

Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Alumni Relations Manager

Department/Division: Management

Accountable to: Head of Careers, Alumni, and Employer Relations Careers

Job Summary

To lead on developing and implementing an alumni engagement strategy that supports the goals of the Department of Management and its students, as well as to maximise alumni interest in, and engagement with the Department.

The post-holder will build and strengthen relations between the Department of Management and its community of 20,000 graduates and students and develop networks with internal and external stakeholders to support strategic goals and values. This includes providing leadership and motivation to develop initiatives that align with LSE's vision to become a School for life.

The post-holder will also lead on programming, high-profile events, alumni communications, the alumni database (Salesforce) and is responsible for developing online channels of engagement.

This is a busy, but varied role which involves working closely with colleagues in multi-functional teams within the department of Management and the wider School. Occasional evening work will be required to host events and activities for our community of alumni and students.

Duties and Responsibilities

Service delivery

- To develop and oversee the delivery of a coordinated programme of alumni events and produce an annual events schedule for alumni, integrated with Department of Management and other School events, that benefits both the alumni and current student community.
- To work proactively with the CAER team to ensure that the alumni relations strategy is integrated into the overall strategy of the team, and that it supports the employability and success of both current students and alumni.
- To provide advice and assistance to alumni groups who are arranging alumni activities including class reunions, alumni panels or Special Interest Groups (SIGs) events, maintaining regular and proactive communication and providing support as required.
- To collaborate with the CEMS Corporate Relations Manager / Employer Relations Manager on providing support and engagement to CEMS alumni.
- To oversee the recruitment and stewardship of alumni volunteers.
- To support the alumni relations strategy through the provision, collection and management of accurate alumni data.

- To lead on the development and overall maintenance of the alumni database (Salesforce). This includes recording alumni activity, volunteering and feedback, updating records in a timely manner and developing and implementing bi-annual data capture processes.
- To maintain and improve the completeness and accuracy of existing database information, including leading on a strategy to identify and research lost alumni.
- To maintain regular contact with relevant colleagues to ensure alumni updates are shared and input into the Salesforce alumni database.
- To ensure alumni data is used in line with strict standards of confidentiality and follows relevant data protection legislation.
- To maintain current knowledge on all relevant aspects of database functionality and data privacy policies.
- To respond appropriately and promptly to requests for information from alumni, students, colleagues and partners.

Communication

- To be responsible, in consultation with relevant stakeholders, for developing and implementing the Department of Management's Alumni Relations strategy.
- To lead on developing data-driven marketing and communications strategies to drive alumni engagement with the Department of Management.
- To ensure the brand and messaging are conveyed consistently across all alumni communications.
- To be responsible for the team's production of compelling alumni stories, newsletters, mailings content and publicity for a range of channels, including commissioning, proofreading and editing content produced by others.
- To write compelling copy for print and digital formats.
- To oversee the transition of graduating students into the alumni community at Graduation in summer and winter, and lead on communications with new graduates.
- To maintain an effective alumni web presence, ensuring compliance with UK law and LSE regulations, e.g. GDPR and user experience design.
- To maintain overall responsibility for alumni social media networks and drive up participation across these platforms and proactively input to the Department's social media strategy.
- To provide Salesforce training for the immediate team and members of the Department of Management's professional services team.

Teamwork and motivation

- Participate as an active member of the CAER team, contributing to the work of the team and Department as a whole and becoming involved in other areas as necessary
- To work with and support academic and professional service colleagues to formulate alumni engagement activities and projects.
- To participate as an active member of the team and provide leadership and motivation to foster a lively, supportive and intellectually engaged alumni community.
- To develop mutually beneficial relationships with a range of departmental staff and colleagues at all levels in other LSE departments/divisions, e.g. Programme Managers/Administrators, Philanthropy and Global Engagement, LSE Careers, etc.
- Collaborate closely with Employer Relations and Careers Consultants on activities involving business engagement and corporate partners.
- To ensure that colleagues are engaged and informed about alumni activities, and that those reflect the goals and aims of the wider team.
- To regularly update line manager and other colleagues regarding progress and new projects and deputise for line manager at meetings and conferences.

Planning and organising

- To lead on all Departmental alumni relations activities and the production of an annual operational plan in line with agreed budgets and targets.
- To lead on large IT projects including the development of new online platforms and communities, as appropriate.
- To be responsible for managing and forecasting the alumni relations budget.
- To segment alumni audiences and develop and implement targeted and relevant engagement activities.
- To run data reports, manage and analyse alumni lists on Salesforce.
- To manage a busy and varied workload and to prioritise effectively

Liaison and networking

- To develop and independently maintain strong relationships with alumni, initiate contact with new alumni and engage and influence alumni to become volunteers.
- To represent the Department of Management and LSE at meetings with alumni and external contacts to support alumni and corporate relations activities (including some international travel).
- To maintain an awareness of key projects and developments across the Department and win buy-in and support from academic and professional service colleagues on alumni activities.
- Liaise with Programme Directors and Managers and colleagues from Employer Relations, Careers, Marketing and Communications to identify, define and execute appropriate opportunities for partnership and delivery of service.
- To establish and maintain external networks for benchmarking and sharing best practice, e.g. from conference attendance and colleagues at other institutions.

Initiative and Problem Solving

- To proactively approach the role and use own initiative to evaluate working practices and procedures where appropriate.
- To lead on data-informed reporting to identify potential areas of development and improvement for new and existing activities.
- To scope and introduce new digital channels and online communities to engage alumni based in the U.K. and overseas.
- To identify potential areas of collaboration and improvement of data management.
- To ensure good value for money and return of investment is achieved with all external agencies and suppliers.

Research and Analysis

- To produce regular KPI reports, as well as an annual report on progress to date and recommendations for the future, sharing with line manager and other relevant colleagues.
- To analyse alumni records and make recommendations to engage new or lost alumni into Departmental activities.
- To independently conduct research into the Department's current alumni relations provision and that of other departments/universities to inform the alumni strategy and harmonise activities across different programmes.
- To oversee regular monitoring and analysis of communications, social media, event attendance and communications campaigns.
- To understand the Department and LSE's brand, its strengths, risks and opportunities with regards to alumni engagement.

General

- Any other duties commensurate with the level of the post which may be required by the line



manager.

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Free Speech

[The Code of Practice on Free Speech](#) outlines the responsibilities of LSE to protect and promote freedom of speech and academic freedom within the law for students, faculty, staff, and visiting speakers. It applies to all activities on LSE premises and those conducted in the name of the School or LSE Students' Union at any location. The Code confirms that LSE does not take formal positions on political or international issues but provides a platform for critical debate within the law, taking account of the various legislative requirements and the context provided by policies and procedures. Procedures are set out in the Code on how events must be arranged and conducted.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and inclusive university. All staff are expected to contribute to a working, teaching and research environment in which people are treated with dignity and respect, and to comply with LSE's duties to prevent unlawful discrimination, harassment and victimisation on the grounds protected by the Equality Act 2010. LSE is also committed to advancing equality of opportunity in relation to social and economic background. These expectations do not require staff or applicants to endorse any particular political, philosophical or contested viewpoint, and are subject to LSE's statutory duties and commitment to protect freedom of speech and academic freedom within the law, which includes the right of academic staff to question and test received wisdom, and to put forward unpopular or controversial opinions.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.