

Job Details

Job Title: Alumni Relations Manager
Reports to: Director of External Affairs

The Role

The Alumni Relations Manager is responsible for developing and supporting relations with the School's growing global network of alumni to ensure their full commitment to and involvement in building Cambridge Judge Business School as a world leader in business education.

Alumni are vital external stakeholders of the Business School in terms of fundraising, student recruitment, generation and conversion of applications, hosting student projects, international rankings, developing the reputation of Cambridge Judge Business School and fostering corporate alliances. Keeping alumni involved with the School through a programme of events and a communications programme that includes regular newsletters and other publications fosters a sense of involvement and is vital to ensuring the alumni become global ambassadors for Cambridge's Business School.

The Cambridge Judge Business School Network is the official alumni association of Judge Business School. All graduates of the School automatically become lifetime members of the Network. The Alumni Relations Manager manages the Network in conjunction with the Council, a group of elected members who represent the wider membership. Membership is open to all graduates of the University of Cambridge who have an interest in business and management.

Main Responsibilities

1) Strategy

- To develop, lead and implement the strategy for alumni relations to meet the business objectives and ensure we compete effectively with top tier business schools globally in this area.
- To carry out benchmarking exercises against competitors.
- To collect and analyse response and feedback from alumni on benefits and services and propose recommendations for developments and improvements and changes to our offer and strategy.
- To build meaningful and productive relationships with all alumni on a sustained, on-going basis.
- In liaison with Cambridge University Development Office, to contribute to, and implement the fundraising strategy.
- To devise ways of raising greater awareness of the association amongst the student body both in the UK and internationally, working closely with the marketing team.
- To foster good working relations with partner organisations globally to strengthen the provision of alumni services, e.g. Global Workplace, Association of MBAs, other business schools.



UNIVERSITY OF CAMBRIDGE

Judge Business School

2) Relationship Management

- To build excellent relations with all Cambridge Judge Business School Alumni to grow and the develop the network both in the UK and overseas.
- To develop internal networks within the School and University to share knowledge, understanding and appreciation of the value and objectives of excellent alumni relations.
- To promote the Cambridge Judge Business School Network at every opportunity, including at all educational fairs and networking events. To develop and implement a portfolio of benefits and services to alumni to ensure sustained engagement.
- To respond efficiently and positively to alumni requests and suggestions and act on feedback received to continually improve and develop services offered.
- To facilitate contact between applicants and current students with alumni as appropriate through a variety of means, such as the online community, inviting alumni to participate in the courses as speakers, hosting events, attendance at recruitment fairs, careers events, etc.
- To initiate special interest groups (e.g finance, entrepreneurship) with alumni community, linked to the School, both in the UK and overseas.
- To promote membership of Cambridge Judge Business School Network to the wider University.
- To facilitate and assist in the development of overseas sub-groups to strengthen the global nature of the network.
- To liaise with other members of the School to ensure alumni are encouraged to interact across all service areas, such as attendance at MBA Fairs, hosting student projects and participation in careers events/student recruitment.

3) Analysis and Feedback

- To provide statistics and data analysis on alumni for information within the School and for use by the Marketing team to inform marketing plans, Press & Public Relations stories, fundraising, etc.
- To write and present strategic papers for discussion at the meetings of the Council of the Cambridge Judge Business School Network, and Cambridge Judge Business School Director's Advisory Group meetings.
- To make proposals and recommendations for the improvement of the alumni service and changes to policy on the basis of feedback received.
- To carry out benchmarking exercises against competitor schools, report on trends and activity to ensure we continue to offer an excellent service.

4) Events Programme

- To initiate, develop and implement a lively and varied events programme for all alumni on an ongoing basis, both in the UK and overseas. This includes identifying, contacting and organising speakers; approaching potential sponsors; identifying, assessing and booking venues; overseeing all aspects of event administration; budget management; promotion; event delivery; delegate management; event evaluation.
- To Initiate, organise and support regular social events and attend as appropriate.
- To develop and implement worldwide alumni events, aiding the development and formalisation of global. alumni sub-groups.



UNIVERSITY OF CAMBRIDGE

Judge Business School

- To actively encourage members of the School to engage with alumni and members of the faculty to become involved in alumni activities, e.g. speaking at special interest group fora; meeting with overseas alumni while travelling; attending alumni events.

