

**Reference:** R210112

**Salary:** Grade 8 - £33,797 to £40,322 per annum

**Contract Type:** Continuing

**Basis:** Full Time – 36.5 hours per week

**Closing Date:** 23:59 BST on 5 May 2021

**Interview Date:** To be confirmed

# Alumni Relationship Manager

Candidate brief



# Job description

## **Job Purpose:**

The Alumni Relationship Manager (International) will build alumni volunteer networks overseas to support recruitment of international students to Aston. You will develop a suite of opportunities for influential alumni to have a positive impact on the international profile of Aston University. You will proactively source volunteers to fill these opportunities, enabling alumni support for Aston in its international student recruitment, partnership, business development and global engagement aims. You will develop fantastic relationships with key alumni to create a network of Aston University advocates globally, and you will ensure our supporters are stewarded and thanked for their participation through regular engagement and the development of volunteer stewardship initiatives.

This is a highly collaborative role, and will work closely with colleagues across the University including Aston Business School, the International Office, Development and Alumni Relations and the Marketing team.

The role will involve work outside usual office hours and travel overseas.

## ***Main Duties and Responsibilities***

### **Volunteer Management**

- Map volunteering activities and identify ways to innovate and expand opportunities for alumni volunteers to contribute to Aston University by developing a new international three year alumni volunteer strategy in partnership with DARO's overall strategy and the International Student Recruitment strategy.
- Identifying and approaching senior and influential alumni who can support Aston's strategic aims, networks, reputation and profile. The postholder will build and maintain strong relationships with these alumni, working with creativity and ambition to connect them with areas across the University where they can have impact.
- Developing a suite of international volunteer opportunities for alumni to support international student recruitment in agreed countries/regions. This could include participation in recruitment events, featuring in press, PR and marketing collateral, or 'opening doors' to high-profile partnership or business development opportunities.
- Sourcing alumni volunteers with the right experience and skills to fulfil the activity, building networks and processes to deliver this on a sustainable basis. Working with others to develop and oversee the international alumni volunteer programme, including recruitment, training and development, prior to final year (future alumni) students finishing their degree programmes.
- Overseeing the creation of appropriate collateral to support alumni volunteering activities e.g. volunteering briefing packs, presentation materials, web pages. Working collaboratively with the International Recruitment team and Marketing teams to create alumni student recruitment support materials.
- In collaboration with the Director of International Recruitment, create the processes to feed international student trends and market intelligence information gathered by alumni volunteers into Aston's international student recruitment planning processes.

### **International Employability Support**

- In collaboration with Careers + Placements, gather intelligence from alumni in key regions to understand and support international graduate outcomes. This could include surveys, focus groups and relationship-building with influential alumni in hiring positions.
- Develop and manage a programme to use the alumni network to generate 3-12 month placements for current students and new graduates in overseas companies and organisations.
- Explore additional opportunities e.g. virtual internships to promote a global outlook and experience for Aston students to maximise employability outcomes.

### **International Alumni Relationship Management and Stewardship**

- Identify senior or influential alumni who can provide advice, intelligence and access to networks useful for international recruitment and global profile building and/or support employability for returning graduates or internship opportunities for current students. Developing and maintaining long-term engaged relationships with these individuals.
- Develop an initiative to celebrate international alumni support of Aston – this could be an award or an event which ensures Aston's international alumni volunteers receive high-quality stewardship and recognition for the important role they are playing.
- Be the International alumni volunteer champion and act as a key contact for alumni volunteering amongst internal and external stakeholders. Working proactively with colleagues from across the University to identify new opportunities and ensure alumni continue to be focused in the most impactful areas.
- Liaise with external organisations, such as the British Council overseas, to maximise local opportunities for expanding alumni volunteer opportunities.
- Any other duties as are within the scope and purpose of the job, and as requested by the line manager.

### **Milestones after first 3 months:**

- Plan for international alumni volunteering in one agreed priority country to be completed, having worked closely with the relevant International Recruitment Regional Manager to identify opportunities and role requirements mapped against the recruitment cycle.
- First alumni volunteers to have been approached.
- Necessary collateral to have been briefed in to Marketing/external.
- Digital infrastructure set-up in order to actively engage alumni in selected target markets.

