



## Job Description

<b>Job title:</b>	Head of International Engagement & Alumni
<b>Department/Faculty:</b>	School of Management
<b>Grade:</b>	8
<b>Location:</b>	School of Management's East Building & 8 West Offices

### Purpose of the job:

The primary focus of the Head of International Engagement & Alumni (HIEA) role falls into two interrelated areas, as summarised below:

#### 1. External Engagement:

To lead on the development of the School-wide external engagement strategy, with a particular focus on international relationships, to further strengthen affiliations with existing providers and identify opportunities for developing additional long-term strategic partnerships. The postholder will undertake research into discipline-specific market trends and developments (both nationally and internationally), in order to establish, implement and evaluate key objectives that align to the School/University's overall vision. You will work in conjunction with members of the Placements Team and others to effectively develop and manage the School's portfolio of relationships, in particularly abroad, ensuring that current providers are supported to an exemplary standard and that further potential leads are found and progressed. It follows that you will simultaneously enhance and promote the School's profile, publicising its strengths in both teaching and research to both internal and external stakeholders, including the alumni network.

#### 2. Alumni:

In collaboration with the Director of Operations, Director of International Relations and Alumni Officer, you will devise, maintain and execute the alumni strategy for the University of Bath's School of Management. As part of the strategic roadmap, detail and execute specific, time-bound alumni initiatives as appropriate, working closely with a broad range of School and non-School, internal and external stakeholders as necessary

### Responsible to:

The Director of Operations, School of Management

### Staff management responsibility:

No direct management, but requirement to influence and achieve buy-in from multiple and diverse stakeholders, internally and externally across a range of seniorities.

### Special conditions:

The role will require the need to attend events out-side normal working hours and to travel both domestically and internationally when required

## **Duties and Responsibilities:**

### **International Engagement Strategy**

This element of the role is focussed on forging, maintaining and expanding School relationships with key partners, especially internationally. This will involve developing the role to include focus on the following areas:

<b>1</b>	<b>Engagement Strategy</b> <ul style="list-style-type: none"><li>i. Lead, develop and implement the business engagement and international placement strategy required to meet the School's targets across its portfolio, undertaking competitor, market and customer analysis to make recommendations to the School's senior management committees</li><li>ii. Identify and foster opportunities to develop long-term strategic partnerships internationally</li><li>iii. Take strategic oversight of all business engagement/placement marketing activities across the School, ensuring that objectives are set, implemented and evaluated in accordance with the School's overall direction</li><li>iv. Generate, manipulate and analyse information to support strategic planning and management, including periodic review</li><li>v. Act in an advisory capacity to academic staff responsible for programme development and devise appropriate international placement strategies for new, revised and on-going programmes</li><li>vi. Develop effective internal communication processes and procedures to ensure coherent activity, awareness and buy-in across the School</li><li>vii. Liaise with key central University services to ensure that the School's business engagement/placement marketing and communication strategies complement and support the University's corporate strategies</li><li>viii. Partner with the School's Marketing function in the development of the School's business and placement engagement web presence, with particular focus on accessibility and appeal for overseas stakeholders, ensuring the activities are aligned to the institutional and School objectives and offline marketing communications activities</li><li>ix. Liaising at different levels of seniority within the School and University of Bath (UoB) to ensure the School's strategy aligns with University-wide plans</li><li>x. Actively participating and leading in existing location groups (e.g. China group and Singapore group). Exploring opportunities to create new location groups</li></ul>
<b>2</b>	<b>Communications</b> <ul style="list-style-type: none"><li>i. Work in conjunction with staff across the School (including the Marketing Team) to ensure that business engagement and placement marketing, promotional, publicity, communications and digital technology enabled activities are consistent with corporate requirements and adhere to the School/University visual identity guidelines</li><li>ii. Identify PR opportunities and help ensure the effective production of news stories promoting business engagement/placement activities, especially with an international focus. Liaise with the School Marketing Team and Corporate Communications team to maximise press and publicity opportunities for international placement/partnership provision</li><li>iii. Organise the scheduling, implementation and monitoring of international promotional activities and events as required</li><li>iv. Represent the School at events, initiate and develop strategic</li></ul>

	relationships with outside organisations as appropriate
<b>3</b>	<b>Resources</b> <ul style="list-style-type: none"> <li>i. With the Director of IR, be responsible for the management of the School's international business engagement/placement strategy budget and any other resources attributed to this activity</li> </ul>
<b>4</b>	<b>External Engagement</b> <ul style="list-style-type: none"> <li>i. Work with internal stakeholders to co-ordinate the effective use of School staff, alumni and appropriate external databases to communicate to, and engage with, a wide range of external stakeholders, with a view to developing international placement opportunities and simultaneously securing strategic partnerships and agreements. This will involve extensive interaction with senior managers/directors in major corporations, as well as the public and third sector, dependent on discipline</li> <li>ii. Devise and implement an effective communications plan, which aligns with the overall School strategy, developing contacts to assist with the future development and promotion of our international placement provision. Act as a representative at externally facing events</li> <li>iii. Provide advice, support and co-ordination to School's academic staff with regard to highlighting the School's portfolio to their external contacts</li> <li>iv. Support ad hoc events which aim to improve the perception of the School and the University more broadly to key external audiences, in particular on the international stage</li> </ul>
<b>5</b>	<b>Teamwork</b> <ul style="list-style-type: none"> <li>i. Work together with the other Faculty Business Engagement Managers and Central Services to share best practice and encourage professionalism in business engagement and placement provision, participating/leading on University wide projects as required</li> <li>ii. Advise and support the School's Dean, Associate Deans, Heads of Division and other key academics (e.g. Placement Tutors) and administrative staff on the development of good practice which supports both University and School aims (e.g. customer service, recruitment activities such as international careers fairs etc.)</li> <li>iii. Advise and support cross-Faculty steering/project groups on business engagement/placement issues and work collaboratively to achieve common goals where appropriate</li> </ul>
<b>6</b>	<b>Employment Factors</b> <ul style="list-style-type: none"> <li>i. Leading for the School on any macro considerations impacting the opportunities for international placement students, including relating to changes in the political environment, for example impacting visas and the ability of students to work abroad.</li> </ul>
<b>7</b>	<b>Sector Representation</b> <ul style="list-style-type: none"> <li>i. Represent the School and University in sector-wide interest groups focussed on international business engagement within Higher Education.</li> <li>ii. Feedback insight to relevant stakeholders within the University, including the Corporate Engagement Team (CET) and Research functions.</li> </ul>

