JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Alumni Relations Manager (Graduate Outcomes and Recent Graduate/Alumni Voice)</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>Development and Alumni Relations</td>
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<td>Grade:</td>
<td>7</td>
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<tr>
<td>Accountable to:</td>
<td>Head of Alumni Relations - with a dotted reporting line to the Director of Careers and Employability</td>
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Purpose of the Post

Background

The Development and Alumni Relations directorate (DARD) is responsible for building mutually beneficial relationships with alumni, donors and friends of the university in order to support key strategic objectives through volunteering and fundraising.

Purpose of role:

The role supports the university’s strategy to build and manage meaningful relationships with its community of graduates, and the wider range of associated stakeholders.

Working closely with the Head of Alumni Relations, the post-holder will lead on activities that engage recent graduates and enable the university to maintain strong connections with them, in order to unlock contributions that support the university’s strategic objectives.

The post holder will develop and deliver dynamic, relevant and engaging communications campaigns for recent graduates specifically at the end of their student journey (via liaison with the internal communications team to ensure a smooth transition from student to alumni status) until approximately two years after graduation.

The role holder will spend one day per week within the Careers and Employability Service.

Key Tasks

- Leading on recent graduate engagement activity ahead of the ‘Graduate Outcomes (GO) Survey’ survey to support its effectiveness and to meet required response rates.
- Developing and managing delivery of an annual recent graduate engagement stratégic communications plan, differentiated from the wider alumni communications plan, including face to face events, graduate-led video/audio content, whilst ensuring campaigns are tied into wider activities e.g. Graduation, Careers Fairs, ‘Get Hired’ events and internship schemes.
• Liaising with student administration with regards to student data management, as well as senior departmental managers to create a network of influence across all academic departments to maximise opportunities to engage recent graduates.
• Leading the creation of engaging content for all alumni channels including social media, webpages, LinkedIn and newsletters including case studies and to share content to be repurposed.
• Using trends and insights from across the sector to inform the creation of campaigns and to ensure recent graduate engagement is relevant/targeted to engage different segments e.g. those who are in graduate employment/not yet employed/disengaged.
• Promoting the Careers and Employability services available to recent graduates to help increase the number of survey respondents who have secured graduate level employment and assisting in securing insights to help assess the impact of employability campaigns on graduate behaviours e.g. via focus groups and surveys.
• Working with student recruitment to maximise postgraduate recruitment opportunities.
• Working with the wider alumni relations team on all aspects of Graduation Weeks.
• Developing relationships with key alumni and providing academic departments with updates on their alumni destinations and securing alumni profiles which can be used across the university.
• Securing buy-in and support amongst relevant internal stakeholders (e.g. Careers and Employability Services, Student Recruitment, academic departments, current students) to create and manage engagement opportunities (including events) with recent alumni both in the UK and overseas.
• Evaluating differential impact of activities on segmented graduate populations e.g. BAME/WP.
• Taking responsibility for proactive and reactive communication with recent graduates, maintaining a professional and engaging approach.
• Initiating and driving an ongoing campaign to capture recent graduates’ data including contact details, high email and phone contact opt-in rates, careers status and details on careers support needs.
• Supporting the recruitment, induction and management of allocated staff, i.e. temporary staff, volunteers and student interns.
• Supporting the wider alumni events programme, representing the university at alumni (and other) events in the UK (and possibly overseas) and to undertake occasional evening/weekend work.
• Monitoring and working within the agreed expenditure budget and to assist with any benchmarking, provision of qualitative and quantitative data or accreditation activity.
• Ensure all communication activity is aligned to the Royal Holloway narrative and brand guidelines.
• Keeping up to date with existing policy and new developments regarding the GO survey and data protection regulations including GDPR and PECR and responding proactively.
• Undertaking other duties as required to support the general work of the team.

Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.