### **Milestones after first 12 months:**

- International alumni volunteer networks to be active in three agreed priority countries, delivering at touchpoints across the recruitment cycle.
- International volunteer recruitment campaign launched.
- Volunteer stewardship programme to be developed.
- Proactively managing a pool of senior alumni volunteers.
- Developed the first batch of alumni-supplied internships for current students and placements for newly graduated students.

### **Additional responsibilities**

- Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.

- Ensure and promote the personal health, safety and wellbeing of staff and students.
- Carry out duties in a way which promotes fairness in all matters and which engenders trust.
- Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.

## Person specification

	Essential	Method of assessment
<b>Education and qualifications</b>	Educated to degree level or equivalent	Application form
<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Proven ability to build and maintain strong relationships, including with senior individuals.</li> <li>▪ Experience of working internationally and across different cultures.</li> <li>▪ Experience of volunteer management and stewardship.</li> <li>▪ Understanding of the international student recruitment cycle.</li> <li>▪ Experience of developing, implementing and evaluating a strategy and programmes of work.</li> <li>▪ Experience of working proactively with senior stakeholders to develop strategy and achieve buy-in.</li> <li>▪ Experience of managing high-profile reputational activity e.g. events, senior meetings and briefings.</li> </ul>	Application form and interview
<b>Aptitude and skills</b>	<ul style="list-style-type: none"> <li>▪ Proactive, driven and self-motivated</li> <li>▪ Credible, confident and able to build relationships</li> <li>▪ Ability to develop robust processes to deliver sustainable activity.</li> <li>▪ Highly collaborative and persuasive, able to bring people together and work across teams</li> <li>▪ Excellent communication skills, both written and verbal, and strong attention to detail.</li> <li>▪ Able to use technology as appropriate to communicate around the world.</li> </ul>	Application form and interview
<b>Other</b>	<ul style="list-style-type: none"> <li>▪ Must be able to work flexibly as required to cover different time zones</li> </ul>	Interview

	Essential	Method of assessment
	<ul style="list-style-type: none"> <li>▪ Must be willing to travel as required.</li> </ul>	

  

	Desirable	Method of assessment
<b>Experience</b>	Experience of international student recruitment and/or marketing to international students	Application form and interview

## How to apply

You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>. Applications should be submitted by 23.59pm on the advertised closing date. All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted. If you require a manual application form then please contact the Recruitment Team via [jobs@aston.ac.uk](mailto:jobs@aston.ac.uk).

## Contact information

### Enquiries about the vacancy:

Name: Kerrie Holland

Job Title: Director of Development and Alumni Relations

Email: [k.holland@aston.ac.uk](mailto:k.holland@aston.ac.uk)

### Enquiries about the application process, shortlisting or interviews:

Recruitment Team via [jobs@aston.ac.uk](mailto:jobs@aston.ac.uk) or 0121 204 4500.

## Additional Information

Visit our website <https://www2.aston.ac.uk/staff-public/hr> for full details of our salary scales and benefits  
Aston University staff enjoy

**Salary scales:** <https://www2.aston.ac.uk/staff-public/hr/payroll-and-pensions/salary-scales/index>

**Benefits:** <https://www2.aston.ac.uk/staff-public/hr/Benefits-and-Rewards/index>

**Working in Birmingham:** <https://www2.aston.ac.uk/birmingham>

**Employment of Ex-Offenders:** Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

**Eligibility to work in the UK:** Candidates who are not citizens of the United Kingdom, or another EEA member country, should check their eligibility to enter or remain the UK in advance of making any job application via the UKVI website <https://www.gov.uk/browse/visas-immigration/work-visas>. Before applying you should ensure that you meet the requirements, including meeting the English language standards. If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful

**Equal Opportunities:** Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

**Data Protection:** Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) ("GDPR"). The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <https://www2.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.



Full details of our terms and conditions of service and associated policies and procedures are available online at <https://www2.aston.ac.uk/staff-public/hr/policies>



