Alumni Engagement Manager
Job Description

Responsible to: Development Director

Hours: 37.5 hours per week

Salary: FTE £36,500 - £38,500

Primary Responsibility
The Alumni Engagement Manager is responsible for supporting the creation and delivery of the alumni relations strategy and managing all aspects of the programme. This includes publications, alumni communications and events, as well as working with the St Catharine’s Alumni Society.

This is a senior role within the team and the Alumni Engagement Manager may be required to deputise for the Development Director on alumni relations matters, where appropriate. The postholder is expected to develop a strong relationship with members of the wider College community. The postholder is supported in their responsibilities by the Alumni Relations and Events Officer.

Main Duties and Responsibilities

Strategy
Supporting the Development Director with the creation and delivery of a comprehensive alumni engagement strategy, designed to ensure a pipeline of engagement in support of the College’s activities to an agreed budget.

Continually reviewing the programme using analytical data to ensure it meets its objectives.

Events
• Responsibility for creating and delivering the ADO events strategy with the support of the Alumni Relations and Events Officer.
• Attending events as required, in Cambridge and elsewhere, which may be at weekends and/or evenings.

Communications
• Responsibility for the ADO communications strategy, liaising with the ADO team to create and deliver alumni and fundraising communications in line with the College’s priorities and policies.
• Managing the production of the annual Alumni magazine – The Wheel – including agreeing content, soliciting articles, writing, editing etc.
• Managing the digital engagement programme.
• Coordinating ADO communications with the College Communications Manager, to maximise opportunities and exposure of our work and that of alumni.
• Managing the production of creative content such as graphics and films to support ADO activities.
• Sitting on the St Catharine’s Magazine Editorial Board as Production Editor with particular responsibility for tendering and commercial aspects of the Magazine’s production as well as liaising with the external design agency and managing the distribution, including preparing a timetable and supporting colleagues to ensure timely delivery of content.
• Producing branding/style guidelines and mailing templates for the ADO in line with College guidelines, liaising with the College’s Communications Manager and the Development Director.
• Oversight of the ADO pages on the College website with particular responsibility for the general (non-fundraising pages) and supporting the Fundraising Manager on maintaining the fundraising-related pages.
• Providing advice and support on communications activity to the ADO team where required/requested.

**Fundraising-specific activities**
• Working with the fundraising team on legacy marketing materials and mass market solicitation plans for potential legators.
• Working with the fundraising team, and particularly the Fundraising Manager, on stewardship communications including donor reports.

**Other**
• Acting as the key contact point for members of the St Catharine’s Alumni Society Committee and Branch Chairs, liaising regarding event communications and providing advice and support to enable them to reach the widest group of alumni and associate members. Preparing and distributing email messages on their behalf.
• Acting as key contact point for other alumni volunteers.
• Acting as key contact point with Cambridge in America and CUDAR for alumni relations activity, including ensuring that details relating to St Catharine’s alumni groups are managed appropriately.
• Taking responsibility for ensuring that new alumni are welcomed to the community, including managing the ADO presence at events held in conjunction with Degree Congregations.
• Managing the careers and networking engagement between students and alumni, including liaison with the University Careers Service.

**Line Management:**
Directly managing the Alumni Relations and Events Officer including conducting annual appraisals.

The above is not an exhaustive list of duties. This job description may be subject to change, following consultation between the Development Director and the post holder. The postholder may be asked to take on different tasks as required and all employees are expected to work collaboratively to support the overall work of the College.
Person Specification

Qualifications
• Educated to degree level or equivalent.

Skills and Experience
• Ability to think strategically and to develop and monitor effective programmes.
• Experience of organising and evaluating events.
• Experience of working in a customer-focussed environment.
• Previous experience working within an Oxford or Cambridge Development Office is not essential but is desirable.
• Outstanding IT skills including use of MS Office, and design programmes etc.
• Strong written and verbal communication skills.
• Command of video editing.
• Experience with CRM databases, ideally Raisers Edge/NXT.
• Website editing experience.

Attributes
• Keen attention to detail.
• Confident in alternating between varying aspects of the role in a well-organised and flexible manner.
• A proactive and robust problem solver.
• Ability to write convincingly and clearly, communicating our goals to a variety of audiences.
• Exceptional verbal communication skills.
• Ability to manage time effectively and monitor projects against deadlines and milestones.
• Comfortable representing the College at events.
• Excellent interpersonal skills with the ability to deal professionally with people from all walks of life, and to establish internal and external networks.
• Collaborative and flexible team player.