

JOB DESCRIPTION	
Job title: Alumni Relations Manager	Accountable to: Head of Partnerships
Contract length: Permanent	Hours per week: 35 Weeks per year: 52
Salary: £38,010 to £45,603 per annum	Grade: 5
Service: Development Department, OEA	Location: 272 High Holborn
<p>What is the purpose of the role?</p> <p>The post-holder will be a key member of the Partnerships team within the Development Department, with specific responsibility for supporting and growing alumni engagement to help contribute to the University's institutional priorities. Working closely with the Head of Partnerships and managing the Alumni Relations Coordinator and Administrator, the post-holder will build awareness, involvement and ultimately support by developing engagement activities of value to alumni throughout their lives. He or she will work collaboratively with academics and colleagues across the Colleges and UAL Central Services to build relationships, deliver high quality benefits and communications to benefit this target group.</p>	
<p>Duties and Responsibilities</p> <p><u>ALUMNI NETWORKS</u></p> <ul style="list-style-type: none"> • Establish and maintain strong and robust international Alumni Groups, providing relationship management/stewardship to support these global networks • Work with Head of Partnerships to provide stewardship support of 'Formal' International Alumni Associations • Develop a programme of international events for alumni based around UAL countries of strategic importance • Manage itineraries for international trips to generate maximum exposure for UAL – including developing industry links • Proactively meet and cultivate relationships with alumni both in the UK and internationally to encourage participation on UAL talks programmes, events, volunteering and mentoring programmes and ultimately financial support for UAL • Work with the Careers Team and College representative to develop an over-arching UAL volunteering offering and ensure clear communication and promotion of this programme to all alumni <p><u>ALUMNI COMMUNICATIONS</u></p> <ul style="list-style-type: none"> • Oversee the development new and existing marketing materials to promote the UAL Alumni Association and the associated benefits of joining the network. • Oversee the development of communications to support International, Domestic and Specialist Alumni Groups including a termly UAL newsletter and handbook • Working with Communications & External Affairs to develop a social media and communications strategy to target the alumni audience • Work with Head of Partnerships to develop and promote a fundraising campaign to engage alumni and increase revenue generation • Maintain comprehensive, accurate records of communications with alumni using Raiser's Edge and the Development Department's filing system • Prepare and draft Alumni Profiles • Draft and prepare correspondence with alumni and donors as required 	

ALUMNI RESEARCH & ENRICHMENT

- Work collaboratively with academics and colleagues across the Colleges to deliver a joined up UAL alumni strategy to build relationships and develop alumni communities
- Research and identify 'emerging' alumni contacts
- Help identify potential major alumni donors for follow up with Head of Partnerships.
- Work with Head of Partnerships to help identify and secure sponsorship for Alumni Events and other alumni activity
- Provide statistical reports on alumni engagement via data analysis
- Assist with College and Central Services data requests

OTHER

- Management of the Alumni Relations Co-ordinator and Alumni Relations Administrator roles.
- Act as a full and committed member of the Development Department, actively contributing to alumni briefings, development strategy and project meetings and representing the team across the Colleges to a very high standard.
- Attend internal and external functions both in the UK and internationally (i.e. alumni events; receptions, private views etc.) for the purpose of engaging with alumni, prospects and donors. Often these will require working evenings and, on occasions, weekends.
- Assist with the implementation of best practice for Alumni Relations
- You are expected to work such hours as are reasonably necessary to fulfil the duties and responsibilities of the role.
- You may be required to work such additional/different hours as may from time to time be necessary for the proper and efficient discharge of duties which may include evenings, Saturdays, Sundays and bank holidays.
- You may be required to regularly travel to other sites as necessary.
- Perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- Undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- Conduct all financial matters associated with the role in accordance to the University's policies and procedures, as laid down in the Financial Regulations.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)
- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.

General

- Assume other reasonable duties consistent with your role, as determined xxx, which may be assigned to you anywhere within the University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- Undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.

- Make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
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Key Working Relationships

Managers and other staff, and external partners, suppliers etc; with whom regular contact is required:

Head of Partnerships, Director of Development; Alumni Relations Co-ordinator and Administrator, Student Recruitment, Careers, College academics and colleagues and other Central Service Departments.

Specific Management Responsibilities

Budgets:

Staff: Line management of Alumni Relations Coordinator and Alumni Relations Administrator

Other (e.g. accommodation; equipment):

Last updated: 14/01/2019

PERSON SPECIFICATION	
Specialist Knowledge/Qualifications	<ul style="list-style-type: none"> • Relevant qualification eg. degree or equivalent relevant training • Experience of working in an Alumni Relations/Development team or equivalent and HE fundraising activities • Sound understanding of alumni engagement opportunities • Knowledge of how alumni relations activity contributes to a wider university strategy
Relevant Experience	<ul style="list-style-type: none"> • Proven track record of developing engagement opportunities for alumni that deliver benefits to the organisation and network • Experience in creating and strengthening relationships with a variety of graduates and volunteers that directly benefit the university in terms of profile, student experience, employability, professional networks as well as financially • Experience in project and event management • Experience in data management
Communication Skills	<ul style="list-style-type: none"> • Communicates effectively orally and in writing • Excellent writing skills with demonstrable experience of writing copy for invitations, newsletters and presentations and social media • Ability to give clear presentations and present compelling arguments to generate engagement with alumni.
Leadership and Management	<ul style="list-style-type: none"> • Motivates and manages team members effectively, setting clear objectives to manage performance • Management experience desirable • Experience of dealing with difficult situations, referring to others where necessary
Professional Practice	<ul style="list-style-type: none"> • Commits to own development through effective use of the University's appraisal scheme and staff development processes

Planning and Managing Resources	<ul style="list-style-type: none"> • Plans, prioritises and manages resources effectively to achieve long term objectives • Ability to work to deadlines
Teamwork	<ul style="list-style-type: none"> • Works collaboratively in a team and with different professional groups • Proven ability to build and maintain positive relationships with internal staff • Ability to develop team members abilities and attain greater levels of achievement by encouraging contribution to common goals
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> • Suggests practical solutions to new or unique problems

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

Last updated: January