

Senior Manager Alumni Community



At Regent's University London, we have a bold mission of reimagining education, and we're looking for talented and passionate people to help us do that. We're ambitious, collaborative and curious in how we approach our work, each other, and the education we give our students.

Nestled in the heart of royal Regent's Park, Regent's offers a premium experience for staff and students. We champion an environment that cultivates possibility for everyone in our community.

Job description

Position details

Job title:

Senior Manager

Alumni Community

Grade:

H

Department:

Provost's Group

Line Manager Job Title:

Director of Corporate
Engagement (Alumni &
Careers)

Job purpose

To lead and manage the provision for alumni at Regent's, developing a world-class alumni programme that strengthens the Regent's network and enhances the student experience, whilst providing outstanding and mutually beneficial opportunities for alumni.

The Senior Manager, Alumni Community will lead on strategy and operational delivery to help improve our graduate outcomes, connecting alumni with students, philanthropy initiatives and strengthening our industry connections within the alumni community.

To also be responsible for alumni activity and engagement internationally, to broaden and deepen our global ambassadorship and help increase brand awareness worldwide.

The Regent's Way is a set of principles that guide our work and celebrate our unique offering – our strengths, our challenges and our commitment to continuous improvement.



Main responsibilities

1	To act as the lead professional expert on alumni matters to benefit the whole of Regent's University London community.
2	Ensure the successful operational delivery of the Alumni Community strategy and provide an outstanding alumni programme experience for Regent's 38,000+ alumni, students and industry partners.
3	Take a data-informed approach to ensuring the impact of alumni activities, including setting ambitious KPIs that support a culture of high performance and continuous improvement in enhancing positive graduate outcomes and an outstanding experience for alumni.
4	Deliver the strategy for Graduate Outcome Surveys and First Destination Surveys for Regent's University, working with internal stakeholders to ensure increased response rates for these surveys. Monitor, review and evaluate the participation rates and introduce strategies for improvement.
5	In line with the above, produce a range of written material for different audiences, including complex reports for committees, statistical analysis of our Graduate Outcome Surveys and First Destination Surveys, papers, policies, and guidelines on matters relating to student and graduate career development. Lead the cross-university Graduate Outcomes working group.
6	Develop and implement Regent's pilot philanthropy and giving strategy, creating opportunities for alumni and supporters to contribute through donations and strategic fundraising initiatives that advance the University's priorities.
7	Working with the wider team, translate the findings of Graduate Outcomes and First Destination Surveys into suggested actions that will improve outcomes for students and graduates at Regent's.
8	With a strategic focus on Industry Connectivity, identify and leverage opportunities to partner with our alumni in ways that support and enhance our global brand proposition.
9	Build Regent's capacity and reputation in alumni engagement through initiating and participating in projects in collaboration with partners within and outside the university, attending conferences and identifying opportunities for Knowledge Exchange with relevant partners.
10	Work closely with Director to identify compelling stories within our alumni community that serve as proof points for our educational model and brings our core brand narrative to life for a global audience.
11	Develop and manage a portfolio of relationships with senior/high profile alumni who have potential to support brand enhancement, student outcomes, philanthropy and strengthen industry networks.

