

Swydd Ddisgrifiad

Prifysgol Wreccsam Wrexham University



Cyfadran/Adran	Partneriaethau ac Ymgysylltu Allanol
Teitl y Swydd	Swyddog Datblygu a Chyn-fyfyrwyr
Yn atebol i	PVC Partneriaethau ac Ymgysylltu Allanol
Yn gyfrifol am	Cyn-fyfyrwyr a Datblygu
Gradd	O&A4

Prif Atebolrwydd

Mae'r Swyddog Datblygu a Chyn-fyfyrwyr yn chwarae rhan allweddol mewn meithrin cysylltiadau â chyn-fyfyrwyr, rhoddwyr, a rhanddeiliaid eraill wrth gefnogi nodau codi arian ac ymgysylltu. Mae eu cyfrifoldebau'n cwmpasu cysylltiadau â chyn-fyfyrwyr, codi arian, rheoli digwyddiadau, a chyfathrebu strategol.

Tasgau Allweddol

1. Cysylltiadau â Chyn-fyfyrwyr

- Gweithredu fel pwynt cyswllt i gyn-fyfyrwyr, gan feithrin cysylltiadau arwyddocaol i gynnal ymgysylltiad hirdymor.
- Cefnogi rhaglenni ymgysylltiad cyn-fyfyrwyr, gan gynnwys aduniadau, cyfleoedd mentora, digwyddiadau rhwydweithio, a grwpiau cydnawsedd.
- Ehangu a chefnogi grwpiau cyn-fyfyrwyr rhyngwladol i gryfhau cysylltiadau byd-eang.
- Cydlynu cyfathrebiadau cyn-fyfyrwyr drwy gylchlythyrau, platfformau cyfryngau cymdeithasol, a chyhoeddiadau prifysgol i sicrhau ymgysylltiad cyson.

2. Cysylltiadau Rhoddwyr a Chodi Arian

- Cydlynu mentrau codi arian sydd wedi eu bwriadu i gyn-fyfyrrwyr, gan ddefnyddio dadansoddiadau data i bersonoli allgymorth.
- Cefnogi rhaglenni cydnabod rhoddwyr i gydnabod cyfraniadau a chryfhau ffyddlondeb rhoddwyr.

3. Rheoli Digwyddiadau

- Cynllunio a gweithredu digwyddiadau sy'n canolbwyntio ar gyn-fyfyrrwyr, fel addunedau, gweithdai datblygiad proffesiynol, a gweithgareddau gwirfoddoli.
- Goruchwyllo rhesymeg digwyddiadau, gan gynnwys rheoli cyllideb, cydlynu darparwyr, a hyrwyddo drwy amrywiaeth o sianeli cyfathrebu.
- Cydlynu digwyddiadau arloesol mewn fformatau rhithiol a hybrid i sicrhau hygyrchedd a chyfranogiad gorau posib.

4. Cyfathrebu Strategol

- Rheoli strategaeth gyfathrebu aml-sianel sy'n benodol ar gyfer dewisiadau cyn-fyfyrrwyr (e.e., ymgyrchoedd e-bost, diweddariadau cyfryngau cymdeithasol).
- Personoli negeseuon i wella ymgysylltiad ar draws platfformau a hynny wrth gynnal cysondeb brand.
- Cydweithredu â thimau mewnol i integreiddio straeon cyn-fyfyrrwyr i gyfathrebiadau sefydliadol ehangach.

5. Rheoli Data

- Cynnal cofnodion manwl gywir mewn system CRM ganolog, gan sicrhau cydymffurfiaeth â safonau diogelu data.
- Dadansoddi mesuryddion ymgysylltu i fireinio strategaethau i gysylltiadau cyn-fyfyrrwyr a mentrau codi arian.
- Paratoi adroddiadau rheolaidd ar ddeilliannau rhaglenni a dangosyddion perfformiad allweddol (KPIs) i randdeiliaid.