5) **Publications**

- To write and develop a portfolio of publications and communications, including on-line, to keep alumni engaged and involved. Sourcing, collating and editing copy from both internal and external sources, liaison with design house, budget management, deadline management, preparation of mailing list and seeking sponsorship. Support alumni in development of own communications, where appropriate, ensuring adherence to branding guidelines.
- To apply cultural sensitivity and assess appropriate content within all publications to ensure suitability for the global alumni network.

6) **Website**

- To oversee and approve the textual content of Cambridge Judge Business School's alumni webpages in liaison with the Online Communications Team.
- To oversee the textual content of the alumni website to ensure accuracy and consistency with the School's main website. Maintain the online events schedule, providing details of forthcoming events and booking procedures. Update news stories, and manage membership applications. Monitor users of the site to ensure appropriate use and maintain security of the online community to ensure adherence to the terms and conditions of use.
- To make recommendations for developments and improvements to the sites.
- To liaise with MBA and other programmes to maintain and update their respective webpages with alumni profiles, news updates, etc.

7) **Alumni Contacts and Database**

- To oversee the maintenance of accurate records of the personal and professional contact details of the alumni of the School and other members of Cambridge Judge Business School Network. Provide information as requested within the bounds of the Data Protection Act.

8) **Finance**

- Responsibility for compiling and agreeing with senior management an annual financial budget.
- Authorising and monitoring expenditure against this budget, accounting for any variances against the budget and keeping such records as are necessary to comply with audit requirements.
- Ensure that the purchasing policies of the School and/or University and/or HEFCE are observed.
- Work closely with the University's Development Office to support and develop fundraising campaigns to contribute towards the School's Alumni Fund.

The Person

The ideal candidate should have the following qualities, skills and attributes. You are asked to provide a covering letter demonstrating how your own experience meets these requirements.

- Degree level education, preferably an MBA
- Proven track record of relationship management and ability to work sensitively with tact and diplomacy
- Excellent communication skills, with a professional manner for the management of corporate contacts
- The ability to build good working relationships at all different levels and with many different cultures and nationalities.
- Proven project management and organisational ability
- Experience in motivating and leading administrative support staff
- Experience of event planning, management and evaluation
- Experience of planning, producing and editing newsletters and corporate brochures; print production
- A wide ranging view and knowledge of alumni relations and up to date knowledge of developments in alumni relations, by regular contact with peer network around the world
- Awareness of key issues, trends, opportunities and challenges in the higher education sector
- Ability to think strategically as well as focus on operational issues
- Excellent interpersonal skills. Warm, friendly, helpful manner.
- Ability to deliver results against tight deadlines
- Collegiate and effective team player
- Ability to work on own initiative with minimum supervision
- Ability to network, attending regular professional events.
- Ability to make presentations
- Excellent analytical and problem solving skills
- Excellent writing and editorial skills
- IT literate and experience of database management/web

Benefits

The salary will be in the range £32,751 - £44,016 per annum. There will be a nine-month probationary period. Holiday entitlement is 33 days per annum plus eight days of public holiday.

The University of Cambridge offers a number of employee benefits, for example, family-friendly benefits, financial benefits, staff discounts, and opportunities for personal and professional development. For details see <http://www.admin.cam.ac.uk/offices/hr/staff/benefits/>



UNIVERSITY OF CAMBRIDGE

Judge Business School

Application Arrangements

Candidates are asked to complete the CHRIS/6 cover sheet (parts 1 & 3) available on the website and send it, with a full curriculum vitae and a covering letter explaining your interest in the position and how your experience would help you to fulfill the role, to Laura Whitehead, Cambridge Judge Business School, Trumpington Street, Cambridge CB2 1AG, or email hr@jbs.cam.ac.uk, to arrive no later than **Friday 16 September 2011**.

Applicants are required to provide details of three referees. These will not be contacted unless the applicant is short listed.

Applicants who do not hear from us within six weeks of the above date should assume they have not been shortlisted.

Equal Opportunities

The University of Cambridge is committed to a policy and practice which require that entry into employment with the University and progression within employment should be determined only by personal merit and by the application of criteria which are related to the duties of the particular appointment and the relevant stipend or salary structure. No application for an appointment in the University, or member of staff once appointed, will be treated less favourably than another on the grounds of sex (including gender reassignment), marital status, race, ethnic or national origin, colour or disability. If an employee considers that he or she is suffering from unequal treatment on the grounds of sex (including gender reassignment), marital status, race, ethnic or national origin, colour, or disability, he or she may make a complaint which will be dealt with through the agreed procedures for dealing with grievances.