

Job Description

Post title: Head of Alumni Engagement

Date last updated/evaluated:	August 2026
Author:	Susanna Brenchley
School / Department:	Professional Services
Faculty / Directorate:	ODAR
Job Family:	Management, Specialist and Administrative (MSA)
Grade:	Level 5
ERE Pathway (if applicable):	Not applicable
Post reporting to:	Associate Director, Alumni & Supporter Marketing & Engagement (L6)
Post line report(s):	2 x Engagement Managers (Level 4) 2 x Engagement Officers (Level 3)
Post base location:	Hybrid: Campus / Home

Job purpose:

To lead and deliver key programmes within the University's alumni and supporter engagement strategy, developing and sustaining active relationships with key individuals and alumni communities in the UK and internationally. Leading a team across international alumni networks, notable alumni, volunteering, community activity, alumni benefits and infrastructure, the post holder will shape and deliver joined-up activity that supports the University's wider strategic objectives.

Key accountabilities and indicative time allocation:

1.	20%
Manage the Alumni Engagement Team, leading a professional specialist team and a portfolio of engagement programmes and activities. Oversee multiple related workstreams, including international alumni engagement, volunteering and community activity, notable and influencer engagement, alumni benefits and engagement infrastructure, ensuring delivery aligns with ODAR and wider institutional priorities.	
2.	15%
Plan and organise team activity in the medium term, with consideration for longer-term strategic priorities and institutional requirements. Set priorities, allocate resources and coordinate activity across multiple workstreams to ensure effective delivery of operational plans, projects and engagement objectives. Contribute to annual business planning, KPI development and resource allocation.	
3.	10%
Apply in-depth professional and specialist knowledge of alumni and supporter engagement to develop, manage and deliver effective programmes, services and operational outcomes that support meaningful and sustained relationships with alumni and supporters. Ensure activity aligns	

with departmental and University strategies, including recruitment, reputation, student experience, philanthropy, internationalisation and transnational education priorities.

4.	5%	Monitor engagement programmes, service provision and operational activity to ensure compliance with University policies, processes and regulatory requirements, including data governance. Review performance, monitor quality standards and make appropriate interventions to ensure objectives and operational requirements are achieved across all University campuses, with respect to alumni engagement activity.
5.	5%	Provide expert professional advice, guidance and recommendations to ODAR SMT+ and senior stakeholders on alumni and supporter engagement matters, including emerging trends, engagement strategy, operational challenges and stakeholder issues. Support the resolution of complex or unforeseen issues and advise on the implementation of new approaches, procedures and regulations.
6.	5%	Critically analyse and interpret complex engagement data, insight and evaluation information to assess programme performance, measure impact and inform planning and decision making. Apply professional judgement to identify opportunities for improvement, develop innovative engagement approaches and support continuous improvement across engagement activity and infrastructure, as appropriate.
7.	5%	Take a leading role in the development and implementation of alumni and supporter engagement policies, frameworks, operational plans and procedures. Translate agreed strategic priorities and policies into operational delivery plans and develop new and improved processes to support consistency, scalability, efficiency and future service delivery across the University and overseas campuses.
8.	10%	Provide reports, insight and advice at senior levels within the University, including ODAR SMT+, senior leadership groups, committees and planning forums. Build and maintain effective working relationships with Faculties, Professional Services, overseas campuses and external networks, acting as a key point of contact for alumni relationships, engagement and community activity. Use persuasion and influence to foster and maintain relationships. Share, promote and help embed best practice and innovation, within and beyond the University.
9.	5%	Contribute to the wider work of ODAR and the University through active participation in working groups, committees, project boards and cross-functional initiatives. Support collaborative projects and contribute specialist expertise to institutional developments and initiatives.
10.	5%	Contribute to medium-term departmental planning processes, including budget planning, financial management and resource allocation for the alumni engagement programmes. Monitor expenditure, support forecasting and ensure the effective and efficient use of resources, with consideration for longer-term operational requirements and priorities.
11.	10%	Lead and manage the Alumni Engagement Team, line managing appropriate team members, to deliver high-quality services and engagement activity that meet stakeholder requirements and strategic objectives. Set expectations, monitor progress, conduct appraisals, formulate development plans and provide advice, guidance and coaching as required to ensure the successful achievement of individual and collaborative objectives. Conduct recruitment, induction and probation activities as required.
12.	5%	Any other duties as allocated by the line manager following consultation with the post holder.

Internal and external relationships:

Internal Relationships:

- Associate Director & line manager
- SMT+ - Senior Management Team across Alumni & Supporter Engagement and ODAR teams
- Staff within Office of Development & Alumni Relations (ODAR)
- Global Recruitment & Admissions Marketing, especially International Office
- Careers, Employability & Student Enterprise
- Staff within Schools and Professional Services at all levels
- Staff at Overseas Campuses

External Relationships:

- Alumni and other supporters of the University
- Other peer institutions
- Suppliers – Creative agencies, consultants, partners organisations, digital providers

Special requirements:

There is a need for the post holder to be flexible to work outside normal hours, e.g. weekends and evenings, where necessary to support that range of activity and at peak times.