6. Rheoli Gwirfoddolwyr

- Recriwtio, hyfforddi, a chadw gwirfoddolwyr sy'n fyfyrwyr ac yn gyn-fyfyrrwyr ar gyfer amrywiaeth o ddigwyddiadau a rhaglenni.
- Gweithredu strategaethau cydnabod i gynnal cyfranogiad gwirfoddolwyr dros amser.
- Cydlynu rhaglenni mentora, gan gysylltu myfyrwyr â chyn-fyfyrrwyr ar gyfer arweiniad gyrfa.

7. Cydweithredu â Rhanddeiliaid

- Meithrin cysylltiadau ag adrannau mewnol (e.e., cymdeithasau myfyrwyr y gyfadrn) i alinio gweithgareddau cyn-fyfyrrwyr â nodau sefydliadol.
- Cefnogi ymgysylltiad rhanddeiliaid allanol fel darparwyr neu bartneriaid corfforaethol i wella effaith rhaglen.

8. Arweinyddiaeth a Chydlynu Tîm

- Eiriolwr dros ymgysylltiad cyn-fyfrwyr yn y sefydliad drwy alinio ymdrechion gyda blaenoriaethau strategol.
- Unrhyw ddyletswyddau eraill, fel sy'n ofynnol.

Nodweddion Arbennig

Mae hon yn swydd newydd a fydd yn gofyn am waith sylweddol o ran tasgau datblygu a dylunio yn ymwneud â gweithgareddau datblygu a chyn-fyfrwyr.

Dyletswyddau Cyffredinol

Byddwch yn sicrhau bod systemau a gweithdrefnau rheoli priodol ar waith er mwyn bodloni'ch dyletswyddau a'ch cyfrifoldebau iechyd a diogelwch a nodir ym mholisi iechyd a diogelwch y Brifysgol. Yn benodol, byddwch yn sicrhau bod asesiadau risg priodol yn cael eu cynnal mewn cysylltiad â pheryglon sylweddol ac yr ymgwymerir ag arolygon diogelwch o leiaf unwaith y flwyddyn, ym mhob gweithle dan eich rheolaeth chi.

Cyfrifoldeb y gweithwyr yw ymgorffori Polisi Cyfle Cyfartal y Brifysgol o fewn eu maes cyfrifoldeb eu hunain ac yn eu hymddygiad cyffredinol.

Mae gan yr holl staff gyfrifoldeb am hyrwyddo gofal cwsmer o ansawdd yn eu meysydd cyfrifoldeb eu hunain.

Rhaid i staff fod yn ymwybodol o ymrwymiad y Brifysgol i Gynaliadwyedd.

Rhaid i bob aelod o staff hyrwyddo ymddygiad iach ac iechyd meddwl a llesiant cadarnhaol.

Disgwylir i ddeiliaid swydd gydymffurfio â'r broses Adolygu Datblygiad Proffesiynol, gan gymryd rhan wrth osod amcanion er mwyn cynorthwyo gyda'r gwaith o fonitro perfformiad a datblygiad yr unigolyn.

Byddwch yn asesu anghenion hyfforddiant a datblygiad pob aelod o staff dan eich rheolaeth i sicrhau eu bod yn cael eu cefnogi'n ddigonol mewn perthynas â'u cyfrifoldebau yn y gwaith.

Dyletswyddau perthnasol eraill sy'n gymesur â gradd y swydd, a all gael eu neilltuo gan y Rheolwr, mewn cytundeb â deiliad y swydd. Ni ddylid gwrthod cytundeb o'r fath yn afresymol.

Mae'r cyfrifoldebau allweddol sydd wedi'u cynnwys yn y swydd ddisgrifiad hwn yn rhai nodweddiadol; nid ydynt yn gynhwysfawr. Gellir addasu dyletswyddau a chyfrifoldebau mewn trafodaeth â deiliad y swydd.

Disgwylir i'r holl ddeiliaid swydd yn y Gyfarwyddiaeth allu cynnig cymorth ar draws pob maes, y tu hwnt i'w tîm uniongyrchol, ar gais y Cyfarwyddwr ac yn gymesur â'u sgiliau, eu gwybodaeth a'u profiad.

