

Job Title: Alumni Manager (maternity cover)

Reports to: Director of Philanthropy and Alumni Relations

Job purpose

- To help develop and implement the College's Alumni Engagement strategy with the aim of building a more engaged and connected global community, to help increase the College's profile, aid the recruitment of new Members, develop our Member programme and unlock philanthropy.
- Responsible for all aspects of Alumni engagement, including digital marketing, communications and excellent customer service.

Key responsibilities

1. Work closely with the Director of Philanthropy and Alumni Relations, to develop and implement the Alumni Engagement strategy in order to build a more engaged Alumni community for the College and over time increase voluntary income.
2. Develop and implement an integrated supporter marketing strategy to recruit, retain and reactivate the College's Alumni across the world, ensuring the best possible supporter experience and engagement.
3. Develop a network of engaged international Alumni Ambassadors that promote the College and encourage the continued engagement of in-country Alumni.
4. Oversee liaison between the Alumni Engagement and others in the College to ensure that there is effective communication with senior colleagues on matters relating to Alumni events, activities and communications.
5. Regular and highly personalised contact with key Alumni which includes meeting them face to face as well as via email and telephone.
6. Develop and organise the itinerary for Director's Tours, with the support of the Philanthropy and Alumni Relations Assistant, including organising Alumni receptions and face to face meetings with Alumni.
7. Plan, publicise and deliver an annual programme of Alumni events in the UK and internationally, to increase engagement and connection to the College.
8. Promote the success of the College's Alumni, both internally and externally, and develop content relating to Alumni to support the promotion and reputation of the College.

9. Implement and develop the College's Alumni engagement software platform and develop engagement opportunities such as volunteering opportunities and an Alumni directory.
10. Work with Goodenough's Executive Team, Trustees and other key stakeholders to maximise networking opportunities with Alumni, utilising their skills and networks as appropriate to help identify partnership opportunities.
11. To closely monitor agreed metrics to ensure that KPIs such as increasing the number of Alumni Ambassadors are achieved and exceeded where possible.
12. Line manage the Philanthropy and Alumni Relations Assistant in line with College procedures, supporting them in achieving their objectives as well as motivating and developing them in their role.
13. To manage and monitor the Alumni Engagement budget in line with the College's financial procedures ensuring that the best return on investment is achieved.
14. Contribute to the College's planning and reporting process including the preparation for the College's Development and Fundraising Committee meetings.

Other Duties

15. Attend events (day and evening) to support Alumni Engagement as and the Philanthropy and Alumni Relations team when required.
16. To provide advice on best practice in Alumni Relations and to ensure that the College adheres to legislation such as GDPR and PECR.
17. To undertake other reasonable duties as required by the Director of Philanthropy and Alumni Relations or the College.