12	Deliver the strategy for the development of our international club network, aligning activity with key recruitment markets and ensuring the successful delivery of KPIs in this area.
13	Deliver alumni volunteering strategy for Regent's University London, ensuring opportunities and objectives align with the wider Alumni Community strategy and institutional objectives.
14	Deliver the marketing and communications strategy for alumni, working closely with the marketing, digital and communications teams to create engaging content that showcases the best of Regent's to our alumni community.
15	Lead on the successful implementation and on-going management of the new alumni engagement platform Re:Connect. Act as primary liaison between our third party provider and the University to ensure smooth operation of the platform, and be the expert for Regent's on the platform's design aspects and content creation.
16	Provide effective leadership and line management for the Alumni Manager, together creating clear annual KPIs and development opportunities in line with the University's Performance Development Review process.
17	Communicate effectively at all levels, ensuring relevant information is cascaded to the team and allow for two-way communication including team meetings and 1-2-1s.
18	Develop opportunities to better connect students and alumni, through mentoring and other networking programmes that enhance our student experience and support graduate outcomes. Working closely with the wider team, academics, and alumni volunteers, create resources and guidance for students on leveraging the Regent's network and work to embed this guidance into student learning.
19	Work closely with wider team, in particular Careers Consultants, to develop activity and messaging allowing for a smooth transition from student to alumni, including leading on Alumni Community and Careers presence at Graduation. In partnership with the wider team, create opportunities for new alumni to continue their engagement and deepen their connection with Regent's post-graduation.
20	Support the Director in planning and managing the Alumni Community budget ensuring transparency, compliance and the delivery of a demonstrable ROI for activity planned.
21	Set objectives and key results for the local operational plan of the Alumni Community function which deliver against the University's Strategic Plan and KPIs, and against which success can be measured.
22	Working closely with data teams, lead on the strategic use and development of alumni and careers data held by the university, to enable business insights and lead indicators of success for the area.
23	Create and manage opportunities for feedback from the alumni community to ensure that provision is relevant and in-line with demand. Manage the end-to-end process of the bi-annual alumni satisfaction survey, including collation and presentation of results and implementation of resulting improvements.
24	Take the lead for projects and initiatives across the university, for example acting as team sponsor for cross group teams and projects.
25	Act as the first point of contact for all alumni queries, both internally and externally.
26	Contribute to building a vibrant campus community by taking real accountability, collaborating with colleagues across the university and constantly adding value. Foster an inclusive, sustainable and safe environment for all through our EDI, Health and Safety and B-Corp initiatives and policies.
27	To undertake any other duties that may reasonably be requested appropriate to the grade and responsibilities of the post.

Person specification

1. Position details

Job title: Senior Manager, Alumni Community
Grade: H
Department: Provost's Group
Line manager job title: Director of Corporate Engagement (Alumni & Careers)

2. Person requirements

Job requirements	Assessment criteria	
	(e)ssential	(d)esirable
Qualifications & training		
A degree or equivalent experience.	E	
Experience		
Proven experience of developing and delivering strategy and operational plans for an alumni, membership, or engagement function.	E	
Experience of building and leveraging mutually beneficial relationships across all levels of seniority, internally and externally.	E	
Experience of managing, driving forward and successfully evaluating the impact of initiatives.	E	
Experience of line management, objective setting and motivating teams to achieve their potential.		D
Event planning and management experience, both in person and remotely		D
Knowledge, skills & competencies		
Shows initiative, manages own workload effectively, delivers outputs at pace, meets own commitments, and follows through on tasks to completion in a timely manner	E	
Excellent organisational skills including the ability to work with minimal supervision on several projects simultaneously	E	
Strong communications skills and the ability to build relationships with individuals and teams across a wide range of functions and levels of seniority	E	
Strong time management skills, including the ability to organise and prioritise own workload and deliver to deadlines	E	
Ability to manage multiple sources of requests, tasks and priorities and prioritise by importance and urgency	E	
Excellent data analysis, interpretation and presentation skills	E	
Strong marketing skills, with the ability to create engaging content for a global audience and experience of managing communication channels including social media		D
An understanding of the principles of Higher Education		D

General attributes & personal qualities		
Shows an entrepreneurial and innovative mindset with the ability to experiment to achieve best results	E	
Sound judgement and confident decision-making abilities	E	
Excellent communication skills both verbal and written	E	
Produces high quality and accurate work that they routinely sense check. Sets, works to, and maintains high operational standards and is detail focused.	E	
Other / special requirements		
Must be available to work occasional evenings and weekends	E	
Occasional requirement for overseas travel	E	
