



ST JOHN'S COLLEGE
UNIVERSITY OF CAMBRIDGE

Head of Alumni Relations

Candidate information pack
June 2023

Letter from the Hiring Manager

Dear Prospective Candidate,

I hope the following job description is of interest to you. The Head of Alumni Relations is a hugely important role in a College that genuinely values its alumni. Over a number of years we have made considerable progress in our efforts to build on the strong bond most Johnians feel towards their alma mater. This role allows full scope for a motivated, creative professional to build on all this work and to take things a stage or two further.

St John's Colleges Development Office is a great place to work with lots of enthusiastic, capable and supportive colleagues. St John's as a whole is an exciting place to be, with many developments and plans in the offing.

With best wishes,

Stephen Teal
Development Director

An overview of St John's College, Cambridge

An inspiring place in which to work

St. John's College is one of the largest of the University of Cambridge's 31 colleges. Colleges are where students live, eat and socialise, and receive small group teaching sessions. St John's has about 900 students, 160 Fellows (that is, resident academics who teach and research), and about 250 staff. The charitable purposes of the College are the advancement of education, religion, learning and research. The College is a highly international community with some 20% of its undergraduates, over 50% of its postgraduate students, and many of its faculty coming from overseas.

The buildings and grounds of St John's are a magnificent environment in which to work, but it is the people of St John's who give the place its unique identity. Diversity, independence and intellectual excellence make it a dynamic place in which people can thrive. Read more about St John's on the College's website: www.joh.cam.ac.uk.

College Aims: The College's statutory aims are the promotion of education, religion, learning and research.

