

JOB DESCRIPTION

Job Title: Alumni Relations Administrator **Accountable to:** Alumni Relations Manager

Contract Length: Permanent **Hours per week/FTE:** 35 **Weeks per year:** 52

Salary: £28,274 - £34,515 per annum **Grade:** 3

College/Service: Partnerships Team in the Development Department **Location:** 272 High Holborn

Purpose of Role:

Working closely with the Head of Partnerships, Alumni Relations Manager and Alumni Relations Coordinator, the post-holder will build awareness, involvement and ultimately support by coordinating 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 and administer high-quality benefits, communications, events and programmes to benefit this target group.

Duties and Responsibilities

ALUMNI NETWORKS

- Provide support and maintain 'Developing' International Alumni Groups and contribute to the stewardship of all the International Associations via regular communications and promotions.
- Work with the Alumni Relations Manager to provide event administration for international alumni events and activities based around UAL countries of strategic importance
- Work with the Alumni Relations Coordinator to provide administrative and event support for UK disciplined focused events and reunions
- Provide administrative event support for Global Careers Events organised with International Alumni Presidents
- Proactively meet and cultivate relationships with alumni to help identify and encourage participation in UAL talks programmes, events, volunteering/mentoring and ultimately encourage financial support for the University.

ALUMNI CONTENT & COMMUNICATION

- Coordinate and develop new content for all UAL alumni social media (UAL LinkedIn, Twitter, Facebook)
- Develop and research new social media channels for active engagement with alumni audiences
- Develop new and edit existing content for the Alumni Relations pages on the UAL website and UAL blog
- Generate new content for marketing materials including contacting high profile alumni for images and quotes
- Prepare and draft Alumni Profiles
- Source and input existing content relevant to the UAL alumni audience for the Alumni Bulletin (sent out to 80,000+ alumni across UAL). Manage delivery of monthly Bulletin to external audiences.
- Manage the UAL Alumni Inbox and respond to daily enquiries
- Manage and track any financial donations given by alumni and ensure effective stewardship of these donors is completed
- Answer day-to-day telephone enquiries and promote the UAL package of benefits to alumni
- Draft and prepare correspondence with alumni as required

ALUMNI RESEARCH & ENRICHMENT

- Develop systems to proactively capture 'lost alumni' from press reports, other media sources, contacts across UAL and existing alumni networks
- Provide support for any future Alumni Relations fundraising campaign with accurate recording keeping and data capture on Raiser's Edge
- Provide administrative support for any data consent campaign undertaken to alumni
- Work with the Colleges, Academics, Student Recruitment, Careers and other UAL administrative to identify

key alumni and develop engagement activities for these individuals or Groups.

- Provide background research and briefing information on alumni prior to meetings and events
- Provide regular reports on alumni engagement via data analysis
- Maintain comprehensive, accurate records of communications with alumni using Raiser's Edge and the Partnerships Team filing system
- Assist with College and Central Services data requests

OTHER

- Act as a full and committed member of the Partnerships 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 standard.
- Attend internal and external functions (i.e. alumni events; receptions, private views etc.) for the purpose of engaging with alumni. Often these will require working evenings and, on occasions, weekends.
- Work with the Head of Partnerships and the 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.
- Conduct all financial matters associated with the role in accordance with the University's policies and procedures
- Assist with the implementation of best practice for the management of Alumni Relations
- 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.
- 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.

Key Relationships

- Alumni Relations Manager, Director of Development; Head of Partnerships, Alumni Relations Coordinator and other members of the Partnerships Team; College academics and colleagues, Student Recruitment, Careers and other Central Service Departments.

Specific Management Responsibilities

Budgets: n/a

Staff: n/a

Other n/a

Signed _____ Date of last review _____
(Recruiting Manager)

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Grade: 3

Person Specification

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| Specialist Knowledge/ Qualifications | Knowledge of Alumni Relations and the benefits associated with this key audience |
| Relevant Experience | Experience of working in an Alumni Relations Department Experience of delivering benefits to alumni |
| Communication Skills | Excellent customer service skills Communicates effectively orally, via the telephone and/or using visual media Attention to detail |
| Events Experience | Experience of managing large and small scale events Uses creativity to develop and initiate new event initiatives |
| Social media/marketing experience | Experience at developing new written content for marketing and social media Experience at editing content |
| Project management | Overall project management skills |
| Teamwork | Works collaboratively in a team and where appropriate across or with different departments |

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria.

Last updated: October 2017

