

# Alumni Engagement Officer

## Job Description

### The Role

<b>Job title:</b>	Alumni Engagement Officer
<b>Department:</b>	External relations
<b>Responsible to:</b>	Head of Development and Alumni
<b>Location:</b>	Royal Agricultural University, Cirencester (but flexible or remote working may be considered)
<b>Salary:</b>	Grade 6: £28,759 - £33,965 per annum
<b>Term:</b>	Full time: 35 hours per week (but part time or flexible working may be considered)
<b>Relationships with:</b>	Staff, alumni, students, Governors, Honorary Fellows, industry leaders and relevant networking groups

### Purpose

The Royal Agricultural University, founded in 1845 (as the Royal Agricultural College), has a global network of >17,000 RAU alumni. The Alumni Engagement Officer is responsible for advancing the University's alumni engagement and fundraising strategy through a comprehensive alumni relations programme. The post holder will take a lead role in managing the alumni Cirencester Fund, stewardship, and networking events and activities. The role requires a proactive approach, a flexible and open attitude to new ideas and projects, and the ability to deliver to tight deadlines through effective planning and prioritisation.

### Key Responsibilities

#### 1. Alumni relations, fundraising and event management responsibilities

- To manage the alumni regular giving programme, the Cirencester Fund, with guidance from the Head of Development & Alumni Relations to grow the pool of alumni giving regular donations to agreed priorities.
- Develop and manage a dynamic social media and digital communications plan (including monthly e-newsletters) coordinated with the wider External Relations messaging, across

Facebook, Instagram, LinkedIn and other channels as required to ensure that alumni are kept up to date with RAU news

- Lead and manage the alumni engagement programme, including but not limited to agricultural shows, farm walks, reunions, dinners, lectures, drinks receptions in accordance with the University's fundraising strategy. Attend and manage events in-person and online, occasionally on evenings and weekends (for which time off in lieu will be given)
- Identify suitable alumni for the alumni-student mentoring programme, talks and for recruitment fairs.
- Working with the Head of Development & Alumni Relations, Assistant Registrar and department leads to administer sponsored prizes and scholarships.
- To support the production of the alumni magazine, including commissioning and writing articles, sourcing images, and coordinating the mailing.
- To provide expertise on the Raiser's Edge CRM system as it relates to alumni relations activities including providing update reports as required. Working with the Development Office Administrator to ensure data is kept up to date eg address changes, event registrations, interactions and returned mail etc
- Plan regular alumni surveys to develop alumni networks and manage a "lost alumni" campaign to find and reconnect alumni to the RAU and one another.

## **2. Operational responsibilities**

- Act as the first point of contact for alumni and supporters and steward all relationships appropriately
- Create a link between the Student Union and the Development & Alumni Office and encourage collaboration between the two where possible
- Work with departmental peers to build effective working relationships, developing collaboration and integration across the University
- Assist with other alumni and fundraising tasks as needed in collaboration with the Head of Development and Alumni Relations

## **General responsibilities:**

- The University is committed to equality of opportunity. All staff are required to comply with current legislation, University policies and good practice guidance.
- All staff are required to act in a way that safeguards the health and wellbeing of children and vulnerable adults at all times. The post-holder must be familiar with and adhere to appropriate safeguarding policies and guidance and participate in related mandatory/statutory training. Managers have a responsibility to ensure their team members understand their individual responsibilities with regard to safeguarding children and vulnerable adults.
- All staff are required to participate in the University appraisal process and should ensure they are familiar with the process and plan time to prepare for their appraisal. Following the

appraisal, staff are expected to undertake in any necessary learning and development and work towards the objectives that have been set.

- The University expects staff to attend any training designated as mandatory and to undertake learning and development activities to support their role. Managers must facilitate learning and development within their teams.
- It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post-holder must ensure that the confidentiality of personal data remains secure and that restricted information or highly restricted information to which they have access remains confidential during and after their employment at Royal Agricultural University. All staff must undergo appropriate data protection training as required.
- All absences from work must be reported in accordance with the University's absence procedures and recorded on iTrent.
- The University acknowledges its responsibility to provide a safe, smoke-free environment, to its employees, service users and visitors. It is the policy of the University not to allow smoking on University premises other than in specifically designated areas.

## University Values

As a University we have chosen five values to underpin our learning community. These are the values which we will all work by and for which we want the RAU to be known. We are:

- Collaborative - we believe in the power of working together. We are stronger as a community of practice - inspiring each other, identifying shared goals, and providing reciprocal support leads to greater success.
- Open-Minded - we are receptive to new ideas and we value the diversity of experiences and skills. We are committed to listening to everyone across the RAU community.
- Resourceful - we adopt creative approaches to achieve our goals while setting higher standards, promoting professionalism and sustainability.
- Responsible - individually and collectively we take accountability for our actions working with integrity to achieve the highest ethical standards.
- Inclusive - we acknowledge the fundamental value and dignity of all individuals and are committed to maintaining an environment that seeks to eliminate all forms of discrimination and respects diverse traditions, heritages, and experiences.

## Person Specification

<b>Requirements</b> The post holder must be able to demonstrate:	<b>Essential or Desirable</b>	<b>Measured By</b> A) Application Form B) Interview C) Task
<b>Qualifications:</b>		
Educated to degree level or equivalent qualification or professional work experience in a relevant area	E	A,B
<b>Knowledge, Experience and Skills:</b>		
Experience of fundraising within the Charity or HE sector, alumni relations or customer relations work	E	A,B
Experience of organising and running in-person and online events	E	A,B
Excellent people skills with the ability to establish a rapport with alumni, students, staff and members of the public from all walks of life	E	B
Experience of working with senior and high profile individuals	D	A,B
Excellent literacy and creative writing skills	E	A,C
Experience of producing content for social media	E	A,B,C
A capable and confident speaker, able to represent the RAU to alumni and supporters on a one-to-one basis, or in small or large groups	E	A,B
Excellent IT literacy, with strong knowledge of social media, Microsoft Office applications including Teams, Word, Excel, PowerPoint, Outlook, and experience of working with CRM databases. (NB: Knowledge of Raiser’s Edge an advantage, although not essential as training will be provided)	E	A,B,C
Experience of education and rural sectors	D	A,B
Experience of working collaboratively across teams to manage multidisciplinary relationships.	E	A,B

## Application Procedure

If you are interested in applying for this role, please send:

- University [Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website [www.rau.ac.uk](http://www.rau.ac.uk) – you may attach your up to date CV if you wish to add additional information.
- Details of two referees who must be people who can comment authoritatively on you as a person and as an employee in relation to the level of the post, and must include your current or most recent employer or their representative.
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to [jobs@rau.ac.uk](mailto:jobs@rau.ac.uk) stating where you saw the advert for the role
- Informal enquiries can be made to Julia Jenkins, Head of Development & Alumni Relations: [Julia.Jenkins@rau.ac.uk](mailto:Julia.Jenkins@rau.ac.uk)
- **Closing date:** Thursday 13 June 2024 with **Interviews on:** Monday 01 July 2024
- Should you be selected for interview please be aware that we are unable to reimburse interview expenses.

**The RAU is an equal opportunities employer and we particularly welcome applications from black and minority ethnic candidates as they are underrepresented within the RAU at this level.**