

## **Alumni Relations Manager - Job Description**

<b>Job title:</b>	Alumni Relations Manager
<b>Department:</b>	Development & Alumni Relations
<b>Salary:</b>	
<b>Responsible to:</b>	Director of Development & Alumni Relations
<b>Responsible for:</b>	Alumni Communications Manager, Events Officer, Alumni Relations Assistant
<b>Location:</b>	East Building, Claverton Campus, Bath

### **Purpose of the job:**

To be responsible for devising and implementing the University of Bath's strategy for fostering excellent alumni relations that will build and strengthen relationships between the University and its community of nearly 100,000 graduates, friends, students and donors in order to maximise alumni and donor interest in, and engagement with, the University.

### **Duties and Responsibilities:**

1. To be responsible, in consultation with the Director of Development and Alumni Relations and other relevant individuals, for developing and implementing the University's Alumni Relations strategy.
2. To determine the Alumni Relations team's strategic direction and to provide leadership, motivation and support in order to maintain the quality of the team's output so that the University's and Department's objectives are achieved.
3. To line manage the Alumni Communications Manager, Alumni Relations Officer – International and Volunteers, Events Officer and Alumni Relations Assistant, allocating tasks and monitoring progress; supervising, motivating, and training; and taking full line management responsibility. Also, to oversee the work of the Alumni Events Assistant and take line-management responsibilities when the Events Officer is unavailable.
4. To be responsible, in consultation with the Director of Development and Alumni Relations, for developing the Alumni Relations budget and tailoring the Alumni Relations programme to the available resources and monitoring expense against that budget.
5. To oversee liaison between the Alumni Relations team members and others in the University to ensure that there is effective communication with senior colleagues on matters relating to alumni events, alumni group activities, University publications, web and email communication.
6. To create and implement strategies for alumni relations as follows, working with relevant members of the team as appropriate:
  - Alumni benefits and services including links with other areas of the University.



- Alumni communication and publicity, including print and online publications targeted at alumni;
  - Web and email communication, including development and overview of the Development and Alumni Relations web site and web services for alumni;
  - Events and activities, agreeing target groups with other section heads, then ensuring that activity attracts and involves as many members of target groups as possible;
  - Encourage and support academic and other departments in undertaking events and communications which will promote good alumni relations;
  - UK and overseas alumni groups and clubs/associations, providing strategic advice on communications and local events;
  - Liaise closely with, provide support to, and help direct the activity of various alumni groups, both self and University-organised.
7. To develop strong student, alumni, staff and other volunteer networks working with key individuals to support and develop strategies for alumni relations activity and to identify individuals (particularly alumni and others) who may be for fundraising volunteer work and/or donations.
8. To meet alumni and others, representing the Department and University at alumni, University and other external events and meetings, both in the UK and abroad.
9. To manage the University's relationship with Convocation to ensure that Convocation functions effectively and in a way that benefits the University.
10. To recruit and manage volunteers to work with alumni groups including Convocation and international chapters.
11. To work closely, and help to develop strategies, with colleagues in academic departments with responsibility for alumni relations, especially the Faculty Marketing Managers and School of Management Alumni and External Relations team.
12. To work closely with the Heads of Departments who have frequent contact with alumni, especially the International Office and Careers Advisory Service, and their teams, to develop and implement their strategies for alumni.

Additional requirements of the job:

- Participating in any relevant training course which the Director of Development & Alumni Relations considers to be relevant to the duties of the post and/or the needs of the post-holder as agreed through the appraisal process.
- Occasionally the need to attend events taking place "out-of-hours", normally by prior arrangement, for which time off *in lieu* can be claimed.
- Undertaking other similar duties as required.
- Liaising with counterparts at peer institutions to ensure that the University's alumni relations programme follows best practice.
- Maintaining a good knowledge of the higher education sector and, in particular, the University of Bath.

Internal and external relationships:

- Senior individuals in the University who are engaged in alumni relations activity including the Chancellor and Pro-Chancellors; Vice-Chancellor and Pro Vice-Chancellors; Deans and Heads of Department.
- Regular and highly personalised contact with the Chair of the Alumni Association and alumni representatives to Council and Court.
- All members of Development and Alumni Relations team who assist with various events within the programme and provide articles for the web, via email, and in alumni publications.
- Other departments in the University to facilitate alumni activity, including: the International Office, Careers Advisory Service and Department of Corporate Communications.
- Academic colleagues to facilitate alumni visits and to publicise department-led activities to alumni where possible.
- Students' Union Officers and current students.
- Alumni and friends of the University.
- Regular and highly personalised contact with key alumni who may be volunteers, prospects, those involved in international groups and those managing their own informal reunions and/or existing donors and good friends of the University.
- External companies and suppliers including publishers and mailing houses for alumni publications and a variety of other companies providing services for alumni.



## **Person Specification**

<b>Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
1. Educated to degree level or equivalent	*	

<b>Experience and Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
1. Significant experience in an alumni relations, fundraising, public relations or similar role.	*	
2. Experience of devising a strategic plan and leading a team to implement it across a large organisation.	*	
3. Management experience, including leadership skills to inspire a team, and support and develop individuals	*	
4. Budgetary management experience	*	
5. Experience of delivering high-quality events and communications within a wider strategic framework	*	
6. Experience of, and demonstrable success in, recruiting, managing and motivating volunteers	*	
7. Practical knowledge of the Data Protection Act	*	
8. Experience in a fundraising environment or team		*
9. Knowledge and experience of the Higher Education sector		*

<b>Skills</b>	<b>Essential</b>	<b>Desirable</b>
1. Outstanding written and oral communication skills	*	
2. Outstanding interpersonal skills: with the proven ability to establish and maintain positive relationships with a wide range of people including the ability to recruit, motivate and manage senior-level volunteers	*	
3. Ability to work within an interdependent team, and to manage members of a team	*	
4. Strong project management skills	*	
5. Good financial planning and budgetary skills	*	



6. Strong analytical, IT and administrative skills including experience in database manipulation and website maintenance	*	
7. Proven ability to establish and maintain positive relationships with a wide range of people including the ability to recruit, motivate and manage volunteers	*	
8. An articulate and confident manner in order to develop good relationships with, and motivate current students and volunteers to act as ambassadors on behalf of the University	*	

Attributes	Essential	Desirable
1. Organised and flexible, able to prioritise	*	
2. Highly motivated, able to work independently	*	
3. Proactive and positive approach.	*	
4. Empathy with the need to diversify funding for Higher Education institutions	*	
5. Ability to deal with confidential matters and act with discretion	*	
6. Ability and willingness to support colleagues	*	
7. Flexible approach to work and willingness to be flexible over working hours when required	*	
8. Capable of remaining calm and effective under pressure	*	
9. Ability and willingness to travel and occasionally to work at evenings or weekends	*	
10. A strong belief in the importance of universities to society, coupled with an acceptance of the importance of diversifying the funding base of these institutions, particularly with philanthropic support	*	
11. Full clean driving license		*