



JOB DESCRIPTION

Job Title:	Alumni Relations Officer
Department / Unit:	Alumni Relations and Events, Marketing and Communications
Job type	Professional Services
Grade:	5
Accountable to:	Alumni Relations (AR) Manager (>2 years) for line management. Resource split 50% between x2 AR Managers
Accountable for:	n/a
Purpose of the Post	
Support the alumni relations team to create compelling content that gives alumni of all ages / graduation years reasons to engage with the College and its purpose	
Key Tasks	
<ol style="list-style-type: none"> 1. Under the direction of the relevant AR manager, create compelling content to support regular mailings (post and digital) and social media engagement and upload agreed / approved content to digital platforms as required. 2. With the support of the AR managers, create, maintain and action a website content calendar ensuring in particular that content specific to identified fundraising and engagement campaigns remains timely. 3. With support, source, interview and draft alumni case studies which can be used to augment communication campaigns across Marketing and Communications, academic departments and other professional services directorates as necessary. 4. Monitor social media traffic on identified platforms, alerting AR managers to content of interest or concern and responding as agreed where appropriate. 5. With support, ensure the integrity of the Royal Holloway brand and narrative within both a digital and analogue environment. 6. Be responsible for monitoring the AR email inbox, responding to emails where agreed by the AR managers and flagging content of interest / concern that requires more senior input. 7. Create quarterly social media and website report, identify improvements and make recommendations. Track follow through on implementation of recommendations. 	

8. Take personal responsibility for ensuring the integrity and confidentiality of donor and alumni data and that all approaches are carried out in accordance with the university's relevant policies and UK legislation.
9. Be an active member of the wider Alumni Relations and Events Team and Marketing and Communications directorate.
10. Support College priorities such as, but not limited to, Graduation and NSS survey completion.
11. Any other duties as required by the line manager, Team Leaders or Chief Marketing Officer that are commensurate with the grade.

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. This role is based at Royal Holloway's Egham campus however, some travel will be required and the post holder may be required to work at another of the locations at which the business of Royal Holloway is conducted.

Internal and external relationships

The following list is not exhaustive but the post holder will be required to liaise with:

Internal: Colleagues across Marketing and Communications

External: Alumni, donors and supporters