Further particulars for the post of Alumni Relations Assistant
Requirement

St John’s College wishes to appoint an Alumni Relations Assistant on a permanent basis.

St John’s College

St. John’s College was founded in 1511 by Lady Margaret Beaufort, the mother of King Henry VII. It is one of the largest of the University colleges and has some 530 undergraduate and 320 post-graduate students, and around 160 Fellows in a very wide range of academic disciplines. The charitable purposes of the College are the advancement of education, religion, learning and research. The College is currently able to accommodate all its students in College and nearby hostels and houses. All Fellows have a study in College and some are fully resident in College. Additionally, the College employs some 250 Assistant Staff. The College is a highly international community with approximately 15% of its undergraduates and 55% of its graduates coming from overseas.

Further information on the College can be found on the College website www.joh.cam.ac.uk.

College Aims: the College’s statutory aims are the advancement of education, religion, learning and research.

Department Aims:
- To build a thriving, global community of alumni that enhances its members’ professional and personal networks
- To harness the lifelong sense of affiliation with St John’s to support the College and Development Office’s objectives
- To provide opportunities for alumni to share their post-St John’s experience for the benefit of the next generation of Johnians

Principal Responsibilities and Duties

Job title: Alumni Relations Assistant

Department: Development Office

Responsible to: Head of Alumni Relations

Job Purpose: The purpose of the Alumni Relations Assistant role is to assist with a range of alumni relations activities, acting as a first point of contact for alumni enquiries, and with a particular focus on data management and digital communities.

Principal Responsibilities

1. Act as the first point of contact for enquiries by telephone and email to the Development Office from alumni and external parties. Manage the in-bound flow of communication to ensure that enquiries are dealt with in a professional and timely fashion, either responding to them directly or forwarding to the relevant individual or department.
2. Ensure comprehensive record-keeping and reporting on the College’s database system (Raiser’s Edge):
   i. Update personal and business details received from a variety of sources including, but not limited to, email, phone, web forms, Johnian Hub (digital networking platform)
   ii. Process updates received from other departments
   iii. Prepare accurate data for the Fellows Stewards Office for alumni reunion invitations
   iv. Respond to requests for data from the Tutorial Department for Subject Review meetings
   v. Maintain information held about alumni volunteers, including Committee members, event speakers etc
   vi. Use information from email send reports to identify and undertake data cleaning
   vii. Identify opportunities to improve data accuracy and work with the Database Manager and Head of Alumni Relations to develop data protocols
   viii. Identify opportunities within existing activities to capture useful and relevant data and support colleagues to embed these in their processes
   ix. Under the direction of the Database Manager, to ensure that all data processed is in accordance with the department’s protocols, Data Protection statement and Privacy Notice

3. Support the administration of a global programme of events:
   i. Assist the administration of event planning and delivery, including, but not limited to, the processing of bookings and payments from alumni, the recording of attendees, the building of event data sets within the database
   ii. Assist as directed in the preparation of letters, mailings and promotional literature associated with these events;
   iii. Attend events and represent the College alongside team members in Cambridge and elsewhere in the UK in a way which effectively promotes the College and enhances its reputation. This may involve some travel and work outside of ordinary hours;

4. Support the administrative requirements of the College Alumni association, The Johnian Society:
   i. Maintain the Society’s webpages on the Johnian website
   ii. Respond to enquiries from alumni about the Johnian Society and signpost as required
   iii. Maintain accurate information about Society’s Committee Members on the database
   iv. Support the Events Officer in the coordination of the Society’s events, providing administrative assistance as necessary
   v. Assist team members in the production of Johnian Society promotional material

5. Under the supervision of the Head of Alumni Relations, manage the dissemination of the Alumni benefits and services in print and digital.
6. Under the supervision of the Head of Alumni Relations, maintain the Development Office’s digital platforms to ensure timely, relevant messaging which supports the fundraising and alumni relations objectives:
   i. Update, refresh and maintain the Development Office’s webpages in collaboration with colleagues
   ii. Manage the administration of Johnian Hub, to include: processing sign-up, publishing content and responding to alumni questions
   iii. Assist the Alumni Relations Officer (Publications) in the management and dissemination of editorial content across digital platforms
   iv. Ensure that activity on digital platforms is recorded and integrated in the communications schedule

7. Assist Alumni Relations team members in the planning, build and send of HTML email communications through the email service provider:
   I. Build and send event invitations, confirmations and reminders in collaboration with the Alumni Relations Officer (Events)
   II. Support the Alumni Relations Officer (Publications) in the curation and build of the monthly e-newsletter
   III. Build queries in the database to select the target recipients
   IV. Contribute to the development of best practice in email marketing, monitoring delivery and engagement

8. Manage the stewardship of digital engagement among key alumni segments:
   o In collaboration with colleagues, create and maintain groups within Johnian Hub relating to special interests, geographical location or other dimensions
   o Identify opportunities to improve depth and accuracy of data held for these key groups
   o Identify opportunities to further engagement through editorial and events activity in collaboration with colleagues

9. As a member of the Alumni Relations team, to contribute to the Alumni Relations strategy and to contribute to the continuous improvements of events, publications and alumni services.

This list includes the principal accountabilities of the role but is not exhaustive. Other relevant duties may be specified by the Head of Alumni Relations 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.

**Qualifications, Knowledge and Experience:**

**Essential**

- Good level of education – to degree level or equivalent;
• Previous experience of working with a database of some kind – full training will be given on the Development Office’s database, Raiser’s Edge, if necessary;
• Good knowledge of IT, in particular Excel
• Previous experience of providing customer service by phone

Desirable
• Some experience of digital marketing is an advantage
• Knowledge of alumni relations, fundraising and higher education is an advantage;
• Previous experience of using a content management system and email service provider

Skills, Abilities and Competencies:

• Excellent administrative skills with an ability to prioritise workloads and meet deadlines. A high level of attention to detail is essential;
• A highly-organised, methodical person, with an ability to work collaboratively;
• The capability to exercise good decision making under pressure
• Excellent phone manner and written communication skills
• Ability to provide excellent customer service skills to a wide variety of people both within and outside the College
• Ability to move between proactive and reactive tasks while remaining calm

Terms and Conditions

Length of post: Permanent
Salary: The salary for the post will be between £25,835.38 – £28,026.58 p.a. (depending on experience) pro rata
Hours of work: Between 21.75 and 36.25 hours per week (to be agreed with the successful candidate)
Location: The role is based 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 ‘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

The appointment will be subject to an initial probationary period of six months during which the appointment may be terminated by one week’s notice on either side. Following the successful completion of the probationary period, the period of notice is one month 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 Friday 8 April 2022. Interviews are expected to take place week commencing 18 April 2022.

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.