

Job Description

Alumni Relations Administrator (maternity cover)	
College/Service Alumni Team in the Development Department	Location 272 High Holborn
Contract Length 12 months – Fixed Term Maternity Cover	Hours per week / FTE 35
Accountable to Alumni Relations Manager	Weeks per year 52
Salary £30,777.00 - £37,468.00	Grade 3
<p>What is the purpose of the role?</p> <ul style="list-style-type: none"> • Provide support to the Head of Alumni Relations and Alumni Relations Manager in all aspects of alumni engagement, event management, marketing and communication and network development • Develop connections and relationships with alumni that will contribute to strategic priorities and ultimately develop into support for the UAL • Coordination of communications to alumni to help build awareness of benefits, news, stories, events and engagement opportunities • Provide administrative support for all Alumni Networks as well as management of specific international groups • Manage the Alumni in-box and provide general administration for Alumni Relations team 	
<p>Duties and Responsibilities</p> <p>AUMNI NETWORKS</p> <ul style="list-style-type: none"> • Provide support and stewardship for existing International Alumni Groups via regular communications and promotions • Provide event administration for international alumni events/activities including Global Careers Events organised with Alumni Presidents • Provide administration for UK/Strategic Alumni Network events/activities and, reunions • Proactively meet and cultivate relationships with alumni to encourage participation in talk programmes, events, volunteering/mentoring and ultimately encourage financial support for UAL <p>ALUMNI COMMUNICATION</p>	

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- Coordinate and develop new content for UAL alumni social media, UAL website and UAL blog
- Develop new content for marketing materials including high profile alumni for images and quotes
- Prepare and draft Alumni Profiles
- Coordinate the development of new and existing marketing materials to promote the UAL Alumni Association and benefits of joining the network
- Coordinate the development of communications to promote Association and Group activities – UK and Internationally
- Source content and manage delivery of monthly Alumni Bulletin sent out to over 90,000+ alumni each month
- Maintain comprehensive and accurate records from alumni on Raiser's Edge and the Development Departments filing systems.
- Manage the UAL Alumni Inbox and provide customer-focused service to daily enquiries via the telephone/email.
- Draft and prepare correspondence to alumni as required.

ALUMNI RESEARCH & ENRICHMENT

- Develop systems to proactively capture 'lost alumni' from press reports, academics and existing alumni networks
- Manage and track any financial donations given by alumni and ensure effective stewardship of these donors is completed
- Provide support for future alumni fundraising campaigns with accurate record keeping and data capture on Raiser's Edge
- Provide administrative support for any data consent campaign undertaken to alumni
- Provide background research and brief information on alumni prior to meetings and events
- Work collaboratively with academics and colleagues across the Colleges to deliver a joined up UAL alumni strategy
- Provide statistical reports on alumni engagement via data analysis and regular reporting
- Maintain comprehensive, accurate records of communications with alumni using Raisers Edge and the Alumni Team filing system
- Assist with College and Central Services data requests

Other Conditions

- Act as a full and committed member of the Alumni Team in the Development Department, actively contributing to alumni briefings, strategy, and project meetings, and representing the team across the Colleges to a very high

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standard.

- Attend internal and external functions both in the UK and internationally (ie, 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
- Work with the Head of Alumni Relations and Alumni Relations Manager to ensure that all legal and compliance requirements, Charity Commission standards and other obligations are met, and be aware of changes to legislation and best practice that affect 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 regularly travel to other sites as necessary.
- Assist in best practice across all activities for Alumni Relations

General

- To perform such duties consistent with your role as from time to time may be assigned to you anywhere within the University.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- To personally contribute towards reducing the University's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022).
- To 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.
- To 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.
- To conduct all financial matters associated with the role accordance to the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships –

- Alumni Relations Manager, Head of Alumni Relations, Director of Development, Alumni Relations Coordinator and other members of the Development team.

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<ul style="list-style-type: none"> • College Academics and College Service Departments • Student Recruitment, Careers, Communications, and other Central Services Departments.
<p>Specific Management Responsibilities</p> <p>Budgets – N/A</p> <p>Staff – N/A</p> <p>Other (e.g. accommodation; equipment) – N/A</p>

Signed Caroline Archer	(Recruiting Manager)
Date of last review ___10/09/22_____	

Person Specification	
Specialist Knowledge/Qualifications	<p>A degree or equivalent qualification</p> <p>Experience of working in an Alumni Relations/ Development team or equivalent</p> <p>Sound understanding of alumni engagement opportunities</p> <p>Knowledge of how alumni relations contributes to a wider university strategy</p>
Relevant Experience	Experience of delivering benefits to alumni or

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Person Specification	
	<p>members</p> <p>Experience in developing comms/marketing materials</p> <p>Experience in project and event management</p> <p>Experience in data management</p>
Communication skills	<p>Excellent customer service skills</p> <p>Communicates effectively orally, in writing and/or using visual media.</p> <p>Excellent writing skills with demonstrable experience of writing copy eg. social media, websites, blogs, presentations, newsletters and invitations.</p> <p>Experience of editing content and attention to detail</p>
Events Experience	<p>Experience of managing large and small scale events</p> <p>Uses creativity to develop and initiate new event initiatives</p>
Project management	<p>Overall project management skills</p> <p>Ability to work with and motivate volunteers</p>
Planning and Managing Resources	<p>Plans, prioritises, and manages resources effectively to achieve long term objectives</p> <p>Ability to work to deadlines</p>

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Person Specification	
Teamwork	Works collaboratively in a team and with different professional groups Proven ability to build and maintain positive relationships with internal staff
Creativity, Innovation and Problem Solving	Suggests practical solutions to new or unique problems
Technical Skills	Knowledge of using a CRM system or databases

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.