

ALUMNI ENGAGEMENT LEAD

Job Ref: REQ250034

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Job Description

Job Grade: Management and Specialist Grade 7

Job Purpose

To act as the lead professional expert for alumni stakeholder engagement, shaping, articulating and implementing a compelling vision for the alumni community and the vital role in achieving the University's 2030 Vision and Strategy, "Building Better Futures, Together".

To support the PASE (Philanthropy, Alumni, and Supporter Engagement) ecosystem by fostering collaboration and alignment across teams to maximise the impact of alumni engagement in philanthropy, advocacy, and other strategic initiatives.

To oversee a high-performing Alumni Engagement Team, aligned to the PASE Team behaviours, setting ambitious KPIs by taking a data-driven and strategic approach, to engage alumni as advocates, experts, donors, and employers.

Job Duties

The post holder's primary focus will be to lead on alumni activity at the University. This role will:

- Lead the successful development and operational delivery of a new three-year Loughborough alumni engagement strategy, which will provide an outstanding alumni experience for the University's c.200,000 global alumni community – this includes former students, former staff and Honorary Graduates.
- Lead the development and implementation of innovative strategies to reimagine and enhance an impactful alumni engagement program. This includes designing sophisticated multi-channel communication streams, capturing and utilising data effectively, and creating a dynamic global engagement program with both virtual and in-person events. The role will also involve expanding meaningful volunteering opportunities and curating a compelling suite of alumni benefits and lifelong learning offerings.
- Drive alumni engagement initiatives that cultivate lifelong relationships, strategically aligning activities to support fundraising goals, from building a robust pipeline for regular giving to fostering connections that inspire transformational principal gifts.
- Act as the lead contact for the Alumni Association President and the Alumni Advisory Board (AAB), working closely with these and other key volunteers to expand the breadth and depth of engagement for the alumni community.
- Influence and engage with university senior leadership and senior volunteers (e.g. members of the University Council and Senate) to champion the voice of the alumni community and advocate for the interests of this stakeholder group.

- Engage with other Professional Service departments such as Loughborough Sport and the Careers and Employability Service, as well as academic Schools, to shape the vision for the alumni community and build strong, ongoing cross-disciplinary working relationships with these colleagues in support of shared goals and objectives.
- Develop and manage a personal portfolio of relationships with senior and high-profile alumni who can use their platform, networks or expertise to support Loughborough through brand enhancement, student/graduate outcomes and strengthening industry/funder networks.
- Provide expert advice on stakeholder engagement to University Honours Committees about identifying suitable Honorary graduates, providing support when they receive their degree, and their ongoing relationship with the University.
- Provide effective leadership, coaching, and line management for a growing team of alumni relations professionals (currently 5 FTE), together with creating clear annual KPIs and longer-term goals that align with the strategic goals of both PASE and the institution.
- Create and manage opportunities for regular feedback from the alumni community to ensure that alumni activities and communications are relevant and in line with demand, including collation and presentation of results and managing the implementation of resulting improvements.
- Work with senior leadership and colleagues in Corporate Communications, advise and lead on the alumni-facing response in situations requiring crisis communications or sensitive public relations management, demonstrating excellent communication, judgment and diplomacy skills to uphold the University's values and mitigate reputational risk.
- Plan and manage the alumni engagement budget, ensuring transparency, compliance, and the delivery of a demonstrable ROI for the planned activity.
- Effectively and efficiently record interactions and developments with alumni on the CRM database - Raiser's Edge. Maintaining confidentiality regarding alumni and supporter information and ensure compliance with the Data Protection Act.
- Work to agreed objectives, behaviours and targets, as agreed with the Director and assist with special projects and tasks within the scope of the role, as required. Undertaking any training and development deemed appropriate for the position.
- Undertake any other duties required within the scope and grade of the post, including providing cover and support for other colleagues at busy times and in cases of absence.

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

The successful candidate must be willing to work evenings and some weekends, with appropriate notice, as the job requires.

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Organisational Responsibility

Reports to Director – Philanthropy, Alumni and Supporter Engagement

Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application.

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential criteria

Area	Criteria	Reviewed
Experience	Experience of alumni relations in a Higher Education setting.	1,3
	Experience of working effectively with senior volunteers to deliver change.	1,3
	Excellent written and verbal communication skills.	1,2,3
	Experience in line management with an explicit understanding and demonstrability of what it takes to lead a high-performing team.	1,3
Skills and Abilities	Excellent knowledge of the current HE landscapes and strategic levers for success.	1,2,3
	Highly organised with excellent communication and programme delivery skills.	1,2,3
	Ability to influence, persuade, and inspire others to action (e.g. motivating volunteers, advocating for the alumni voice with SLT, etc.)	1,3
	Team player; natural collaborator and 'resource investigator' (skilled at developing contacts, negotiating for resources, exploring new opportunities).	1,3
	Competent PC user, familiar with MS Word, PowerPoint and Excel and using e-mail/internet	1,2,3
	Ability to build strong relationships with a variety of stakeholders both internally and externally at all levels.	1,3
	Ability to work on own initiative and deal effectively with simultaneous demands, acting in a proactive manner.	1,3
	Excellent attention to detail.	1,2,3
	Ability to work under pressure to tight deadlines.	1,2,3
	Qualifications	A-level or equivalent.
GCSE Grade C or equivalent in English and Mathematics.		1
Other	Must be willing to occasionally work evenings and weekend hours if required.	1
	A commitment to equality and diversity with the ability to role model, adhere to and advocate the University's Equality and Diversity policy.	1,3

Desirable criteria

Area	Criteria	
Experience	Experience in fundraising, communications or a related discipline.	1,3
	Experience in building new initiatives/communities from scratch in different industries, markets, cultural settings or overseas.	1,3
Skill and ability	Experience working with a CRM system, especially the specialist fundraising software Raiser's Edge.	1
Qualifications	Evidence of Alumni / Advancement qualification and/or training.	1

Conditions of Service

The position is a full-time, open-ended contract. Salary will be Management and Specialist Grade 7, (£46,485 to £55,295 per annum) at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Operational and Administrative staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies, which can be found [here](#).

The University offers a wide range of employee benefits, which can be found [here](#).

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN, see <http://www.lboro.ac.uk/services/hr/athena-swan/>