

## JOB DESCRIPTION

<b>Job Title:</b>	Alumni Relations Manager
<b>Department / Unit:</b>	Marketing and Communications / External Relationships (Alumni Relations)
<b>Job type</b>	Full Time, Fixed Term (Maternity Cover)
<b>Grade:</b>	7
<b>Accountable to:</b>	Assistant Director, External Relationships
<b>Accountable for:</b>	Alumni Relations Officer (line management), Interns, Casual Staff
<b>Purpose of the Post</b>	
<p><b>Background</b></p> <p>External Relationships Group 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.</p> <p><b>Purpose of role:</b></p> <p>The Alumni Relations Manager supports the university's strategy to build and manage meaningful relationships with its community of graduates, and the wider range of associated stakeholders.</p> <p>Working closely with the Assistant Director, External Relationships, the post-holder will lead on activities that engage alumni and enable academic and administrative colleagues to maintain strong connections with graduates, in order to unlock contributions that support the university's strategic objectives. The diverse needs and interests of the College's alumni community requires a complex approach, involving formal associations (including the Bedford Society), events, as well as printed and online communication channels, and the delivery of specific services to alumni.</p>	
<b>Key Tasks</b>	
<p>To support the delivery of a strategy to increase the engagement of alumni in the life of the university, by:</p> <ul style="list-style-type: none"> <li>• Providing leadership amongst relevant internal stakeholders (e.g. Careers Services, Student Recruitment, academic departments, current students) to create and manage engaging opportunities for alumni to support the work of the university.</li> <li>• Being responsible for developing and managing the production and distribution of online and offline alumni communications, including the quarterly e-newsletter.</li> </ul>	

- Leading the creation of engaging content for social media and university webpages, and managing dedicated alumni social media platforms.
- Liaising with the Operations Manager to make effective use of the alumni database, *Raiser's Edge*, to provide reports for management purposes, and supporting efforts to improve the quality of data.
- Managing volunteering programmes in collaboration with academic and administrative colleagues, including registration processes, volunteer communications, evaluation and stewardship e.g. for professional networking events
- Working closely with the Development team to ensure that fundraising goals are promoted across all alumni channels, and to work jointly on specific events.
- Taking responsibility for reactive communication with alumni, maintaining a professional and engaging approach.
- Taking an active role in managing the engagement of key alumni groups, including the Bedford Society, volunteers and high profile graduates.
- Developing a sophisticated level of knowledge about the graduate community, and building personal relationships with key alumni to engage them for the benefit of the University.
- Line management of Alumni Relations Officer
- Supporting the recruitment, induction and management of allocated staff to include Alumni Relations Officer post and other temporary staff, volunteers and student interns.
- Supporting the alumni events programme, as well as representing the university at alumni (and other) events in the UK (and possibly overseas) and to undertake occasional evening and weekend work.
- Monitoring and working within the agreed alumni relations expenditure budget and to assist in participation of any benchmarking or accreditation activity.
- Undertaking other administrative duties as required to support the general work of the office.
- Any other duties as required by the line manager or Chief Marketing Officer that are commensurate with the grade.

As the needs of the university change so the above job profile, duties and location of the role will be adjusted accordingly.

#### **Other Duties**

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the university. 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.