

Head of Alumni Engagement

Job Description

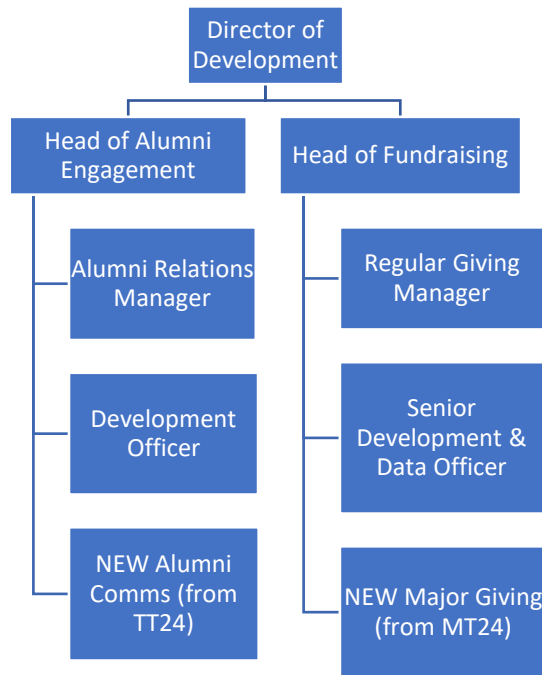
1. **Job title:** Head of Alumni Engagement
2. **Hours:** 37.5 hours
3. **Salary:** £45,610.50- £55,458.00 per annum
4. **Reports to:** Director of Development
5. **Direct reports:** Alumni Relations Manager and Development Officer
6. **Job summary:** The Head of Engagement is responsible for managing the College's alumni relations and stewardship work
7. **Key relationships:** Director of Development, Domestic Bursar, Head of Fundraising, Academic Registrar, Alumni Association and other key Alumni volunteers.
8. **Background**

St Hugh's is one of the constituent colleges of the University of Oxford and is an independent, self-governing institution that is also a registered charity. Founded in 1886 to provide an excellent education to women who were otherwise excluded from the University, St Hugh's is proud of its reputation for being a friendly, inclusive, and progressive community, and is committed to becoming the best employer in the collegiate University. One of the largest colleges in Oxford, there are around 1,000 students, more than 60 Fellows, over 50 lecturers working in a wide range of academic subjects, and a non-academic staff of 120 across all of the College's support and administrative operations.

The College is run by the Governing Body, consisting of the Principal, 48 academic Fellows, and the senior officers of the College such as the Senior Tutor and the Bursar. The members of Governing Body are the Trustees of the charity and have ultimate responsibility for the governance and operations of the College, although much of this is delegated on a day-to-day basis to a number of key committees and officers.

The Development Office

The Development Office Team's main objectives are to raise funds for the College from a variety of sources and to support alumni relations. The Development Office works in partnership with academic colleagues and volunteers to build enduring relationships with our community of 10,000 alumni around the world and other supporters – and to increase financial support for agreed priorities.



The Role

Working as part of the senior Development team alongside the Head of Fundraising, the Head of Alumni Engagement will report to the Director of Development and oversee the Alumni Relations team. The Head of Alumni Engagement will work closely with the Director of Development and wider team to develop and implement alumni relations and stewardship activities to support the mission and strategic aims of St Hugh’s. While the Senior Development & Data Officer reports to the Head of Fundraising, they will play a crucial role within the team’s alumni relations, engagement and stewardship programme.

Relationships with alumni, donors and friends of St Hugh’s are at the heart of our development activity. The post-holder will take the lead in developing and implementing programmes to nurture these relationships and improve our connections to all these key groups to support the College’s development objectives.

The role builds and strengthens relationships with College alumni, legators, donors, students, potential supporters, and friends through a lively programme of events, communications, and alumni groups. The post holder develops and oversees key activities that support the College’s engagement and fundraising objectives.

9. Main Responsibilities

Alumni Relations and Engagement

- In consultation with the Director of Development and the Head of Fundraising, take responsibility for creating and implementing a strategic plan for alumni and donor communications and engagement.
- Provide best practice and expertise to the team and colleagues across College on alumni engagement and stewardship programmes.
- Work with the Alumni Relations Manager to successfully deliver the College’s annual series of in-person, online and hybrid events for alumni and donors.