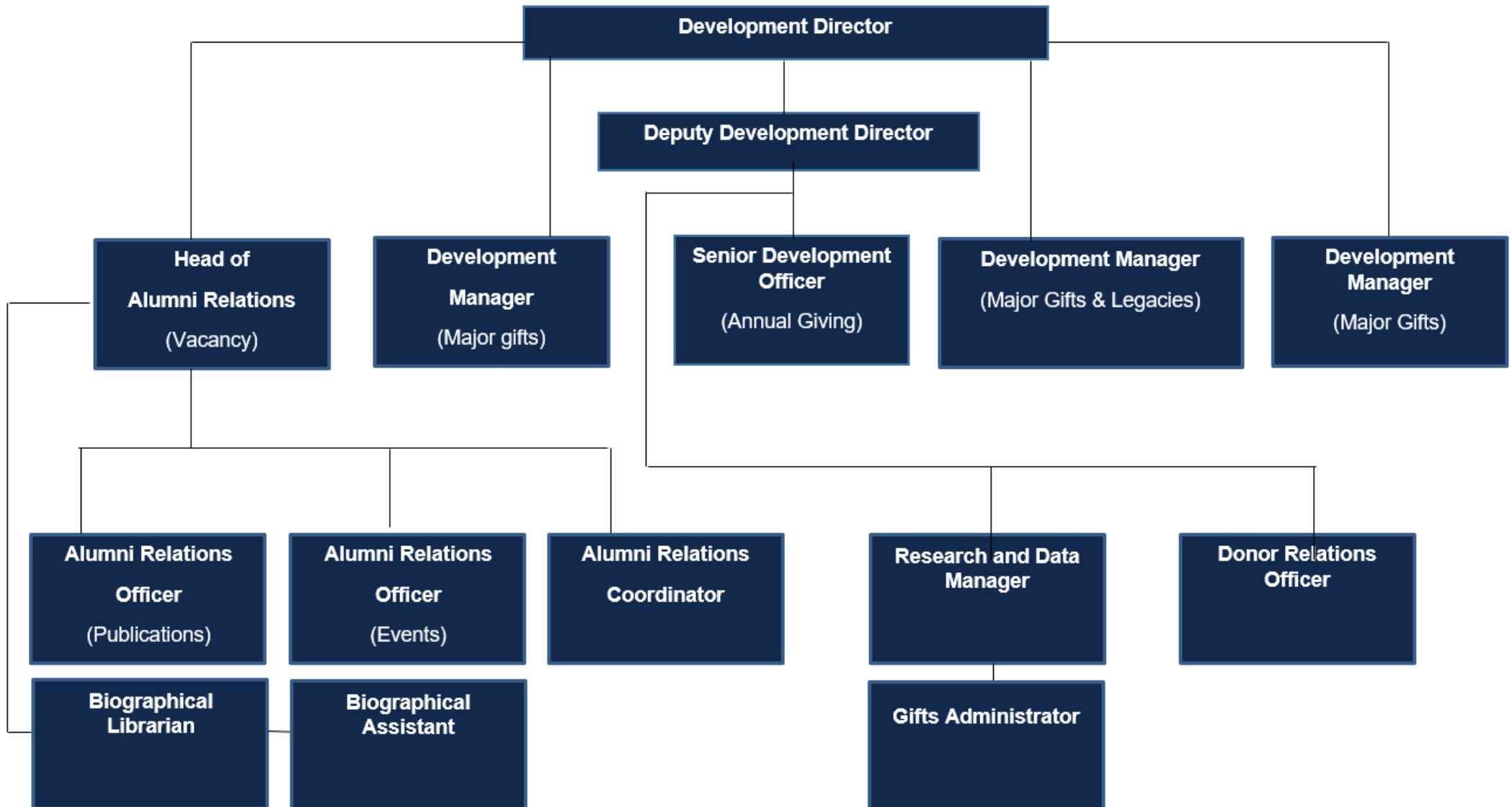


The Development Department

Department Aims: The Development department's aim is to develop and promote the College's alumni relations and fundraising strategy.

Job Purpose: An integral part of the Development Office team with particular responsibility for the implementation and development of the College's alumni relations strategy. The post-holder will also have responsibility for organising and overseeing alumni events together with communication with alumni through publications and digital media.

Development Department Organisational Chart



Job Description

Principal Responsibilities

- a) Under the guidance of the Development Director/Deputy Director, to be responsible for the production and implementation of an alumni relations strategy that will help promote the College's fundraising aims and objectives:
 - i. To review and refresh this strategy on an annual basis, in consultation with senior colleagues.
 - ii. To support and sustain the 'Free Places' fundraising campaign, organising events and offering support with various publications.
 - iii. to provide leadership and guidance to the Alumni Relations team, consisting of the Alumni Relations Officer (Events), Alumni Relations Officer (Publications) and the Alumni Relations Coordinator.
 - iv. To prepare reports on alumni relations activities and statistics, to report to the Development Committee.
 - v. To champion alumni engagement throughout the College.

- b) There are numerous events each year in the UK, across the globe and online. The post-holder will oversee, in conjunction with the Events Officer, the organisation of a series of events in Cambridge, the UK and overseas with the aim of increasing participation:
 - i. To provide a series of events tailored to a highly educated and diverse community.
 - ii. To provide networking opportunities by identifying themes, venues, and speakers.
 - iii. To seek, where possible, sponsorship of events/venues.
 - iv. To oversee full event management for some of these events, in conjunction with the Events Officer and internal stakeholders where relevant.
 - v. To seek and respond to alumni feedback on events in order to produce a bespoke programme.
 - vi. To coordinate Development Office events calendars and liaise with other departments as appropriate
 - vii. To coordinate with the Assistant to the President (Fellows' Dining and Events) in the preparation of invitations to the College's programme of reunion events.
 - viii. To prepare papers and reports on Development Office events for the scrutiny of the Development Committee.

- c) In conjunction with the Publications Officer to oversee the suite of publications and information sent to alumni in order to retain interest in the College:
 - i. To keep the content of College communications fresh and interesting for its readership by monitoring news and thinking creatively:
 - ii. To proofread, edit and write copy for a variety of audiences and publications.

- iii. To develop and implement a digital marketing and communications strategy in conjunction with senior colleagues.
 - iv. To establish a cycle of news to disseminate through College publications and the website for alumni and the general public.
 - v. To oversee the mailing of the *Johnian magazine* (once a year in print and twice a year digitally) and *The Eagle* once a year to all contactable alumni (c 12,000).
 - vi. To seek opportunities to increase digital engagement and decrease the volume of print material published.
- d) To work closely with the Senior Development Officer to promote a close relationship with the student body in order to promote vertical integration with alumni and future engagement:
- i. Encouraging students to involve alumni in their events, and vice versa.
 - ii. To inform the student body about Development Office activities.
 - iii. To explore and communicate opportunities for internships and career networking.
- e) To engage with alumni across the world:
- i. To establish and manage a network of volunteers in order to promote the College throughout the world.
 - ii. To seek constant feedback from alumni across the world regarding the College's alumni relations programme and to identify fresh and innovative ways of reaching out to Johnians.
 - iii. To manage the relationship with the Johnian Society, the College's alumni association.
 - iv. Where appropriate, co-ordinate with the University's Alumni Relations team.
- f) In order to ensure comprehensive record keeping, the post-holder will use the College's database system (Raiser's Edge):
- i. To manage events, including financial transactions.
 - ii. To prepare reports on events management and finance.
 - iii. To use data to analyse and segment alumni.
 - iv. To ensure that alumni records are kept up to date in a professional, systematic and secure way.
 - v. To work with the Research and Data Manager to identify segments of data for enhancement.
- g) In conjunction with the Alumni Relations Coordinator and wider team, manage digital communications to alumni including:
- i. Social media platforms including an alumni LinkedIn group and a digital networking platform.
 - ii. A monthly e-newsletter.
 - iii. Additional email communications as needed.
 - iv. Development Office website content to ensure that information on alumni benefits and services are accurate and up-to-date.
 - v. A schedule of communications across the department.