A willingness to travel is required. International travel is typically required once or twice a year. It may be more on occasion.

Person Specification – Skills and Competencies

All essential and desirable criteria outlined in this Person Specification will be assessed through a combination of recruitment application and CV, and where applicable numerical or written assessment.

Knowledge, Experience and Qualifications

Essential

- Well-rounded theoretical knowledge and understanding of the required professional or specialist discipline, accompanied by extensive practical and/or managerial experience.
- The required level of knowledge and understanding will normally have been gained through some or all of the following:
 - Considerable work experience in a similar sector or one with transferable skills – ideally accredited through registration with a relevant professional body.
 - Vocational training.
 - Formal qualification(s) equivalent to Level 7 of the [Regulated Qualifications Framework](#) e.g. master's degree, postgraduate certificate, diploma or Level 7 award, certificate, diploma.
- Experience of line management and team leadership.

Desirable

- Experience in or familiarity with the HE sector.
- Experience of annual strategic planning.
- Experience of developing and implementing community-based engagement and/or communications and marketing campaigns.
- An understanding of the principles and trends in volunteer engagement and how this affects the activities of the university.

Teamwork and Communication

Essential

- Effectively manages team dynamics, creating an environment that engages and motivates others.
- Provides expert advice, guidance and recommendations on complex issues.
- Fosters and develops working relationships within the department, the wider University and with relevant peer networks.
- Uses persuasiveness and positively influences others to achieve outcomes.
- Highly effective stakeholder management skills to ensure effective communication at all levels.
- Professional communication skills to engage external and internal audiences.

Desirable

- Experience of representing a department or function within institutional or external networks and forums.
- Ability to write clearly and effectively for a range of audiences and purposes, including reports, correspondence and audience-specific copy.

Planning, Organisation and Resource Management

Essential

- Plans and manages significant new projects or work activities, ensuring plans complement wider strategic plans.
- Appreciates organisational priorities and applies these in managing work.
- Allocates resources effectively across multiple workstreams to achieve objectives and meet deadlines.
- Budget planning, forecasting and monitoring expenditure.

Desirable

- Experience of managing third party suppliers, contracts or procurement processes.
 - Experience of using CRM and making data-driven decisions.
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Problem Solving and Initiative

Essential

- Formulates development plans to meet current and future skill requirements.
 - Applies knowledge, experience and understanding of a professional, specialist or technical field to inform work plans, based on a detailed understanding of the theory and/or principles underpinning the field of work.
 - Uses initiative, professional and/or specialist judgement and originality to resolve problems and develop revised policies and procedures, where required.
 - Analyses complex information and data to evaluate performance, identify opportunities and support decision making.
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Job Hazard Assessment

A full health clearance is required for this role where any hazards marked “^”, using the agreed Occupational Health referral template [available from here](#). Where a full health clearance is required, this will apply to all role holders, including existing members of staff.

Physical Environment

Working outside ^	Not applicable
Exposure to noise levels >80dbA ^	Not applicable
Working with dust or fumes ^	Not applicable
Working with skin irritants ^	Not applicable
Working with chemicals (industrial or cleaning) ^	Not applicable
Working in a confined space ^	Not applicable
Working at height ^	Not applicable
Working with sewage ^	Not applicable
Contact with cytotoxins ^	Not applicable
Exposure Prone Procedure (EPP) work ^	Not applicable
Contact with clinical specimens or pathology work ^	Not applicable
Direct patient care or patient contact	Not applicable
Exposure to temperature extremes	Not applicable
Frequent hand washing	Not applicable
Ionising radiation	Not applicable

Psychological and Social Environment

Working shifts ^	Not applicable
Working nights ^	Not applicable
Lone working	Not applicable
Working with children	Not applicable
Exposure to persons with challenging behaviour	Not applicable
Working with larger groups	Not applicable

Equipment, Tools and Machines

Working with vibrating machinery or tools ^	Not applicable
Driving duties e.g. LGV, PCVs, forklift trucks ^	Not applicable
Food handling	Not applicable
Contact with latex	Not applicable

Physical Abilities

Prolonged physical movements or actions e.g. walking ^	Not applicable
Prolonged Standing or Sitting ^	Not applicable
Moving or handling heavy loads ^	Not applicable
Repetitive pulling or pushing ^	Not applicable

Repetitive climbing (steps, stools, ladders, stairs) ^	Not applicable
Repetitive crouching, kneeling or stooping	Not applicable
Repetitive lifting	Not applicable
Fine motor grips (e.g. pipetting)	Not applicable
Repetitive reaching below shoulder height	Not applicable
Repetitive reaching at shoulder height	Not applicable
Repetitive reaching above shoulder height	Not applicable