## **Alumni**

The Alumni element of the role will work closely with colleagues within the School and other key teams, including the Department of Development & Alumni Relations (DDAR), to ensure synchronous and effective execution of activities promoting and leveraging alumni engagement.

With the highly global nature of the School's alumni community, the role is required to lead the planning and development of key aspects of the School's Alumni engagement strategy and manage activities across a number of countries. In doing so, the role will contribute directly to the School's overarching aim to strengthen its international reputation and profile and ambitions pertaining to its global ranking.

A non-exhaustive list of key focus areas include:

<b>1</b>	<b>Top-Level Strategy</b>  With the Director of Operations, Director of International Relations (IR) and Alumni Officer, devise the top-level alumni strategy for the School, including: <ul style="list-style-type: none"><li>i. Profiling and analysis of alumni geo-demographic distribution</li><li>ii. Existing touch points, interactions and School/UoB offering</li><li>iii. Key elements of the UoB/School experience that continue to inspire and ignite alumni</li><li>iv. Gaps between the existing and potential future state offerings</li><li>v. Thoughtful and appropriately targeted events programme</li><li>vi. Tangible indicators of successful engagement</li></ul> More specifically, these will include items in the following sections
<b>2</b>	<b>Relationships</b>  Proactively forge and maintain relationships with the following groups, to increase awareness, drive long-term engagement and generate commitment: <ul style="list-style-type: none"><li>i. School alumni, both domestic and overseas</li><li>ii. Current School students, to raise awareness of the alumni network and establish a connection prior to graduation</li><li>iii. Corporate institutions and individuals</li><li>iv. Current and former faculty</li></ul>
<b>3</b>	<b>Communications</b> <ul style="list-style-type: none"><li>i. Work with the Marketing Team to develop suitable and targeted content and specific propositions where applicable</li><li>ii. Engage alumni through effective and appropriate communication channels, whether face-to-face, online, written or verbal and whether directly or indirectly through other stakeholders</li><li>iii. Open dialogue to ascertain potential areas of support for the School's activities with alumni and corporate contacts</li></ul>

4	<p><b>Events</b></p> <ul style="list-style-type: none"> <li>i. Work with key School and UoB colleagues to devise/map and execute a schedule of events, both ongoing and campaign-based, targeted at the global alumni community</li> <li>ii. Act as an ambassador for the School and UoB at domestic and international events</li> <li>iii. Deliver presentations or speeches at events when required</li> </ul>
5	<p><b>Recruitment</b></p> <p>To support the School's student recruitment and marketing activities by:</p> <ul style="list-style-type: none"> <li>i. Identifying alumni to help promote the value and return on investment of the School's programmes</li> <li>ii. Locating and securing alumni support for key recruitment and conversion events, in the UK and overseas</li> <li>iii. Assisting at international admissions fairs where travel arrangements align</li> </ul>
<p>The post holder will, from time to time, be required to undertake other duties of a similar nature as may reasonably be required by his/her line manager.</p>	

## Person Specification

Criteria	Essential	Desirable
Extensive experience of developing international relationships at a senior level	✓	
Evidence of previous experience in delivering high standards of professionalism in contact and service delivery	✓	
Evidence of business development expertise in the international market	✓	
Experience of delivering high quality events and communications	✓	
Confidence built through experience in dealing with senior executives	✓	
Strong interpersonal skills: the role entails interaction with a wide variety of people (internal and external) whose good will is crucial to the School and the University	✓	
Strong project management skills, being able to manage simultaneous activities to the desired outcome	✓	
Excellent diplomacy and persuasion skills, particularly when working with alumni, guest speakers and hosts	✓	
Ability to prioritise and to work independently with minimal supervision; to remain calm under pressure	✓	
Excellent knowledge and understanding of the different methods of corporate, public and third sector engagement with Higher Education		✓
Practical knowledge of the Data Protection Act		✓

Criteria	Essential	Desirable
Degree or equivalent	✓	
Strong analytical, IT and administrative skills	✓	
Knowledge of, and experience in using, Raiser's Edge Database		✓
Knowledge of, and experience in using, social networking media		✓
Capacity for autonomous working as well as the ability to contribute as an active member of the team	✓	
Strong customer focus – commitment to high standards of professionalism, focus on problem solving, deal with confidential matters with discretion	✓	
Organised and flexible, able to prioritise and communicate progress to the team	✓	
Commercial awareness	✓	