

Global Alumni Engagement Manager



OPPORTUNITY

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Reference: 0007-26

Grade: 8

Salary: £38,784 - £46,049 per annum, depending on experience

Contract Type: Permanent

Basis: Full time

Job description

Job Purpose:

The Global Alumni Engagement Manager leads the development and delivery of Aston Business School's global alumni engagement strategy, creating a well-coordinated programme that engages alumni in ways that advance the School's priorities. The role builds strong, mutually beneficial relationships with postgraduate, MBA and wider Business School alumni in the UK and globally, ensuring their knowledge and support contribute meaningfully to the School's mission and long-term success.

Aston Business School is a Triple Crown accredited business school (AACSB, EQUIS, AMBA) with a growing international profile and strong performance in global rankings. Alumni engagement plays a critical role in enhancing the School's reputation, visibility and performance in key rankings and accreditations by supporting employability outcomes, career progression, international reach and impact narratives.

Working collaboratively with internal and external stakeholders, the post holder ensures alumni engagement enhances the School's reputation, student experience, student employability outcomes and recruitment ambitions. The role also provides leadership to two Alumni Relations Officers and oversees a programme of high-quality events, communications and volunteer activities aligned with the Business School's goals.

This role reports to the Director of Alumni Relations (Aston University), with a dotted-line relationship to the Director of Accreditations, Reputation and Rankings (Aston Business School). It requires significant collaboration, working closely with senior colleagues in academic departments, Marketing, Careers & Placements, International Recruitment and other key teams to ensure alumni engagement supports School priorities. The post holder also works in partnership with the central Alumni Relations team to ensure that School-level activity complements and aligns with wider University alumni activities.

Main Duties/Responsibilities

Line Management

- ▶ Line manage two Alumni Relations Officers, providing clear direction, support and regular supervision to ensure high-quality delivery of alumni engagement activity.
- ▶ Lead performance and development, including setting objectives, monitoring progress, and supporting training and skills growth.
- ▶ Promote a positive and supportive team culture, ensuring wellbeing, inclusion and effective workload planning.

Alumni Engagement

- ▶ Lead a strategic and targeted alumni engagement programme focused on mobilising postgraduate and MBA alumni to support School priorities, while maintaining responsibility for wider Business School alumni engagement.
- ▶ Identify and develop high-impact volunteer opportunities across the School, working closely with senior academic and professional service colleagues to match alumni expertise with strategic needs.
- ▶ Manage all aspects of alumni volunteer stewardship, including identifying potential volunteers, building and maintaining strong relationships with them, coordinating their contributions, and recognising and thanking them for their support.
- ▶ Deliver targeted communications, in-person and online events designed to deepen engagement with key alumni groups and encourage meaningful involvement in School initiatives.

- ▶ Work in partnership with senior leaders and key internal teams to ensure alumni activities are planned, aligned, and contribute effectively to employability, recruitment, reputation and other School objectives.
- ▶ Maintain oversight of engagement trends, gather insight from alumni and colleagues, and use this intelligence to refine and enhance the alumni engagement approach.

Enhancing the Reputation of the School

- ▶ Showcase the School's research to the global alumni community through targeted communications, events and collaborations with academic staff and research centres.
- ▶ Work closely with the Director of Accreditations, Reputation and Rankings and other senior colleagues to ensure alumni engagement activities support the School's reputation strategy and contribute to performance in key Business School rankings (e.g. Financial Times, QS) and accreditation-related indicators.
- ▶ Lead student and alumni engagement activities aimed at enhancing participation in rankings-related surveys, ensuring strong and representative response rates across postgraduate and MBA cohorts, and using insights from these surveys to inform reputation-building activity.
- ▶ Identify and nominate outstanding alumni for national and global awards, working with colleagues across the School to build a strong pipeline of candidates.
- ▶ Work closely with the Marketing team to highlight and celebrate alumni achievements, impact stories and volunteer contributions across digital channels and promotional materials.
- ▶ Develop opportunities for high-profile alumni to act as strategic ambassadors, speakers and advocates for the School in ways that strengthen its reputation locally, nationally and internationally.
- ▶ Collaborate with the Development and Alumni Relations teams to align reputation-building activities with wider University initiatives and advancement priorities.

Supporting Student Employability

- ▶ Identify opportunities for alumni to share their experience, insights and sector expertise with students, and coordinate their involvement in talks, workshops, panels and other employability-focused activities.
- ▶ Oversee the mentoring programmes for MBA and Business & Management students, ensuring effective recruitment, training and stewardship of alumni volunteers, managing the matching process, and monitoring relationships throughout the year to keep them on track.
- ▶ Actively collaborate with Programme Directors and the Careers & Placements team to connect students with relevant alumni expertise, mentoring, networking and career opportunities.
- ▶ Inform and support postgraduate students at key points in the academic year, ensuring they are aware of the ways they can benefit from alumni insight, mentoring and support.

Supporting Student Recruitment

- ▶ Collaborate with Marketing and Admissions to integrate alumni voices and stories into recruitment campaigns for postgraduate and MBA programmes.
- ▶ Source alumni speakers, contributors and case studies for recruitment events and promotional activity.
- ▶ Collaborate with the Alumni Relations Manager (International) to support international recruitment and in-market activity by engaging alumni overseas in events, visits and prospective student interactions.

Budget management

- ▶ Manage the Business School's Alumni Relations budget and ensure effective use of resources, aligning spend with strategic priorities.

