



PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

Job Title: Alumni Relations Manager

Department: External Relationships, Marketing and Communications

	Essential	Desirable	Tested by (Application form, Interview, Test)
Knowledge, Education, Qualifications and Training			
Educated to first degree level or equivalent experience	X		Application form
Postgraduate or relevant professional qualification		X	Application form
Skills and Abilities			
Excellent oral and written communication skills	X		Presentation (Test), Interview
Outstanding interpersonal skills, including the ability to inspire trust and confidence	X		Interview
Ability to develop and deliver focussed strategic plans, working to agreed targets	X		Interview
Evidence of ability to manage budgets and evaluate activities	X		Interview
Evidence of ability to lead and motivate other colleagues within the team including those reporting directly to the post and those within the wider university.	X		Interview
Ability to work to strict deadlines whilst maintaining close attention to detail	X		Presentation (Test), Interview
Creative approach to problem solving	X		Presentation (Test), Interview
Excellent presentation skills	X		Presentation
Experience			
Proven track record in developing and leading engaging and impactful alumni communications programmes	X		Application form, Interview
Demonstrable experience of writing engaging communications including newsletters, articles and direct correspondence	X		Application form, Interview
Demonstrable ability to build strong working relationships with internal and external stakeholders at all levels and to represent the department and Royal Holloway with credibility	X		Interview
Demonstrable ability to work independently and as a committed team member	X		Interview
Demonstrable experience of working with customer relationship management systems and ensuring that data is kept up to date and in compliance with GDPR guidelines	X		Application form, Interview
Demonstrable experience of working with Raisers Edge, including Online Express		X	Application form, Interview
Demonstrable experience of enquiry management, ensuring that appropriate responses are gathered and communicated in a timely fashion		X	Application form
Demonstrable experience of using content management systems to keep website content and pages up to date	X		Application form, interview
Demonstrable experience of creating engaging digital content, including short films		X	Application form, Interview
Demonstrable experience of managing social media content and channels	X		Application form
Demonstrable experience of drafting committee papers and report writing	X		Interview
Experience of collaborating with fundraising teams		X	Interview
Experience of chairing/leading working groups and meetings		X	Interview
Experience of line managing or supervising staff		X	Interview
Other requirements			
Willingness to evenings and weekends for events	X		Interview