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

### PERSON SPECIFICATION

**Job Title:** Alumni Relations Manager  
**Department:** External Relationships, Marketing and Communications

<table>
<thead>
<tr>
<th>Knowledge, Education, Qualifications and Training</th>
<th>Essential</th>
<th>Desirable</th>
<th>Tested by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educated to first degree level or equivalent experience</td>
<td>X</td>
<td></td>
<td>Application form</td>
</tr>
<tr>
<td>Postgraduate or relevant professional qualification</td>
<td>X</td>
<td></td>
<td>Application form</td>
</tr>
</tbody>
</table>

**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 |