

Candidate Information

Position: Alumni Engagement Manager
School/Department: Alumni Engagement and Philanthropy Office
Reference: 24/111687
Closing Date: Tuesday 7 May 2024
Salary: £46,497 - £57,141 per annum
Anticipated Interview Date: Friday 24 May 2024

JOB PURPOSE:

The postholder will play an integral role in supporting AEP's contribution to Queen's Strategy 2030.

Reporting to the Assistant Director (Alumni Engagement), the Alumni Engagement Manager will lead and manage the Alumni Engagement team, including effective planning, management, coordination, and implementation of all core alumni engagement activities.

The post-holder will work at a senior level in an outward facing and relationship development role with responsibility for establishing and developing a lifelong mutually beneficial relationship between Queen's alumni worldwide and the University.

MAJOR DUTIES:

1. Develop, implement, and deliver an effective and coordinated multi-year Alumni Engagement strategy and implementation programme and to develop mutually beneficial and strategic relationships with the alumni community in order to achieve and deliver ambitious objectives relating to alumni engagement in line with Strategy 2030.
2. Develop and implement bespoke plans for each of the University's target international markets, in conjunction with Assistant Director (Alumni Engagement).
3. Lead, motivate and manage the Alumni Engagement team, collectively and individually, to meet pre-agreed deadlines and targets; provide ongoing managerial support and solutions to ensure that the programme of Alumni Engagement work meets its specific objectives and those of the wider University.
4. Proactively build and maintain relationships with influential internal and external stakeholders to facilitate lasting and meaningful connections between alumni and the University and enhance the reputation of the University.
5. Responsible for managing key events and programmes, and represent the University at key events and programmes including at the University's annual Alumni calendar events e.g. Charter Day dinner, QUAL annual event and Convocation AGM.
6. Lead and manage annual engagement activity around graduation to ensure that new graduates understand the benefits of staying connected with Queen's and commit to an ongoing relationship with the institution. Lead and manage early engagement with undergraduate students to highlight alumni benefits.
7. To build deep relationships with alumni associations from a broad range of backgrounds locally and worldwide including Convocation whose interests align with the University.
8. Collaborate and liaise with the Communications Manager and Assistant Director (Alumni Engagement) in the development of effective delivery of communications and social media campaigns for core alumni audiences in partnership with other colleagues.
9. To provide specialist and professional expertise and insights on alumni engagement to senior leaders to maximise the effectiveness of all engagement with alumni.
10. Liaise and work closely with senior colleagues and peers in the Faculties and Directorates to proactively promote and support the University's Alumni Engagement activities.
11. Deputise for Assistant Director (Alumni Engagement) when appropriate, to Chair the Alumni Engagement team meetings and report to and participate in other high profile relevant university committees and working groups as required.
12. Regularly reporting against targets, budget, milestones demonstrating how the Alumni Engagement strategy is being effectively delivered within the agreed budget in support of the strategic objectives of the University.

13. Manage alumni relations budget in conjunction with the Director of Alumni Engagement and Philanthropy, the Assistant Director (Alumni Engagement), and the Head of Operations and Planning.
14. Proactively contribute to the development and delivery of the Directorate strategy and operational management as a member of the AEP senior team.
15. Maintain specialist knowledge and awareness of trends, opportunities and challenges in Alumni Engagement at other Institutions globally and make recommendations to ensure University plans maximise opportunities, follow best practice and meet current needs effectively.
16. To represent the Directorate and the University as required – e.g. in target markets such as North America. This includes the development of prospective donor relationships, including the work of Queen's Foundation, managing existing volunteers and identifying new volunteers.
17. To achieve annual targets and to increase the participation rate of alumni engaged with the University.
18. To undertake other duties as required that fall within the general scope of the post.

ESSENTIAL CRITERIA:

1. Degree (or equivalent qualification) in a relevant subject (e.g. Communications, Marketing or Business) OR substantial relevant experience as outlined below.
2. Significant relevant stakeholder engagement experience (e.g. alumni engagement/relations, customer relationship management or a membership organisation) in a relevant field in a large and complex organisation to include:
 - A proven track record of building relationships with and managing a wide variety of stakeholders, developing bespoke products or services to meet their needs.
 - Project management experience associated with the development, delivery, reporting and monitoring systems for programmes, publications and events.
3. Relevant experience of engaging stakeholders towards strategic priorities.
4. Proven experience of successfully leading and managing a team of professionals to deliver engagement e.g. Communications, Alumni Engagement, events, including setting objectives and monitoring progress to deliver results.
5. Excellent IT skills (Microsoft Office and Outlook) and proficiency in remote meeting platforms such as MS Teams.
6. Demonstrable ability to manage budgets and interpret data.
7. Good knowledge of financial systems and procedures to meet internal and external audit requirements.
8. Ability to communicate both orally and in writing and relate to others at all levels both internally and externally.
9. Excellent presentation and interpersonal skills.
10. Ability to work on own initiative and as part of a team.
11. Able to work in a leadership role as part of a multi-disciplinary team and influence at senior level.
12. Well-developed logical, analytical and problem-solving capability.
13. Willingness to work irregular hours and flexibly when required in accordance with needs of the post.
14. Ability to travel in accordance with the needs of the post.

DESIRABLE CRITERIA:

1. Experience of relevant alumni and supporter stakeholder engagement.
2. Demonstrable knowledge of relevant systems, policies and procedures associated with the role within a Higher Education setting.
3. Demonstrable strong understanding of the higher education environment.