Adolygu

Mae hwn yn ddisgrifiad o'r swydd adeg ei chyhoeddi. Mae'n arfer gan y Brifysgol o bryd i'w gilydd i adolygu a diweddarau disgrifiadau swydd er mwyn sicrhau eu bod yn adlewyrchu natur gyfredol

y swydd a gofynion y Brifysgol yn gywir, ac i ymgorffori newidiadau rhesymol pan fo angen, mewn ymgynghoriad â deiliad y swydd.

Manyleb Person

Prifysgol Wreccsam
Wrexham University

Teitl y Swydd:

Swyddog Datblygu a Chyn-fyfyrwyr

Er mwyn cael eich rhoi ar y rhestr fer, mae'n rhaid i chi ddangos eich bod yn diwallu pob un o'r meini prawf hanfodol a hynny o'r meini prawf dymunol ag sy'n bosibl. Pan fydd gennym nifer fawr o geisiadau sy'n diwallu'r holl feini prawf hanfodol, byddwn wedyn yn llunio'r rhestr fer gan ddefnyddio'r meini prawf dymunol.

Meini Prawf Dethol					
Priodoleddau		Eitem	Meini Prawf Perthnasol	Dull Adnabod	Pwysigrwydd
1	Sgiliau a Galluoedd	1.1	Profiad a dealltwriaeth am weithio mewn swydd Farchnata neu Gyn-fyfyrwyr/Cyfathrebiadau o fewn y sector addysg uwch neu debyg	Ff, C	H
		1.2	Profiad o gydlynu digwyddiadau a gweithgareddau a rhoi mewnbwn i gynlluniau a manylebau manwl i gyflenwyr.	Ff, C	H
		1.3	Sgiliau cyfathrebu rhyngbersonol a rheoli cysylltiadau rhagorol, gyda'r gallu i feithrin a chryfhau cysylltiadau â chyn-fyfyrwyr, rhoddwyr, a rhanddeiliaid eraill.	Ff, C	H
		1.4	Sgiliau rheoli prosiect rhagorol, gan gynnwys y gallu i reoli sawl prosiect a therfynau amser ar yr un pryd.	Ff, C	H
		1.5	Galluoedd cyfathrebu ar lafar ac yn ysgrifenedig cadarn, gyda'r hyder i siarad yn gyhoeddus a chynrychioli'r sefydliad mewn digwyddiadau.	Ff, C	H
		1.6	Lefel uchel o sylw i fanylder a sgiliau trefnu.	Ff, C	H
		1.7	Y gallu i weithio'n annibynnol ac fel aelod o dîm, gan ddangos mentergarwch a hyblygrwydd.	Ff, C	H

		1.8	Y gallu i weithio'n gydweithredol gyda chydweithwyr ar draws adrannau a gyda gwirfoddolwyr.	Ff, C	H
2	Gwybodaeth Gyffredinol ac Arbenigol	2.1	Dealltwriaeth am ddiogelwch data, canllawiau preifatrwydd, ac arferion gorau wrth reoli gwybodaeth sensitif.	Ff, C	H
		2.2	Medrus wrth ddefnyddio adnoddau cyfathrebu digidol, cyfryngau cymdeithasol, a systemau rheoli cynnwys.	Ff, C	H
3	Addysg a Hyfforddiant	3.1	Addysg hyd at radd gyntaf a/neu brofiad gwaith profedig mewn marchnata neu swydd berthnasol arall	Ff, T, C	H
		3.2	Tystiolaeth o hyfforddiant a datblygiad proffesiynol parhaus	Ff, T, C	H
4	Profiad Perthnasol	4.1	Profiad o weithio mewn swydd Cyn-fyfyrwyr/Marchnata neu berthnasol, yn ddelfrydol mewn Addysg Uwch	Ff, C	H
		4.2	Profiad helaeth o weithio mewn amgylchedd swyddfa prysur a heriol	Ff, C	H
		4.3	Profiad o weithio gyda grŵp amrywiol o randdeiliaid perthnasol	Ff, C	H
		4.4	Profiad o gydlynu digwyddiadau a gweithgareddau yn fewnol ac yn allanol.	Ff, C	H
		4.5	Profiad o ddatblygu a gweithredu ymgyrchoedd/strategaethau cyfryngau a chyfathrebu	Ff, C	H
		4.6	Profiad o weithio fel aelod o dîm i reoli gweithgareddau prosiect mewn partneriaeth â rhanddeiliaid mewnol ac allanol.	Ff, C	H
5	Gofynion Arbennig	5.1	Y gallu i gyfathrebu drwy gyfrwng y Gymraeg	Ff, C	D
Dyddiad Adolygu			Ebrill 2025		

