevant to a diverse alumni community.
- Contribute content and support the Development team as required for alumni giving and fundraising campaigns.

Event Coordination & Support

- Plan, organise and deliver a range of alumni events throughout the year, such as class reunions, professional networking gatherings and speaker-led sessions.
- Liaise with stakeholders to support alumni engagement activity across faculties and schools.
- Provide logistical and communications support for alumni volunteers and ambassadors involved in university-wide initiatives.

Graduate Benefits Programme

- Administer and promote a growing range of graduate benefits and services, offering alumni practical ways to remain connected with TU Dublin.
- Identify and coordinate new benefit opportunities through partnerships with external providers and internal university services.

Data and Systems Management

- Manage the use of the University's alumni CRM system (MS Dynamics), ensuring records are accurate, regularly updated and effectively used to track engagement.
- Uphold best practices in data governance and compliance, including adherence to GDPR.
- Line manage a Database Officer, providing guidance and support to ensure data integrity and the effective generation of reports that support alumni engagement initiatives.

Person Specification

TU Dublin is committed to being fully inclusive, which actively recruits, supports and retains staff from all sectors of society. We value diversity as well as celebrate, support and thrive on the contributions of all our employees and the community they represent. We are proud to be an equal opportunities employer and encourage applications from everybody, regardless of race, sex, ethnicity, religion, nationality, sexual orientation, age, disability, gender identity, marital status/civil partnership, pregnancy and maternity, as well as being open to flexible working practices. During the recruitment and selection process, candidates will be expected to demonstrate an appropriate mix of knowledge, experience and skills described below. For shortlisting purposes, candidates will be expected to demonstrate the degree to which they meet both the essential and desirable criteria set out below.

The ideal candidate will demonstrate the appropriate mix of knowledge, experience, skills, talent and abilities required for the role as outlined below and must satisfy all of the essential criteria:

Essential

- A relevant first or second-class honours Level 8 degree from a recognised degree awarding authority, or an approved equivalent qualification.
- Minimum three years' experience in communications, marketing, events, fundraising, alumni relations or a related area.
- Demonstrable experience of digital communication campaigns, through social media channels.

Candidates will be shortlisted based on their demonstration of meeting every essential criterion so are asked to clearly outline how their experience and qualifications meet the criteria.

Desirable

- Significant experience of alumni relations and/or university advancement practices.
- Experience in business development and stakeholder engagement is welcome.
- Demonstrable working knowledge of GDPR and other relevant data protection regulations, as they pertain to communications and marketing.

Candidates may be shortlisted on the basis of none, one or more of these desirable criteria and are asked to clearly outline how their experience and qualifications meet the criteria.

Personal attributes required for the role:

- Exceptional written and verbal communication skills, with strong attention to detail
- High levels of professionalism, interpersonal skill and emotional intelligence in dealing with diverse audiences
- Strong project management and organisational ability, with a record of meeting deadlines and managing competing priorities
- Demonstrated ability to work independently, take initiative and adapt quickly to change
- Collaborative mindset with a creative and entrepreneurial approach to engagement
- Excellent working knowledge of Microsoft Office, including Word, Excel and PowerPoint
- A flexible and positive attitude, with a willingness to work occasional evenings and weekends as needed

Eligibility to compete

Eligibility to compete is open to candidates who are citizens of the European Economic Area (EEA) or Switzerland. The EEA comprises member states of the European Union along with Iceland, Liechtenstein and Norway. Other candidates may be eligible to compete subject to their having an appropriate work permit for the nature and duration of the position.

Terms and Conditions of Employment

A full statement of terms and conditions of employment will be given to the successful applicant in accordance with the Terms of Employment (Information) Acts 1994 and 2001.

The main terms and conditions of employment are as follows:

Tenure:	This post is offered on a specified purpose wholetime basis.
Location:	The post will be based at TU Grangegorman. Regular attendance at other sites, i.e. Aungier Street, Bolton Street, Blanchardstown and Tallaght will be required.
Salary:	The successful candidate will be appointed at point (01) of the Assistant Principal Officer Salary Scale i.e. € 87,358 gross per annum. Under normal circumstances, new entrants to the Public Sector will commence on point 1 of the salary scale. Remuneration may be adjusted from time to time in line with Government pay policy. Incremental credit may apply in line with university policy.
Hours of work:	A 35-hour working week is in operation. This can be reviewed by collective agreement, with the Minister for Further and Higher Education, Research, Innovation and Science. Having regard to the nature of the work, attendance outside these hours may be required from time-to-time.
Probation:	The terms of the University's Staff Induction policy and Probation procedure may apply.
Annual leave:	Annual Leave and Public Holidays shall be granted as per the Holidays (Employees) Act 1973 and Organisation of Working Time Act 1997. The annual leave entitlement for this post is 30 days per annum this is inclusive of the University closure days.
Retirement:	TU Dublin Foundation is a private charity. The post holder is <u>not</u> eligible for the Education Sector Superannuation Scheme. The TU Dublin Foundation offers a defined contribution pension plan and will contribute 7% of the successful applicant's salary into the TU Dublin Foundation Executive Pension Plan, which is managed by Zurich. This is applicable following completion of the probationary period.
Sick Leave:	The terms of the TU Dublin Sick Leave policy will apply. Sick leave will be in accordance with arrangements authorised from time to time by the Minister for Further and Higher Education, Research, Innovation and Science.