- vi. Manage general alumni enquiries to the Development Office.
- h) Attend events and represent the College in Cambridge, elsewhere in the UK and overseas, in a way, which effectively promotes the College and enhances its reputation
- i) As a senior member of the Development Office, play a major role in developing and refining fundraising and alumni relations strategies as part of the Free Places Campaign, and represent the office at College committees and meetings as required.

The list includes the principal accountabilities of the role but is not exhaustive. Other relevant duties may be specified by the Development Director from time to time.

Person Specification

Set out below are the qualifications, experience, skills and knowledge that are the minimum essential requirements for the role or are desirable additional attributes.

	Essential	Desirable
Qualifications, Knowledge and Experience	<ul style="list-style-type: none"> Degree level education or equivalent. Excellent demonstrable writing skills. First class communication skills with the ability to convey a persuasive message. Experience of managing individuals and/or teams of staff or volunteers. Experience of working with CRM databases. Good knowledge of IT, including Excel, content management systems, presentation and HTML/e-marketing software. 	<ul style="list-style-type: none"> Experience of development, alumni relations, communications or marketing. Experience of working in the Higher Education sector. Knowledge of Raiser's Edge.

Skills, Abilities and Competencies:	<ul style="list-style-type: none">• Well-developed organisational and administrative skills with an ability to prioritise workloads and meet deadlines.• The ability to manage a substantial annual budget and a range of resources.• The ability to motivate, encourage and mentor others.• High levels of emotional intelligence with the ability to work with a wide variety of people.• Outstanding presentation skills.• Ability to demonstrate high levels of tact, diplomacy and judgement.• The post-holder must be able to demonstrate initiative and strong self-motivational skills.• High degree of flexibility to respond to highly fluid and open-ended tasks.	
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Terms and Conditions

Length of post:	Permanent
Salary:	The salary for the post will be between £49,601.59 – £55,827.08 p.a. (depending on experience) plus benefits
Hours of work:	36.25 hours per week
Location:	The role is based St John's College in Cambridge

Contractual benefits include:

- Membership of a Defined Contribution Pension Scheme after a qualifying period
- Additional Christmas salary payment
- Annual leave of 36 working days (inclusive of Bank Holidays)

Other benefits include:

- Free lunch in the College's Buttery Dining Room (subject to a monetary limit)
- Access to a private healthcare scheme currently provided by BUPA
- Access to a 'cash plan' healthcare scheme currently provided by Simplyhealth which provides some financial assistance towards the cost of everyday health expenses such as sight tests or dental check-ups after a qualifying period
- Free car parking close to the College (subject to availability)
- Free use of an on-site Gym
- Free life cover
- An Agile Working policy whereby eligible staff may be able to work remotely for up to 40% of their working hours.

The appointment will be subject to an initial probationary period of nine months during which the appointment may be terminated by one month's notice on either side. Following the successful completion of the probationary period, the period of notice is three months on either side.

Recruitment Process

Please include in your application:

- A completed application form;
- A brief covering letter summarising why you believe yourself to be suitable for the role and why the role appeals to you;
- A full c.v.

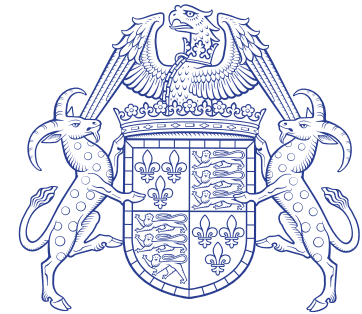
Applications should be sent:

by email to: recruitment@joh.cam.ac.uk

or by post to: HR Department, St John's College, Cambridge, CB2 1TP

to arrive no later than **9.00 am on 3 July 2023**. Interviews are expected to take place week commencing 10 July 2023.

In applying for this role, you will provide personal data which the College will process in accordance with its data protection obligations and its Data Protection Policy. Please see attached for a copy of our Data Protection Statement for further information about how we process your personal data.



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**Development Department
St John's College
Cambridge CB2 1TP
United Kingdom**

Registered charity number 1137428