Allwedd	Dull Adnabod	Ff	Ffurflen Gais
		C	Cyfweliad
		P	Prawf
		T	Copi o Dystysgrifau
		Rh	Rhoi Cyflwyniad
		G	Asesiad Grŵp
	Pwysigrwydd	H	Hanfodol
		D	Dymunol



Job Description

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Faculty/Department	External Engagement and Partnerships
Job Title	Alumni and Advancement Officer
Reports to	PVC External Engagement and Partnerships
Responsible for	Alumni and Advancement
Grade	O&A4

Principal Accountabilities

The Alumni and Advancement Officers plays a critical role in fostering relationships with alumni, donors, and other stakeholders while supporting fundraising and engagement objectives. Their responsibilities span alumni relations, fundraising, event management, and strategic communication.

Key Tasks

1. Alumni Relations

- Act as a point of contact for alumni, fostering meaningful relationships to maintain long-term engagement.
- Support alumni engagement programmes, including reunions, mentorship opportunities, networking events, and affinity groups.
- Expand and support international alumni chapters to strengthen global connections.
- Coordinate alumni communications through newsletters, social media platforms, and university publications to ensure consistent engagement.

2. Fundraising and Donor Relations

- Coordinate targeted fundraising initiatives aimed at alumni, leveraging data analytics to personalise outreach.
- Support donor recognition programmes to acknowledge contributions and strengthen donor loyalty.

3. Event Management

- Plan and execute alumni-focused events such as reunions, professional development workshops, and volunteering activities.
- Oversee event logistics, including budget management, vendor coordination, and promotion through various communication channels.
- Coordinate innovative virtual and hybrid event formats to maximize accessibility and participation.

4. Strategic Communication

- Manage an omnichannel communication strategy tailored to alumni preferences (e.g., email campaigns, social media updates).
- Personalise messaging to enhance engagement across platforms while maintaining brand consistency.
- Collaborate with internal teams to integrate alumni stories into broader institutional communications.

5. Data Management

- Maintain accurate records in a centralized CRM system, ensuring compliance with data protection standards.
- Analyse engagement metrics to refine strategies for alumni relations and fundraising initiatives.
- Prepare regular reports on programme outcomes and key performance indicators (KPIs) for stakeholders.

6. Volunteer Management

- Recruit, train, and retain student and alumni volunteers for various programmes and events.
- Implement recognition strategies to sustain volunteer involvement over time.
- Coordinate mentorship programmes connecting students with alumni for career guidance.

7. Stakeholder Collaboration

- Build relationships with internal departments (e.g., faculty, student societies) to align alumni activities with institutional goals.
- Support engagement of external stakeholders such as corporate partners or vendors to enhance program impact.

8. Leadership and Team Coordination

- Advocate for alumni engagement within the institution by aligning efforts with strategic priorities.
- Any other duties as required.

Special Features

This position is a start up position which will require a significant amount of development and design tasks around alumni and advancement activities.

