



ST JOHN'S COLLEGE CAMBRIDGE

**Further particulars for the post of
Alumni Relations Officer (Events)**

Requirement

St John's College wishes to appoint an Alumni Relations Officer (Events) to assist in developing, planning and delivering a global programme of events.

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

Principal Responsibilities and Duties

Job title: Alumni Relations Officer (Events)

Department: Development

Responsible to: Head of Alumni Relations

The Alumni Relations team sits within the Development Office. Its mission is:

- 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's and the 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

The alumni events programme plays a significant role in the strategy of alumni relations and in support of the Development Office's objectives.

The primary audience for these events is the alumni base, with segments of the student community making up a secondary audience. Key stakeholders include the alumni relations team, fundraising colleagues, internal departments, the alumni association and of course the 13,000 alumni across the globe.

Principal Responsibilities

- Develop a programme of events for alumni in Cambridge, the UK and overseas in conjunction with the Head of Alumni Relations:
 - Support the Head of Alumni Relations in designing an events programme that supports the alumni relations strategy
 - Work with Head of Alumni Relations to set appropriate event targets, metrics and methods of measurement
 - Identify opportunities as needed to conduct research among the alumni base to ensure events continue to balance business needs and audience desire
 - Event formats will include, but not be limited to, social formats, networking formats, intellectual/academic formats
 - Events will range in size from small (under 100) to medium (under 500)
 - Events will be tailored to a highly educated, discerning and diverse audience
- In collaboration with relevant colleagues, develop events for the student community which facilitate alumni volunteering and/or raise awareness of the Development Office
 - Event formats may include, but not be limited to, Graduands Garden Party, career talks
- Work with the alumni association in collaboration with colleagues to manage the association's event needs ensuring a balanced, complementary and manageable schedule of activity
- Plan and deliver all events ensuring cost-effectiveness, timeliness and safety
 - Research venues and suppliers as necessary, establishing costs within an identified budget, and monitoring these throughout the event
 - Plan event operations and maintain schedules, determining deadlines and actions to support the workflow and ensure efficient management of tasks
 - Maintain (and develop where necessary) standardised documentation and quality controls to ensure efficient planning and operational processes
 - Give due consideration to the health and safety of all guests and suppliers implicated in event plans, working with Head of Alumni Relations to identify and minimise risk. Undertake training in First Aid to provide cover at events as necessary and maintain training as needed.
- Manage event booking systems and invitee data
 - Set up online form and booking system for each event to ensure the most relevant, appropriate data is captured in the event booking system (NetCommunity) and on the alumni database (Raiser's Edge)
 - Identify target audience for each event and query database to find relevant data set
- Coordinate and produce materials and communications for the promotion of events

- Under the supervision of the Head of Alumni Relations, develop engaging marketing text for each event, appropriate to the target audience
 - Under the supervision of the Head of Alumni Relations and in consultation with team members, plot communications for each event to fit into the Communications Schedule
 - Coordinate with team members to ensure timely, effective dissemination of event information across print and digital assets
 - Coordinate with team members to ensure timely post-event communications
- Coordinate with all relevant event stakeholders
 - Brief all event stakeholders, which may include Development Office colleagues, internal College departments, external suppliers, speakers and performers
 - Brief relevant team members on event administration, including the processing of bookings and answering alumni event queries
 - Coordinate with team members to ensure the timely, accurate processing of event data
 - Support the Head of Alumni Relations in briefing senior College colleagues on event messaging and relevant attendee information
 - Support the Head of Alumni Relations in drafting speeches as required
 - Coordinate with the Head of Alumni Relations on any post-event feedback or follow-up
- Prepare event deliverables and run on-the-day event operations
 - Prepare all deliverables for events in collaboration with team, including, but not limited to, table plans, guest lists, table cards
 - Oversee on-the-day event operations, working with team members and a variety of departments and external suppliers to ensure the smooth running of events
 - Attend events in College, the UK and overseas, alongside team members or other College representatives. This may involve work outside of ordinary hours and some travel

This list includes the principal accountabilities of the role but is not exhaustive. Other relevant duties may be assigned.

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

- Educated to degree level or equivalent
- Experience of planning and management of small to medium scale events
- Good knowledge of IT, in particular excel

Desirable

- Previous experience of working with supporters in a higher education, cultural or not-for-profit environment
- Previous experience of working with a database and an event management system – full training will be given on the Development Office's systems (Raiser's Edge and NetCommunity)
- Experience of managing events overseas or working overseas
- Knowledge of alumni relations, fundraising and higher education
- Knowledge or experience of event marketing and communications

Skills, Abilities and Competencies:

- Excellent in-person communication skills with the ability to communicate the values and mission of the College
- The ability to communicate effectively with a highly educated, discerning audience and with senior leaders
- A highly-organised person with the ability to plan and prioritise workloads
- The ability to work independently, exercising initiative and employing his/her own judgement in decision making
- A flexible approach to work with the ability to handle a rapidly changing environment

Terms and Conditions

Length of post:	Permanent
Salary:	The salary for the post will be between £26,606.99 - £30,472.31 p.a. (depending on experience)
Hours of work:	36.25 per week
Location:	The role is based in Cambridge.

Contractual benefits include:

- Membership of a contributory 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 two 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 **Friday 12 July**. Interviews are expected to take place weeks commencing 22 July or 29 July.

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.