Job Description

<table>
<thead>
<tr>
<th>Job title:</th>
<th>Head of Alumnae Relations &amp; Events</th>
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<tbody>
<tr>
<td>Department:</td>
<td>Development</td>
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<tr>
<td>Location:</td>
<td>Murray Edwards College, Cambridge, CB3 0DF</td>
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<td>Purpose of role:</td>
<td>Responsible for alumni relations and events organisation, and for devising and implementing the College’s strategy for fostering excellent alumnae relations in order to maximise alumnae and donor interest in, and engagement with, the College.</td>
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<td>Line manager:</td>
<td>Director of Development</td>
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<td>Line manages:</td>
<td>N/A</td>
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<td>Financial responsibility:</td>
<td>Circa £100k</td>
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<td>Salary and Salary Band:</td>
<td>Salary between £45-50k depending on suitability of skills for the role (Band 2/3)</td>
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<td>Hours:</td>
<td>1 FTE - 37.5 hours per week</td>
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<td>Working environment:</td>
<td>Office-based with occasional travel to events (within the UK). Role may be eligible for hybrid working, please refer to the Hybrid Working Policy</td>
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<td>DBS check required?</td>
<td>No</td>
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Overview of the role

The primary duty of this post is to be responsible for all aspects of alumni relations and events organisation from initial planning to delivery. The post holder is responsible for the planning and execution of in-person and online events ranging from reunions and lectures, to special one-off occasions like an annual giving day, all of these happening in various locations (College, across the UK, overseas and online). The post-holder will also be responsible for devising and implementing the College’s strategy for fostering excellent alumnae relations, that will build and strengthen relationships between the College and its community of graduates, friends, students, and donors in order to maximise alumnae and donor interest in, and engagement with, the College. The role will be based in College, with some requirement to work in the evenings and at weekends and occasionally travel to events (within the UK).

The College

Murray Edwards is an outstanding, friendly community, with a pioneering history of promoting women’s leadership and achievement. Founded in 1954 as the New Hall, the College is the newest of the women’s colleges in Oxford and Cambridge and has carved out a distinctive reputation for attracting women from a broad spread of backgrounds. We celebrate alumnae who have gone on to shape the world in the arts and literature; in science and medicine; in politics and public affairs;
and in news and the mass media. Students, alumnae and Fellows speak of an extraordinarily strong attachment to the place and the people; our setting, among a world-class collection of women’s art, does much to create a healthy and inspiring place to teach and research.

The College now stands at an important juncture. As we approach our 70th anniversary, we need to push frontiers in all aspects of our work. We’ll invest in attracting students from all backgrounds, seeking out those who might not traditionally consider a Cambridge education. We’ll transform support for students, notably for post-graduate study – which is now mandatory for success across many professions. We’ll invest in this extraordinary site, enhancing buildings and facilities that have started to show their age. And we’ll support our brilliant Fellowship and academic community by endowing core posts and investing in the pastoral and academic support we provide. The vision is to create the best setting in the world for women to learn.

Main duties and responsibilities:

- To be responsible, in consultation with the Director of Development, for developing and implementing the College’s Alumnae Relations strategy and the associated budget.
- Responsibility for the following aspects of alumnae relations:
  - Agree the portfolio of alumnae benefits and services offered by the College, monitor take-up and adjust if necessary.
  - Alumnae communications and publicity, including print and online publications targeted at alumnae.
  - Events and activities, attracting and involving as many alumnae as possible.
  - Encouraging and supporting Fellows and other College staff in undertaking events and communications which will promote good alumnae relations.
  - UK and overseas alumnae groups and clubs / associations, providing strategic advice on communications and local events.
- To develop strong student, alumnae, staff, and other volunteer networks working with key individuals to support and develop strategies for alumnae relations activity and to identify individuals for fundraising volunteer work and/or donations.
- To meet alumnae and others at university, College and other external events and meetings, both in the UK and abroad.
- To work closely with the Heads of Departments who have frequent contact with alumnae and their teams, to develop and implement their strategies for alumnae.
- Agree and programme the annual calendar of externally facing College events e.g. reunions, special lectures and giving days.
- Develop new and innovative ways to connect with the internal and external College community through online events and social media.
- Publicise, take bookings and reservations, and administer the events. Draw up table plans for formal dinners. Provide briefing notes as appropriate.
- Organise (venues, entertainers, facilities etc.) and deliver the agreed programme of events.
- Accurately carry out all aspects of event administration.
- Any other duties that are within the scope, spirit and purpose of the job, and as requested by the line manager.
Person Specification

**Essential**

- Educated to degree level or equivalent.
- Experience of delivering high-quality events and communications.
- An understanding of alumnae / relations and fundraising.
- Outstanding written and oral communication skills.
- Strong project management skills.
- Good financial planning and budgetary skills.
- Excellent interpersonal skills, including an articulate and confident manner to develop good relationships with, and motivate current and former students and volunteers to act as ambassadors on behalf of the College.
- Excellent understanding of communications, including digital, print, and / or broadcasting, with exceptional presentation skills.
- Ability to use own initiative and work under pressure, but also as a team player comfortable working closely with colleagues.
- Meticulous attention to detail and good organisational skills.
- The ability to work independently to produce clear, accurate copy with the correct ‘tone’.
- Excellent IT skills, with experience of HTML and CMS such as Drupal, Joomla, and WordPress, as well as managing digital social media platforms.
- Excellent design skills e.g. InDesign or similar software.

**Desirable**

- An understanding of the Collegiate University.
- Experience of, and demonstrable success in, recruiting, managing and motivating volunteers.
- Experience in a fundraising environment or team.
- Familiarity with relational databases (experience with the Raiser’s Edge would be beneficial).