General Duties

You will ensure that appropriate management systems and procedures are in place to meet your health and safety duties and responsibilities contained within the University's health and safety policy. In particular you will ensure that appropriate risk assessments are carried out in respect of significant hazards and that safety inspections are undertaken on at least an annual cycle in each workplace under your control.

It is the responsibility of employees to apply the University's Equal Opportunities Policy in their own area of responsibility and in their general conduct.

All staff have a responsibility for promoting high levels of customer care within their own areas of responsibility.

Staff must be aware of the University's commitment to Sustainability.

All staff must promote healthy behaviour and positive mental health and wellbeing

Post holders are expected to co-operate with the Professional Development Review (PDR) process, engaging in the setting of objectives in order to assist in the monitoring of performance and the development of the individual.

You will assess the training and development needs of each member of staff under your control to ensure they are adequately supported in relation to their work responsibilities.

Such other relevant duties commensurate with the grade of the post as may be assigned by the Manager in agreement with the post holder. Such agreement should not be unreasonably withheld.

The key responsibilities contained in this job description are indicative not exhaustive. Duties and responsibilities may be altered in discussion with the post holder.

All post-holders within the Directorate are expected to be able to provide support across all areas, beyond their immediate team, as requested by the Director and commensurate with their skills, knowledge and experience.

Review

This is a description of the job at the time of issue. It is the University's practice periodically to review and update job descriptions to ensure that they accurately reflect the current nature of the

job and requirements of the University and to incorporate reasonable changes where required, in consultation with the job holder.

Person Specification

Prifysgol Wreccsam Wrexham University

Job Title:

Alumni and Advancement Officer

In order to be shortlisted you must demonstrate that you meet all the essential criteria and as many of the desirable criteria as possible. Where we have a large number of applications that meet all of the essential criteria, we will then use the desirable criteria to produce the shortlist.

Selection Criteria					
Attributes		Item	Relevant Criteria	Identification Method	Rank
1	Skills & Abilities	1.1	Experience and understanding of working within a Alumni/Communications or Marketing function within the higher education sector or similar	A, I	E
		1.2	Experience coordinating events and activities and feeding into detailed plans and specifications for suppliers.	A,I	E
		1.3	Outstanding relationship management and interpersonal communication skills, with the ability to build and deepen relationships with alumni, donors, and other stakeholders.	A,I	E
		1.4	Excellent project management skills, including the ability to manage multiple projects and deadlines simultaneously.	A,I	E
		1.5	Strong written and verbal communication abilities, with confidence in public speaking and representing the organisation at events.	A,I	E
		1.6	High level of organisational skills and attention to detail.	A,I	E
		1.7	Ability to work both independently and as part of a team, showing initiative and flexibility.	A,I	E
		1.8	Capacity to work collaboratively with colleagues across departments and with volunteers.	A,I	E

2	General & Specialist Knowledge	2.1	Understanding of data protection, privacy guidelines, and best practices in managing sensitive information.	A, I	E
		2.2	Proficiency in using digital communication tools, social media, and content management systems.	A, I	E
3	Education & Training	3.1	Educated to first degree and/or with proven work experience in a marketing or other relevant role	A, C, I	E
		3.2	Evidence of training and continuous professional development	A, C, I	E
4	Relevant Experience	4.1	Experience of working within an Alumni/Marketing or related function, preferably within HE	A, I	E
		4.2	Extensive experience of working within a busy and demanding office environment	A, I	E
		4.3	Experience of working with a diverse group of relevant stakeholders	A, I	E
		4.4	Experience of co-ordinating events and activities both internally and externally.	A, I	E
		4.5	Experience developing and implementing communication and media strategies/campaigns	A, I	E
		4.6	Experience of working as part of a team to project manage activities in partnership with internal and external stakeholders.	A, I	E
5	Special Requirements	5.1	Ability to communicate in the medium of Welsh	A, I	D
Date of Revision			April 2025		

Key	Identification Method	A	Application Form
		I	Interview
		T	Test
		C	Copy of Certificates
		P	Presentation
		G	Group Assessment
	Rank	E	Essential
		D	Desirable

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