Additional responsibilities

- ▶ Maintain accurate and up-to-date records of alumni engagement on the alumni database.
- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities.
- ▶ 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
Education and qualifications	Educated to degree level or equivalent.	Application form and interview
Experience	<p>Proven ability to build and maintain strong relationships with a wide range of internal and external stakeholders, including senior and influential alumni.</p> <p>Experience of developing, delivering and evaluating alumni engagement strategies, programmes and events.</p> <p>Experience of planning and delivering high-profile events, communications and reputational activity.</p> <p>Experience of volunteer management.</p> <p>Experience of working collaboratively across multiple departments and influencing strategy.</p> <p>Experience of managing budgets and resources effectively.</p>	Application form and interview
Aptitude and skills	<p>Understanding of the role alumni play in enhancing student employability, recruitment and institutional reputation.</p> <p>Proactive, self-motivated and able to work independently with sound judgement.</p> <p>Credible, confident and able to build rapport and trust with internal and external stakeholders.</p> <p>Strong organisational and project-management skills, with the ability to manage multiple priorities.</p> <p>Highly collaborative and able to work effectively across teams to achieve shared goals.</p> <p>Excellent communication skills with strong attention to detail.</p> <p>Ability to use data, feedback and insight to inform planning, analysis and improvement.</p>	Application form and interview


	Essential	Method of assessment
Other	<p>Must be able to work flexibly, including occasional evenings/weekends in line with event schedules.</p> <p>Must be willing to travel within the UK and occasionally overseas for alumni engagement if required.</p>	Interview

	Desirable	Method of assessment
Experience	<p>Experience of line managing or supervising staff, including supporting performance and development.</p> <p>Experience of student recruitment activity, and working with Marketing and Admissions teams.</p> <p>Experience within a Business School environment or working with MBA/Postgraduate communities.</p> <p>Experience of international engagement or delivering activities for global audiences.</p> <p>Experience of contributing to or supporting Business School rankings and accreditations (e.g. Financial Times, AACSB, EQUIS, AMBA), particularly through alumni, careers or reputation-focused activity.</p> <p>Experience working with a CRM system or large database.</p>	Application form and interview
Aptitude and Skills	<p>Ability to use digital engagement tools to enhance alumni participation.</p> <p>Awareness of trends in alumni engagement and business education.</p> <p>Cultural sensitivity and ability to adapt engagement to different audiences.</p>	Application form and interview

University values

All staff are expected to demonstrate/promote the University's values and expectations, which are an integral part of our strategy and underpin the culture of the University. In addition, our leaders are expected to be accountable, help to execute strategic visions of the University and share and set clear expectations that inspire those around them.

Values + Behaviours

				
Innovation	Collaboration	Ambition	Inclusion	Integrity
We strive for excellence within ourselves and others, providing solutions to new and existing challenges.	We work best when we are collaborative, working together to contribute to the Aston community.	We strive together for improvement and innovation looking ahead to see the bigger picture.	We treat everyone in our community equally and how they would like to be treated.	We are open, honest and fair. We take ownership of the way we work and how we treat each other.

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 23.59 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 recruitment@aston.ac.uk.

Contact information

Enquiries about the vacancy:

Name: Andrew Wilson
Job Title: Director of Operations
Email: a.r.wilson@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via recruitment@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: [Benefits and Rewards | Aston University](#)

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: You should ensure that you meet the eligibility requirements, including meeting the [English language standards](#). If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful. Please see UKVI guidance for further information on eligibility, knowledge of English requirements and approved test centres <https://www.gov.uk/tier-2-general>

With the end of free movement for EU/EEA/Swiss nationals from 1 January 2021, the UK's new immigration system applies to all non-UK/Irish nationals who require a visa.

Where an individual is subject to UK immigration control, they will require a visa to work in the UK.

The following individuals do not need a visa for the UK, but do still have to prove their right to work before employment can commence:

- **British Citizens or Irish Nationals**
- **EU/EEA/Swiss nationals with Settled or Pre-settled status under the EU Settlement Scheme**
- **Non-EEA nationals with Indefinite Leave to Remain/Settlement in the UK**

The main routes available for those who need a visa to work in the UK are **Skilled Worker**, **Global Talent** and the **Graduate Route**.

You can find further information about each of these visa routes on our candidate immigration page.

If you will conduct research in your role, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application. Please see below for further details.

Academic Technology Approval Scheme (ATAS):

If you will conduct research in your role and you apply for a Skilled Worker or Temporary

Worker GAE visa, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application.

This process can take at least 6 weeks to process, and Aston will consider this when confirming your expected start date. Processing times will increase between April and September and can longer to complete.

There is no fast-track option available. ATAS certificates will be processed in order of receipt.

You can find more information about ATAS on our candidate immigration page.

Before you start and Right to Work

90-day entry vignette

If you have applied for your visa outside of the UK, you will receive a vignette in your passport which is usually valid for 90 days. Please make sure to travel to the UK within the 'valid from' and 'valid to' dates on this visa. If you entered the UK before or after these dates, you would not 'activate' the visa and you would need to leave and re-enter the country.

You will also receive a decision letter confirming details about your immigration permission and where to collect your Biometric Residence Permit.

Cost of Living - Estate and Letting Agents

There are numerous Estate and Letting Agents in and around Birmingham that can help you find suitable accommodation. The Midland Landlord Accreditation Scheme provides a list of professional agencies and landlords who have applied with them for accreditation. Whilst accreditation is not a guarantee of quality, it provides some reassurance about the standard of the service they provide.

You can also use property search websites such as Rightmove or Zoopla.

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>

Aston University
Birmingham
B4 7ET, UK.
+44 (0)121 204 3000

www.aston.ac.uk