Benefits available to staff working in TU Dublin

TU Dublin recognise the importance of our people, and we are actively involved in attracting, recruiting, developing, and retaining a talented workforce to meet our ambitions as a university. We offer a wide range of development opportunities for staff to pursue their professional interests through mentoring, study, secondments, and more.

Our aim is to be inclusive in all aspects of the work of the University and to create a welcoming atmosphere in which to work and study. We are committed to demonstrating this through our equality, diversity, and inclusion policies together with promoting the Athena Swan agenda. TU Dublin has a range of benefits available to employees, these include, but are not limited, to:

Tax Saver and Cycle to Work Schemes	Study and Exam Leave
Blended Working Policy in operation	Irish Language Classes
Extensive Library facilities throughout the university	Opportunities to attend conferences
Enrolment to Public Sector Pension scheme	Networking opportunities throughout the university
Health and Wellbeing programmes	Mentoring programmes
Fee support for further education, with a Fee waiver for TU Dublin programmes	Optometry Centre – free eye tests and discounted glasses
Erasmus staff programme	Sports facilities with discounted gym membership
Staff Development short-courses and seminars e.g., Women Leaders in Education, Project Management, Leadership Development Programme, Aurora Leadership Development for Women	Facilitation of direct deductions from salary for Hospital Saturday Fund health plan/ Income Continuance Plan/Health Insurance Plan/Cornmarket financial advice plan

Application Process

Applications will be accepted through the online application service at <https://www.tudublin.ie/explore/jobs/current-vacancies/>. A CV will be required in addition to the application form. All correspondence from the University regarding your application will be by email. Please ensure that the security filters on your email provider will accept emails from TU Dublin.

The selection process may include:

- shortlisting of candidates on the basis of the information contained in their application
- a competitive preliminary interview
- a competitive final interview

Closing Date

The closing date for applications is **5:00pm on Thursday, 18th September 2025**. **Late applications will not be accepted.**

It is anticipated that interviews for this post will take place in week beginning **13th October 2025**. The interview assessment will be **60** minutes in length and will include a presentation of **10** minutes duration. The topic of this presentation will be as follows:

‘Engaging Alumni Through Storytelling: A Strategic Content Plan for Digital Platforms’

Contact information

For further information about this post please contact: Robyn Byrt: Robyn.Byrt@TUDublin.ie.

For queries regarding the application process, please contact Fiona Lee at (01) 2205424 between 9:30am and 5:00pm, Monday to Friday or email fiona.lee@TUDublin.ie

Appeals

Details in relation to the University's Recruitment, Selection & Appointment Policy, including details in relation to the Appeals Procedure, can be found at the following link:

<https://www.tudublin.ie/media/website/for-staff/human-resources/Recruitment,-Selection-and-Appointment--Policy-14.08.23.pdf>

Further information for Candidates

- Canvassing will automatically disqualify.
- Late applications will not be accepted. You will not be able to apply on the online system once the deadline is passed. Therefore, you should ensure you allow sufficient time to make your application in advance of the closing date and time.
- You may only submit one application per competition. Should you have any issues with your submission, please contact talentsupport@tudublin.ie
- TU Dublin applies a shortlisting process for all competitions. Therefore, you should ensure that the information provided clearly and fully describes how you satisfy the essential, desirable, and any of the other role requirements set out in the Person Specification. It is important to ensure that your application clearly demonstrates that you hold the qualifications, knowledge and experience required for the role. The successful candidate will be required to submit parchments of Degrees, Diplomas, Certificates and other professional qualifications if these are not already on file with Human Resources.
- TU Dublin is an equal opportunities employer and is committed to the employment policies, procedures and practices which do not discriminate on grounds such as gender, civil status, family status, age, disability, race, religious belief, sexual orientation or membership of the travelling community

“Technological University Dublin (TU Dublin) is committed to attracting, recruiting, developing and retaining the highest calibre of staff to build a diversified, supportive, innovative and inclusive workforce reflective of the wider community. TU Dublin aims to attract the best people who have the experience, knowledge, skills, abilities and competencies to support the University’s mission. TU Dublin supports equality of opportunity, diversity and inclusion and encourages underrepresented groups to make applications and accommodates candidates with disability to apply for posts”

[Recruitment, Selection and Appointment Policy](#)