

JOB DESCRIPTION

Job Title:	Senior Alumni Engagement Officer
Department / Unit:	Philanthropy and Alumni Engagement, Marketing and Communications
Job type:	Full-Time, Permanent (Professional Services)
Grade:	RHUL 6
Accountable to:	Alumni Engagement Manager
Accountable for:	n/a

Purpose of the Post

Reporting to the Alumni Engagement Manager and working closely with the Alumni Engagement Officer, the Senior Alumni Engagement Officer will take the lead on the planning, marketing, coordination and delivery of the University's global alumni event programme. This role is instrumental in using online and in-person events to enhance alumni engagement, build a vibrant and supportive alumni community and encourage alumni contributions that help the University meet its strategic ambitions.

Key Tasks

Event Strategy, Planning and Delivery

- Develop and deliver a diverse and engaging programme of alumni events, both in-person and virtual, aligned with the University's alumni engagement strategy.
- Lead on all stages of event planning, including concept development, logistics, budgeting, supplier management, and on-the-day delivery.
- Develop and implement a comprehensive event logistics checklist to ensure all operational elements are executed in a timely, coordinated, and efficient manner.
- Collaborate with internal stakeholders (e.g. academic departments, philanthropy colleagues) to design events that support University priorities and strengthen alumni relationships.
- Source and coordinate with venues, caterers, and other suppliers, both within the UK and overseas, ensuring value for money
- Coordinate travel and hospitality arrangements for VIPs, guest speakers, and University representatives as required.
- Produce and present detailed event briefings and guest lists for the team and other internal stakeholders.
- Co-ordinate the process of alumni being invited to wider University events

Stakeholder Engagement

- Work closely with academic departments, professional services, and external partners to ensure events are inclusive, collaborative and strategically relevant.
- Build strong relationships with alumni volunteers, guest speakers, and advocates to encourage their involvement in future events and University initiatives.

- Act as the primary liaison for the Bedford Society (alumni from one of the University's founding colleges), supporting the planning and delivery of their annual events and activities programme.
- Act as the primary liaison for alumni organising their own reunions, either on or off campus, supporting the event planning, promotion and occasionally the running of the reunion (if on campus).
- Set up guidelines to assist alumni to arrange their own reunions as well as tool kits to guide staff in organising alumni activity.
- Develop a strong working relationship with other teams, particularly the Events Team.

Marketing, Communications and Promotion

- Create tailored marketing campaigns for alumni events, using web, email, social media and printed materials where appropriate.
- With support from the Operations Team, work with the data on the University's alumni CRM, the Raiser's Edge, to segment and target event communications effectively.

Monitoring, Evaluation and Reporting

- Monitor event registration and attendance trends, adjusting plans as needed to maximise participation and impact.
- Collect and analyse event feedback to inform future planning and continuously improve the alumni events programme.
- Prepare detailed post-event reports including key metrics, insights and recommendations.

Team Support and Administration

- Ensure accurate and timely record-keeping in the alumni database (e.g. event attendance, engagement levels) and that all approaches are carried out in accordance with the University's relevant policies and UK data protection legislation.
- Manage event-related budgets and ensure all activities comply with University policies and procedures.
- Willingness and ability to work occasional weekends and evenings in order to deliver and support the events programme.
- Any other duties as required by the line manager or Associate Director 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 University. The post holder will be expected to undertake other duties as appropriate and as requested by their manager. This role is based at Royal Holloway's Egham campus however, some travel and out of hours work 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 the University

External: Alumni, donors, supporters and suppliers

PERSON SPECIFICATION

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

Job Title: Senior Alumni Engagement Officer **Department:** Philanthropy & Alumni Engagement

	Essential	Desirable	Tested by Application Form/ Interview/Test
Knowledge, Education, Qualifications and Training			
Educated to degree level or with equivalent relevant experience	✓		Application
Awareness of the importance of data protection and GDPR compliance	✓		Application / Interview
Event management qualification or relevant professional training		✓	Application
Knowledge of alumni engagement principles and the role of events within wider strategies		✓	Interview
Knowledge of current trends in event delivery (digital and hybrid formats)		✓	Interview
Understanding of how to create inclusive and accessible events		✓	Interview
Skills and Abilities			
Strong organisational skills with ability to manage competing priorities and meet deadlines	✓		Application / Interview
Excellent written and verbal communication skills, adaptable to different audiences	✓		Application / Interview
Strong interpersonal skills, with the ability to build relationships quickly and effectively	✓		Interview
Strong attention to detail and methodical approach to work	✓		Application / Interview
Understanding of event marketing and promotion across multiple channels	✓		Application / Interview
Proficiency in Microsoft Office applications	✓		Application / Interview
Experience			
Proven experience in planning, coordinating, and delivering successful events (in-person and virtual)	✓		Application / Interview
Experience managing multiple events from concept to delivery	✓		Application / Interview
Experience working with a range of stakeholders including senior leaders, VIPs, and external partners	✓		Application / Interview
Experience developing and managing event budgets	✓		Application / Interview
Experience working with data for audience targeting and marketing	✓		Application / Interview
Experience of working collaboratively across teams and departments	✓		Application / Interview
Experience in a higher education, alumni engagement, membership, or non-profit environment		✓	Application / Interview
Experience of international event delivery or working with overseas partners		✓	Application / Interview

Experience working with a CRM system, preferably Raiser's Edge (or equivalent)		✓	Application / Interview
Other requirements			
An understanding and commitment to the principles of equality, diversity and inclusion	✓		Interview
Proactive, solution-focused approach to challenges	✓		Interview
Flexibility and willingness to work occasional evenings and weekends	✓		Interview
Willingness to travel to run off-campus events, primarily within London	✓		Interview