- Ensure that Alumni Relations supports opportunities for the identification and cultivation of prospective donors and underpins the development of fundraising activities.
- Work with other members of the team to educate current students about alumni benefits and develop opportunities for students to interact with both alumni and supporters, so that students become engaged alumni as well as future donors.
- Develop relevant opportunities for alumni to support one another through alumni networks and provide support the Alumni Relations Manager in the management of Alumni Networks, groups and societies.

Benefactor Relations and Engagement

- In consultation with the Development Director and Head of Fundraising, develop a strategic plan for the College's regular donor recognition programmes Work with the Fundraising team to produce impact reports both for major donors and for the regular giving programme.
- Plan and deliver an annual series of stewardship events for donors and legators.
- Be comfortable with visiting donors and/or entertaining them in College and at events.

Communications

- In consultation with the College Communications Team and the Engagement Team, take responsibility for successfully developing and implementing an annual general alumni communications strategy, as part of an overall engagement and stewardship strategy.
- Oversee the office's role in the production of the College's external publications for alumni and supporters and support the Engagement Team as they coordinate the department's contributions to these publications.
- Manage alumni communications, working with the Engagement Team and/or Communications Team to design, schedule and send event invitations, e-newsletters, social media posts, and seasonal communications.

Management

- Lead, mentor and effectively line manage the Engagement Team: setting objectives, evaluating performance, fostering team spirit and supporting professional growth.
- Foster a culture of continuous improvement and high standards across the team.

Internal Collaboration / Operational Responsibilities

- Work alongside the Head of Fundraising to ensure the office runs in a smooth, efficient and effective manner, deputising for the Development Director where necessary.
- Work collaboratively with the Principal, Bursar, Senior Tutor, Development Director and the Development Team as well as colleagues across the College.
- Work collaboratively with colleagues in the University's Central Development Office and across the Collegiate University within other colleges, departments and divisions.
- Champion change and support new ways of working within Engagement Team, including supporting work outside your own functional area and/or team.
- Keep up-to-date with events, publications, and general alumni activity within the Oxford community.
- Establish good relations with the current student body, specifically the JCR and MCR Committees and with Presidents of College clubs and societies, as well as our professional student cohorts.

- Ensure that all GDPR and other alumni related policies and procedures are fit for purpose, legally compliant, and reflect current best practice.
- As a member of the senior management team in the Development and Alumni Relations Team, contribute to the College's overall Development & Engagement Strategy.
- Work closely with colleagues to produce reports and evaluations for the Bursar, Principal, Governing Body and Fundraising Committee as needed.

10. Selection criteria

Essential

- Significant alumni relations or fundraising experience in an organisation of equivalent or greater complexity
- Proven ability to build relationships and work collaboratively within an organisation
- Ability to help with developing and implementing strategy
- Excellent oral and written communication skills
- A strong track record of engaging alumni and/or stewarding donors (or other individuals of high net worth or high profile).
- A solid knowledge of alumni relations and development processes in general.
- Experience managing, developing and mentoring colleagues
- Comfortable working in ambiguous multi-stakeholder situations and influencing without direct authority
- Familiarity and comfort with discussing financial issues and asking for support, particularly legacy support.
- A commitment to the culture, values and ethos of a progressive Oxford college

Desirable

- Experience with Raiser's Edge, DARS or equivalent CRM database software.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by changing needs and the overall business objectives of the College.

Other Information

- Pension: employment with the College provides enrolment into the Universities Superannuation Scheme (USS).
- Annual leave: 30 days of annual leave and 8 public holidays per year for full time equivalent staff (8 days of annual leave is reserved to cover the Christmas break when the College is closed).
- Meals: provision of meals free of charge while on duty when the kitchens are open and tea and coffee.
- Health & Wellbeing:
 - Employee Assistance Programme – a free confidential telephone helpline with access to face-to-face counselling.
 - Free annual flu jab.

- Free eye tests for all staff and a contribution towards new glasses if your prescription has changed.
- Travel Pass Loan: a discounted travel scheme is available with monthly deductions from salary.
- Cycle to Work Scheme/Bike Loan: monthly deductions from salary.
- University Staff Benefits: staff at Oxford can enjoy a wide range of benefits through the University including retail and free visitor access to the University's colleges, gardens, libraries and museums, and events.

How to Apply

To apply for this role please download, fill out and submit an application form and equal opportunities monitoring form and send alongside a copy of your CV via email to recruitment@st-hughs.ox.ac.uk. References will be taken up for the successful candidate.

Closing date: Monday 15th April 2024

Interviews: It is anticipated that interviews will be held 25th & 26th April 2024 in person at St Hugh's.