

UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	Alumni Manager				
DEPARTMENT	Communications, Development and Marketing				
LOCATION	Brayford				
JOB NUMBER	CDM0071	GRADE	7	DATE	November 2021
REPORTS TO	Assistant Director (Recruitment)				

CONTEXT

This role sits within the Department of Communications, Development and Marketing. The role holder reports to the Assistant Director Recruitment and leads on the relationship with more than 100,000 University of Lincoln Alumni.

JOB PURPOSE

To underpin the University of Lincoln's student experience, reputation, and student recruitment activities by establishing and developing excellent engagements with the University alumni. This includes regular marketing and communications activity and contact, by email, post, phone, social media, events and reunions. Communication and contact is at the heart of this role.

The purpose of this role is to liaise and work with our alumni to provide an exceptional student experience after graduation and engage them in the work of the University, particularly around recruitment for undergraduate and postgraduate students where 'word of mouth' and reputation are vital.

You will work with Colleges across the University to engage them in the work of the small alumni team and undertake regular market research and engagements to ensure an understanding of the needs and requirements of the stakeholders. You will start working with our students as applicants and follow their journey through the institution so the team can best support them as they become alumni.

You will oversee a strategy providing support for individuals and their families, ensuring engagement with the key stakeholders with the university and our ambitions.

The University seeks to attract high performing students with the personal and academic potential to succeed in their degree courses. The University of Lincoln is also committed to helping raise the aspirations of young people towards higher education in general.

KEY RESPONSIBILITIES

ACTIVITIES PLAN

The role holder will produce an annual plan of activities to support the University objectives around alumni engagement, students experience and undergraduate and postgraduate recruitment and conversion with focus on alumni. There are international and UK hubs of alumni, regular reunions and opportunities for them to support the University through engagement with events and feeder institutions, such as mentoring and visits to our feeder institutions.

The role holder will understand the constraints around working with 100,000 global alumni and how the University of Lincoln can work to achieve mutual goals. The role holder will be responsible for the implementation of that plan. They will work closely with the Postgraduate Manager, the Head of Schools and Colleges Engagement, the Development and Corporate Events Team, the Recruitment Events and Conversion Manager, the International Team, the Careers Team, and the Assistant Director (Recruitment) and across the communications, development and marketing team.

RELATIONSHIPS

The role holder will pro-actively manage and develop relationships with Senior Managers, staff and students at the University and with our international alumni. You will be passionate, driven and motivated, and want to support our students in their future careers. You will love working with people and be key in celebrating the successes of our alumni and support the colleges in maintaining their relationships with their alumni.

You will be a talented and expert marketing and communications professional, utilising a range of communications tools, such as letters, emails, phone calls, online events, live events, SMS, and face-to-face meetings. A key objective of the role is to support with undergraduate and postgraduate recruitment as so many students tell us they chose Lincoln based on word of mouth of a current or previous student experience.

Good relationships ensure that the alumni team are at the heart of the student journey. We want our students and alumni to #LoveLincoln and this starts from before they join us. We offer a supportive community environment, and this goes right through to after they graduate and become alumni.

SUPPORT

The role holder will identify and target specific groups to build bespoke relationships with and work with the Colleges to achieve this. The role holder will investigate the type of support required by those groups and undertake to deliver a range of support activities. A campaign of activity is developed for each group, such as reunions, careers workshops, alumni talks and so on.

You should be creative and innovative and aware of the best practice going on in the sector. Understanding the fears and excitement that potential students and alumni have is

very important. That way we can help and support them before and when they join the University of Lincoln, and most importantly in this role when they graduate and become alumni.

INITIATIVE

The role holder must use their initiative to develop new and innovative ways of building and maintaining relationships and supporting alumni. They must come up with creative ideas in Lincoln, nationally and globally and develop other exciting activities and events, which alumni might want to engage in. These have included first Thursday Club, Coffee Club for final year students, careers coaching, and Alumni Ambassador roles.

ACADEMIC ENGAGEMENT

The role holder will engage academic staff in subject alumni groups and activities.

EVENTS

The role holder will suggest, organise, and support events such as recruitment events like UCAS Fairs, Open days and other events where they can build and develop relationships with alumni and the wider stakeholder group.

NETWORKING

The role holder will attend appropriate networking events and meetings and develop and maintain professional links with other departments in the University and external bodies to develop appropriate relationships.

PROGRAMME OF EVENTS

The role holder will be responsible for designing and delivering an annual programme of alumni events, reunions, learning opportunities, and careers activities. These should be innovative and exciting. They will also support the undergraduate and postgraduate recruitment activities and events with alumni engagement. This will include supporting graduation where there is the opportunity to engage with students at the point where they become alumni of the University of Lincoln.

MARKET RESEARCH

With the market research officer they will undertake focus groups, questionnaires, and follow-up work with alumni to gain feedback and to better understand the market, how to improve conversion and how to organise better more effective activities. They will undertake competitor review to ensure best practice and share their expertise across the institution.

DATABASE

Maintain and develop the alumni database and develop appropriate communications and contacts at key moments to fully engage alumni and excite them about the University of Lincoln. This could be at subject or institution level. They will work with staff across the

University to share the database and provide access to those who need it.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Scope and dimensions of the role

The postholder will:

Liaise and work closely with all members of the Marketing, Communications and Development department, with the wider University as set out in this job description and with the wider network of suppliers and providers who support alumni activities.

The nature of the work will require some duties to be performed in the evenings and/or weekends.

Key working relationships/networks

Internal	External
Communications, Development and Marketing Colleagues Academics Departments and Colleges	Students Alumni Teachers/Careers Staff Head Teachers/Principals CEOs of MATs and Further Education College groups Parents External agencies External organisations



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UNIVERSITY OF LINCOLN PERSON SPECIFICATION

JOB TITLE	Alumni Manager	JOB NUMBER	CDM0071
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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
First degree or equivalent qualification	D	A
Experience:		
Experience of working in a marketing environment with experience of organising events and marketing campaigns and copywriting	E	A,I
Experience of organising a programme of events or other complex project which is time critical and relationship dependent	E	A,I
Has a good understanding of students and alumni and their decision-making units, their drivers and fears with regards to university	D	A,I
Experience of building relationships, motivating and engaging large groups	D	A,I
Experience of database management	D	A,I
Awareness of relevant legislation such as CMA and GDPR	D	A,I
Skills and Knowledge:		
Positive and engaging, dynamic, driven and passionate	E	P
Excellent oral and written communication skills	E	AIP
Able to build relations with a range of people at different levels, internally and externally.	E	AIP
Excellent planning and organising skills	E	AIP
Knowledge of alumni programmes	D	AI
Understanding of issues relating to the progression of students from underrepresented groups into HE	D	AI



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Understanding of the principles of marketing and ability to apply the communications mix for better alumni or customer engagement	E	AI
Competencies and Personal Attributes:		
Excellent interpersonal skills	E	I
A pro-active approach and a self-starter	E	I
Ability to manage a busy workload	E	I
Inspiring, passionate, enthusiastic and motivational	E	I
Business Requirements		
Willingness to travel in the UK	E	I
The University of Lincoln is committed to ensuring a positive work-life balance for all staff and it is within this context that you will be expected to work flexibly and efficiently which, dependent upon the needs of the service and the requirements for the performance of the post, will include evenings and weekends	E	I

Essential Requirements are those, without which, a candidate would not be able to do the job. **Desirable Requirements** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	ES	HRBA	PC
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