

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 Managers in the planning and delivery of engaging communications, events and initiatives for Royal Holloway alumni to support the university's strategic objectives.	
Key Tasks	
<ol style="list-style-type: none"> 1. Under the direction of the AR managers, 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 content calendar to increase engagement with alumni across digital channels (website, social media and the university's online networking platform, RH Connect). 3. With support, source, interview and create alumni case studies (written and filmed) 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. Be the main point of contact for, and deal with, enquiries to the AR team. via email, phone calls, social media and post. 6. Create quarterly social media and website reports, identify improvements and make recommendations. Track follow through on implementation of recommendations. 	

8. Support the AR Managers with the administration and delivery of alumni events, including but not limited to creating marketing, organising venues and associated logistical requirements (catering, parking etc), managing registrations and on-the-day administrative support.
9. Take personal responsibility for ensuring the accuracy, 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.
10. Be an active member of the wider Alumni Relations and Events Team and Marketing and Communications directorate.
11. Support College priorities such as, but not limited to, Graduation and NSS survey completion.
12. 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