



JOB DESCRIPTION
Alumni and Friends Engagement Manager
Vacancy Ref: A759

Job Title: Alumni and Friends Engagement Manager	Grade: 7P
Department/College:	Alumni and Development, Marketing and External Linkages Division (MEL)
Directly responsible to:	Head of Alumni and Friends Engagement
<p>Other contacts</p> <p>Internal: Senior level liaison (Vice-Chancellor's Office), Director of Alumni and Development, Professional Services colleagues (notably in Student Recruitment, Admissions, Marketing, Careers, Student Based Services, Finance), the Management School alumni office, faculty and academic departments, colleges, the Students' Union and current students.</p> <p>External: Alumni, donors ex-staff members, parents of current students, other external University supporters, external suppliers (e.g. consultants, design agencies etc), teaching and research partner institutions and local organizations with whom we are forming partnerships (e.g. Dukes Theatre, Lancaster).</p>	
<p>Major Duties:</p> <p>The Alumni & Friends Engagement Manager is responsible for delivering activities which focus on engaging with alumni and friends of Lancaster University to achieve defined goals relating to: advocacy and profile-raising; fundraising; careers and employability support; and student recruitment.</p> <p>Success is measured by the extent to which alumni and other friends of Lancaster University feel informed, proud and motivated to engage with the University and to contribute to the achievement of its strategic and operational goals.</p> <p>The post-holder is expected to:</p> <ul style="list-style-type: none"> • Work closely with the Head of Alumni and Friends Engagement and the other Alumni and Friends Engagement Manager to establish appropriate goals. • Contribute to the alumni and friends engagement strategy and budget planning by designing a work plan of activities to meet these goals. Overall the work plan activities typically support the University's relationship and engagement with: <ul style="list-style-type: none"> ➤ UK and International alumni ➤ Current students ➤ Parents and families of current students ➤ Philanthropic donors • Maintain a regular dialogue with colleagues across the University (in MEL and other Professional Services divisions, faculties & academic departments, the Students' Union and colleges) to ensure co-ordination of activities to achieve University wide goals. • Conduct timely reviews of alumni and friends engagement activities with the Head of Alumni and Friends Engagement and contribute to the development of metrics to evaluate the effectiveness and aid the development of the programme. 	

- The alumni and friends engagement programme covers the following elements:
 - Organisation and delivery of an events programme – UK and international (e.g. alumni networking events, donor receptions, reunions, alumni speaker series, graduation events, careers events, welcome sessions, formal University-led alumni group events, new student briefings, campus events, etc.)
 - Management of an alumni and friends volunteer programme (e.g. co-ordination of recruitment of UK and international alumni groups and contacts along with the provision of ongoing support and maintenance, careers advice/mentoring schemes, provision of a central alumni profile resource, management of a speaker bureau resource etc.)
 - Organisation, delivery and regular analysis of a communications programme including: website content management and web development, other online presence and online publications, social media engagement, targeted e-communications, printed publications and targeted mail pieces - ensuring that all communications inspire interest and engagement in the University and reflect the agreed branding.
 - The lead editorial, management and development role for the University magazine, Steps, which is currently delivered online, in print and via email. This publication is the flagship communication piece with alumni and friends.

The post-holder will have particular responsibility for overseeing and delivering the events and volunteer management elements of the programme but is expected to be engaged in other aspects, with the ability to cover these areas as required. This will involve working in close conjunction with the other Alumni and Friends Engagement Manager. Campaigns and initiatives are managed through the team's work planning process, which ensures that personal objectives and accountabilities are clearly defined and resourced.

Both post-holders will work on general activities in support of their areas of responsibility and the alumni and friends engagement programme overall. These may change over time but generally cover activities such as, but not limited to:

- Development and delivery of internal alumni resource services and provision of guidance on alumni and friends engagement issues, using established good practice (e.g. producing "toolkits" to enable colleagues to undertake their own engagement activities with alumni).
 - In conjunction with the database manager and research and information officer; maintenance of the integrity and accuracy of the database and provision of administrative support and research (e.g. generating reports and alumni information, both for internal departments and formal external reporting requirements).
 - Ensuring that budgets are used effectively and support the objectives of the department.
 - Development and delivery of initiatives to involve current students to support the concept of a lifelong relationship and continuing engagement with the University.
 - Interaction and co-ordination with relevant internal departments and external organisations on joint initiatives (e.g. Careers in relation to careers provision for alumni; The Work Foundation, particularly in relation to the provision of TWF Alumni Partnership; provision of services such as discounted Will writing and affinity credit cards etc).
- Other duties, as required from time to time, in line with the scope of this role.
 - The post may require some evening and weekend work and occasional travel both UK and overseas as required.